



# **DYNAFLEX *ULTRA***

**ADVANCED EXTERIOR SEALANT**



***ULTRA TOUGH. ULTRA EASY.  
THE ULTRA DIFFERENCE.***

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# MARKET OVERVIEW

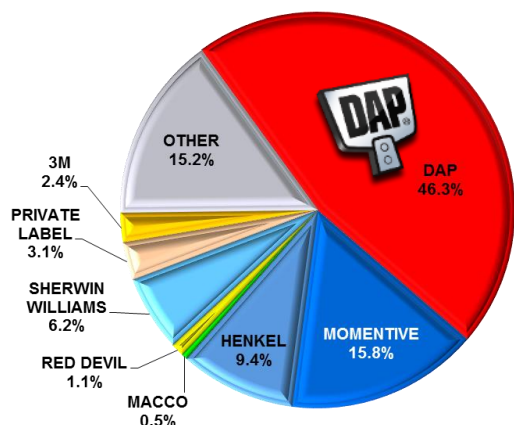


**DYNAFLEX ULTRA**  
ADVANCED EXTERIOR SEALANT



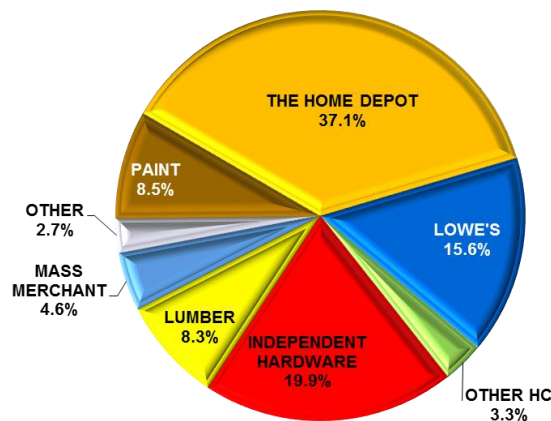
## U.S. Caulks & Sealants Market: \$1.0B RTL, +2.5%

### Manufacturer



**DAP is the market leader with 46% share, driving market growth and outpacing the industry. DAP dollar growth outpaces units suggesting a drive to premium price points.**

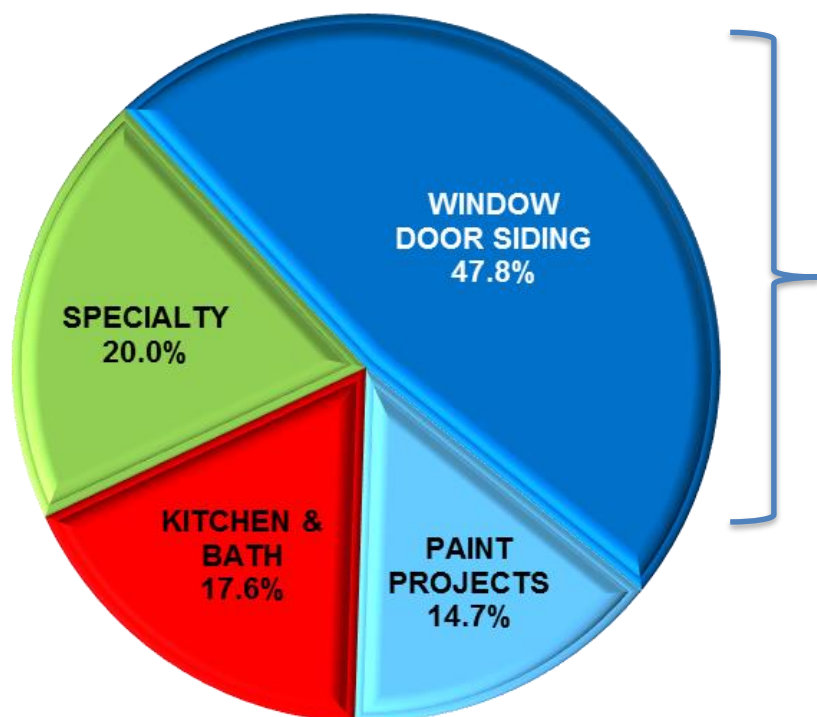
### Channel



**The Home Depot is driving market growth with +5.8% at the expense of Independent Hardware and Lumber market share.**

## U.S. Caulk & Sealant Market Insights

**2016 U.S. Market**  
**\$1.0B RTL, +2.5% YOY**



### WINDOW, DOOR, SIDING

**\$478M RTL +2.1% YOY**

- DAP is up 7.3% YOY and is the market leader with 55% share
- **3 Technologies:**
  - Latex 57%, Silicone 32%, Hybrid 11%
- Opportunity to drive growth with breakthrough innovation & superior products

# RESEARCH



**DYNAFLEX ULTRA**  
ADVANCED EXTERIOR SEALANT



## TARGET USERS & APPLICATIONS



- **Window, Door & Siding Contractors**
- **General Contractors**
- **Remodelers**
- **Home Builders**
- **Property Managers**



- **DIYers**
  - **Heavy**
  - **Light**

## APPLICATIONS

**Primarily exterior window, door, siding & trim installation:** Bedding & finishing

**Weatherization:** Air sealing to save energy & improve comfort

**Materials:** Vinyl, aluminum, fiber cement, wood, metal, glass, brick, concrete, composites



## USER INSIGHTS

*Extensive research was conducted with Professional end users across 5 geographical regions (Northeast, Mid Atlantic, South, Southwest, Northwest) to gain insights into user experience with exterior window, door & siding sealants.*

### Application Pain Points

- Difficult to gun out
- Stringy consistency & continues to run out of cartridge
- Messy: Sealant gets all over clothes, hands, tools, surfaces.
- Difficult clean up: Won't wash out. Requires use of solvents.
- Strong odor



### Finished Sealant Pain Points

- Cracking, crumbling, chalking, breaking down
- Sealant looks bad from weathering: fading, yellowing, discoloration, dirt pick up
- Bubbling from temp extremes
- Can't paint or long paint times





# WHAT'S MOST IMPORTANT TO USERS?

IMPORTANT FEATURES	WHY IT MATTERS
<b>Weather Resistance &amp; Waterproof</b>	<ul style="list-style-type: none"> <li>▪ Essential for exterior applications in order to withstand the elements</li> <li>▪ Primary function of a sealant is to keep out water and moisture</li> </ul>
<b>Long Lasting Durability: Won't Fade, Crack, Break Down</b>	<ul style="list-style-type: none"> <li>▪ Durability is essential to withstand elements over time</li> <li>▪ Sealant will stay looking good for a long time</li> <li>▪ No call backs; reputation and quality work</li> </ul>
<b>Mold, Mildew &amp; Algae Resistance</b>	<ul style="list-style-type: none"> <li>▪ Makes sealants and substrates look dirty and unsightly</li> <li>▪ A common problem in areas that don't get much sunlight or rainy, damp climates</li> </ul>
<b>Dirt Resistance</b>	<ul style="list-style-type: none"> <li>▪ Sealants will pick up dirt and dust after curing and during the remainder of an exterior remodel or construction</li> <li>▪ Will prevent a sealant from looking dirty</li> </ul>
<b>Strong Multi-Surface Adhesion</b>	<ul style="list-style-type: none"> <li>▪ A strong bond will keep sealant from cracking when exposed to joint movement</li> <li>▪ Necessary for sealing different types of substrates to one another</li> <li>▪ Don't want to stock different sealants for different applications</li> </ul>
<b>Paintability</b>	<ul style="list-style-type: none"> <li>▪ An important attribute regardless of whether or not it will be painted</li> <li>▪ Contractors prefer sealants to be paintable in case they need to cover up mistakes and prevent issues if the exterior is painted in the future</li> </ul>
<b>Time Savings / Ease of Use</b>	<ul style="list-style-type: none"> <li>▪ Faster rain/paint ready times, easy gunning &amp; easy clean up lead to improved productivity &amp; better overall user experience</li> <li>▪ Time is money, want to finish the job faster and move on to next job</li> </ul>



# PERFORMANCE



**DYNAFLEX ULTRA**  
ADVANCED EXTERIOR SEALANT



# DYNAFLEX **ULTRA**

ADVANCED EXTERIOR SEALANT

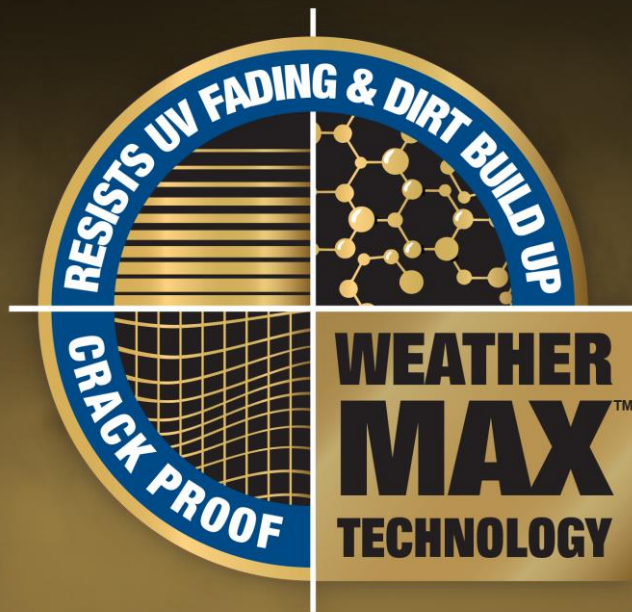
## INTRODUCING BREAKTHROUGH ADVANCED LATEX TECHNOLOGY



- Meets needs of Pros & DIYers
- Formulated for demanding window, door, siding applications
- All weather protection guaranteed to withstand the elements

## ALL WEATHER PROTECTION





## **ALL WEATHER PROTECTION**

### ***TOUGH, HYDROPHOBIC SURFACE***

- Repels water absorption for weatherproof seal
- Resists dirt & dust build up

### ***LONG LASTING DURABILITY***

- Powerful UV protection prevents fading & yellowing
- No cracking, chalking or crumbling
- Lifetime mold, mildew & algae resistance
- Strong & durable multi-surface adhesion
- Permanently flexible; meets ASTM C920, Class 35\*

### ***BETTER PRODUCTIVITY***

- 1 hour rain\* & paint ready
- Easy gunning for less fatigue
- Smooth tooling for better finish
- Easy water clean up & low odor

\*Clear meets ASTM C920, Class 25 Spec and is rain ready in 2 hours.



# DYNAFLEX ULTRA™

ADVANCED EXTERIOR SEALANT

## PERFORMANCE



**DAP**  
**DYNAFLEX**  
**ULTRA**

**OSI**  
**QUAD**

**OSI**  
**QUAD**  
**MAX**

**Silicone II**  
Window & Door

**Big Stretch**

**LOCTITE**  
**PL S40**  
POLYURETHANE

		Advanced Siliconized Latex	Solvent	Hybrid	Silicone	Latex	Polyurethane
	Chemistry						
	UV Resistance without Cracking, Discoloration, Chalking or Surface Degradation	✓	✗	✗	✓	✗	✗
	Lifetime Mold, Mildew & Algae Resistance	✓	✗	✗	✗	✗	✗
	Dirt Resistance	✓	✓	✗	✗	✗	✗
					Electrostatic Charge		
	ASTM C920/ Joint Movement	✓ +/- 35%	✗ +/- 25%	✓ <sup>+</sup> +/- 50%	✗ +/- 25%	✗ +/- 25%	✗ +/- 25%
	Gunnability/ Toolability	✓ Easy/Smooth	✗ Difficult/Stringy	✗ Moderate/Stringy	✗ Moderate/Stringy	✓ Easy/Smooth	✗ Difficult/Stringy
	Paint Ready Time	✓ 1 Hour	✗ 7 - 14 Days	✓ 1 Hour	✗ Not Paintable	✗ 4 Hours	✗ 7 Days
	Clean-Up Method	✓ Water	✗ Solvent	✗ Solvent	✗ Solvent	✓ Water	✗ Solvent

## **POWERFUL UV PROTECTION** **RESISTS FADING, YELLOWING & CRACKING**

- **DYNAFLEX ULTRA™** is powered by innovative **WEATHER MAX™** Technology for exceptional UV protection against color fading, yellowing, discoloration and damage from harsh weather.
- No cracking, crumbling or chalking.
- Sealant surface remains smooth and flexible without any surface degradation, bubbling, separation, hardening or softening.



Competitive Sealant



**SEALANT STAYS LOOKING NEW LONGER**





**DYNAFLEX ULTRA**  
ADVANCED EXTERIOR SEALANT

PERFORMANCE

# POWERFUL UV PROTECTION

RESISTS FADING, YELLOWING & CRACKING

## 1500 HOURS UV EXPOSURE & WEATHERING



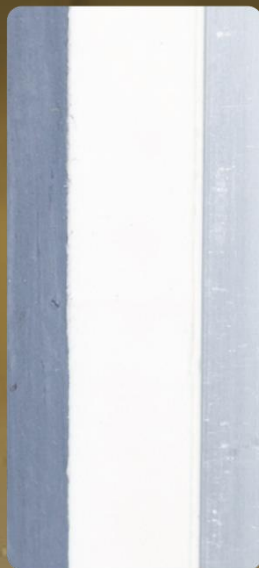
Solvent

Hybrid

Silicone

Acrylic Latex

Polyurethane



No Fading/Discoloration	✓
No Chalking	✓
No Cracking/Adhesion Loss	✓
No Surface Degradation: Blistering, Bubbling	✓
No Hardening/Softening	✓

×
×
×
×
×
×

Bubbles  
Hardens

×
×
×
×
×
×

Hardens

✓
✓
×
✓
✓
✓

×
✓
✓
×
×
×

Softens

×
×
×
×
×
×

Softens

▶ TEST METHOD: Specimens are made according to ASTM C732 (Aging Effects of Weathering) and tested according to ASTM C1442 (Practice for Conducting Tests Using Artificial Weathering Apparatus) for 1500 hours.

## 1 HOUR RAIN\* & PAINT READY FOR BETTER PRODUCTIVITY

- Early 1 hour\* rain resistance without the sealant washing out or getting damaged with permanent rain marks.
- Eliminates the worry of a ruined caulk job and having to reapply.
- Ideal for areas with extended rainy seasons.

**DAP** **DYNAFLEX ULTRA**

### 1 HOUR RAIN READY



**DAP** **DYNAFLEX ULTRA**

Solvent

Acrylic Latex



1 Hour



Immediate



24 Hours

Recommended  
Rain Ready Time

Performance at 1 Hour  
Water Exposure

No wash out  
No rain marks ✓

No wash out  
Significant rain marks ✗

Complete  
wash out ✗

\* Clear is rain ready in 2 hours

\*Clear is rain ready in 2 hours.

▶ **TEST METHOD:** Assemblies made according to TCTM 073 (channel method), sealant applied and allowed to dry for a prescribed period then exposed to water spray at time indicated for a period of 20 minutes.



## 1 HOUR RAIN\* & PAINT READY FOR BETTER PRODUCTIVITY

### EXCEPTIONAL PAINT PROPERTIES

- Paint ready in just 1 hour so you can finish the job faster.
- Sealant is firm and smooth at one hour with no brush drag or marks.
- Excellent paint coverage with latex & oil-based paints and all sheens: flat, satin and semi-gloss.
- No paint glossing (“shiners”), dulling or paint film cracking.



### 1 HOUR PAINT READY



	Solvent	Acrylic Latex	Silicone
			
<b>1 Hour</b>	<b>7 - 14 Days</b>	<b>4 Hours</b>	<b>Not Paintable</b>
<b>Paint Performance at 1 Hour</b>	<b>EXCELLENT</b> ✓ Sealant firm & smooth No brush drag	<b>POOR</b> ✗ Sealant tacky & smears. Brush drags	<b>POOR</b> ✗ Not paintable
<b>Paint Glossing or Dulling</b>	<b>No</b> ✓	<b>No</b> ✓	<b>Dulling</b> ✗
<b>Paint Film Cracking/ Separation</b>	<b>No</b> ✓	<b>Brush lines</b> ✗	<b>Paint retraction &amp; brush lines</b> ✗ <b>Extreme separation</b> ✗

► **TEST METHOD:** Sealant is applied according to ASTM C793, allowed to cure a prescribed time, then painted with commercially available paints at one hour. Any defects are noted. Specimens are allowed to dry fully then exposed to 50°C for a period of 7 days. Observations are made and noted.



## **TOUGH HYDROPHOBIC SURFACE**

**RESISTS DIRT BUILD UP & WATER ABSORPTION**

### **FORMULATED TO WITHSTAND THE ELEMENTS**

- The technologically advanced formula forms a tough sealant surface that resists dirt and dust pick up so the sealant stays looking clean and new.



### **RESISTS DIRT BUILD UP**



Acrylic Latex

Polyurethane



**EXCELLENT** ✓  
Tough surface  
Easily wipes clean



**POOR** ✗  
Porous surface  
Hard to clean



**POOR** ✗  
Tacky surface  
Hard to clean

## ***TOUGH HYDROPHOBIC SURFACE***

***RESISTS DIRT BUILD UP & WATER ABSORPTION***

### ***100% WATERPROOF & WEATHERPROOF***

- The tough hydrophobic surface prevents water absorption for an ultra waterproof seal that won't swell, soften, blister or break down.



### ***RESISTS WATER ABSORPTION***

**DAP** **DYNAFLEX**  
**ULTRA**

Acrylic Latex



**EXCELLENT** ✓  
No bubbling  
Does not soften



**POOR** ✗  
Bubbling from  
water absorption

► **TEST METHOD:** Sealants immersed in water for 24 hours.

## LIFETIME MOLD, MILDEW & ALGAE RESISTANCE GUARANTEE

- Mold, mildew and algae can grow and stain sealants making them look dull and unsightly.
- Once cured, **DYNAFLEX ULTRA**™ resists mold, mildew and algae growth for the life of the sealant.
- Perfect for areas that don't get much sunlight or rainy, damp climates.

**DAP** **DYNAFLEX ULTRA**

Competitive Sealant

**NO** GROWTH.  
SEALANT STAYS  
LOOKING NEW

**UNSIGHTLY**  
MOLD, MILDEW &  
ALGAE GROWTH

### ANTI-FUNGAL

### ANTI-ALGAE

**DAP** **DYNAFLEX ULTRA**



✓  
14 mm  
Zone of  
Inhibition

Competitive Sealant



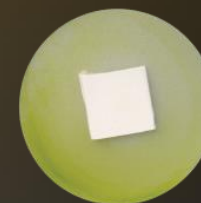
✗  
0 mm  
Zone of  
Inhibition

**DAP** **DYNAFLEX ULTRA**



✓  
No  
Growth

Competitive Sealant



✗  
Algae  
Growth

► TEST METHOD: ASTM D5590 (Modified) & Troy Algae Resistance Test. After 72 hours leaching.



## SUPERIOR FLEXIBILITY & STRONG ADHESION

- **DYNAFLEX ULTRA™** stays permanently flexible to endure expansion and contraction caused by sun, heat, cold, wind and rain for long lasting, all weather protection.
- Provides a strong, durable seal that won't crack or lose adhesion.
- Meets ASTM Spec C920, Class 35\*.

**DAP** **DYNAFLEX ULTRA**



PASS

Competitive Sealant



FAIL

**COLD WEATHER PERFORMANCE**

► TEST METHOD: C793. 250 hours UV Weathering. 24 hours at 26°C. Flexed over 1/4" mandrel.

\* Clear meets ASTM C920, Class 25.



## STRONG MULTI-MATERIAL ADHESION



- |                |         |            |          |              |
|----------------|---------|------------|----------|--------------|
| ■ Fiber Cement | ■ Wood  | ■ Concrete | ■ Stone  | ■ Composite  |
| ■ Vinyl        | ■ Cedar | ■ Masonry  | ■ Stucco | ■ Fiberglass |
| ■ Aluminum     | ■ Metal | ■ Brick    | ■ PVC    | ■ Glass      |

## EASY APPLICATION

- Easy gunning for less fatigue
- Smooth tooling for a better finish
- Easy water clean up for less mess
- Low odor



## DYNAFLEX ULTRA CLEAR



Clear offers the **SAME** performance features as white & colors with a few exceptions:

- Clear is rain ready in two hours versus one hour for white and colors. This is still significantly shorter compared to other latex sealants which require at least 24 hours waiting period before exposing to water.
- Clear meets ASTM C920, Class 25 joint movement. White & colors are Class 35. All are high performance, elastomeric sealants.
- Clear applies white and dries clear in 7-14 days, which is typical of all latex clear sealants.



## COLOR MATCHED TO TOP SIDING & TRIM COLORS



COLOR NAME:

White

Beige

Clay

Iron Gray

Dark Bronze

Clear



DAP Color Number:

WT093

BE304

CL500

GY728

BR104

CR010

Manufacturer

James Hardie®

Arctic White

Sail Cloth

Khaki Brown

Iron Gray

—

Alside®

Glacier White

Earthen Tan

Tuscan Clay

—

Architectural Bronze,  
Bronze & Bronze Trim

Andersen®

White

Beige

Sandtone

—

Dark Bronze

CertainTeed

Vanilla White, Colony White  
& Snow White

—

Heritage Clay,  
Natural Clay

Pewter

—

Georgia-Pacific® Vision Pro®

White

Pearl,  
Sandstone Beige

Northern Oak

Natural Slate

Dark Bronze

Jeld-Wen®

White

Heirloom White

Desert Sand

Steel Gray

Bronze

Marvin®

White

Sierra White

—

—

Bronze,  
Craftsman Bronze

Pella®

White

Poplar White

—

—

Brown

► Use the DAP® Spec Line Color Match program to find color matches with other manufacturers. Go to [dapspecline.com/dapmatch](https://dapspecline.com/dapmatch), and select the DAP color number.



# SELLING STRATEGY



**DYNAFLEX ULTRA**  
ADVANCED EXTERIOR SEALANT



**\$4.18 - \$4.99**

## SELL / LEVERAGE

- Silicone Tough Performance
- Full Color Program
- Excellent Value

## EXTENDED COLOR PROGRAM

9 colors

## TARGETS

Extended color programs



**\$5.98 – Match Big Stretch**

## SELL / LEVERAGE

- Urethane Acrylic Technology
- Superior Flex & Adhesion
- Retailer Margin Opportunity

## COLORS

White

## TARGETS

White facings with supporting  
D 230 or D Ultra Colors



**\$6.48 - \$7.99**

## SELL / LEVERAGE

- Innovative WEATHER MAX Technology
- Best in Class UV
- Lifetime MMA Guarantee

## TOP WINDOW, SIDING & TRIM COLOR MATCH PROGRAM

6 colors

## TARGETS

Extended color programs







# DYNAFLEX ULTRA™

ADVANCED EXTERIOR SEALANT

## PERFORMANCE



**DAP**  
**DYNAFLEX**  
**ULTRA**

**OSI**  
**QUAD**

**OSI**  
**QUAD**  
**MAX**

**GE**  
**Silicone II**  
Window & Door

**sashco**  
**Big Stretch**

**LOCTITE**  
**PL S40**  
POLYURETHANE

		Advanced Siliconized Latex	Solvent	Hybrid	Silicone	Latex	Polyurethane
	Chemistry						
	UV Resistance without Cracking, Discoloration, Chalking or Surface Degradation	✓	✗	✗	✓	✗	✗
	Lifetime Mold, Mildew & Algae Resistance	✓	✗	✗	✗	✗	✗
	Dirt Resistance	✓	✓	✗	✗	✗	✗
					Electrostatic Charge		
	ASTM C920/ Joint Movement	✓ +/- 35%	✗ +/- 25%	✓ <sup>+</sup> +/- 50%	✗ +/- 25%	✗ +/- 25%	✗ +/- 25%
	Gunnability/ Toolability	✓ Easy/Smooth	✗ Difficult/Stringy	✗ Moderate/Stringy	✗ Moderate/Stringy	✓ Easy/Smooth	✗ Difficult/Stringy
	Paint Ready Time	✓ 1 Hour	✗ 7 - 14 Days	✓ 1 Hour	✗ Not Paintable	✗ 4 Hours	✗ 7 Days
	Clean-Up Method	✓ Water	✗ Solvent	✗ Solvent	✗ Solvent	✓ Water	✗ Solvent



## PRODUCT INFORMATION & SALES COLLATERAL



**DYNAFLEX ULTRA**  
ADVANCED EXTERIOR SEALANT

## PACKAGING - Cartridge



ADHERES TO:	
Vinyl, Aluminum, Metal, Fiber Cement, Wood, Cedar, Concrete, Masonry, Brick, Stone, Stucco, PVC, Composite, Fiberglass, Glass	
SPECIFICATIONS	
ASTM C920, Type S, Grade NS, Class 35, Federal Spec TT-S-00230C, Type II	
PHYSICAL PROPERTIES	
App. Temp Range:	40°F to 100°F
Ideal Bead Size:	3/8" (recommended)
Coverage:	3/8" bead 14 lin ft.
Skin Time:	10-15 minutes
Tack Free Time:	30 minutes
Full Cure Time:	7-14 days depending on joint depth, temperature, humidity & substrate
Paint Ready Time:	1 hour w/latex or oil-based paints. Use latex-based primer for oil-based paints.
Water Ready Time:	1 hour
Joint Movement:	+/-35%
Flexibility:	Permanently flexible
Mold Resistance:	Lifetime mold, mildew & algae resistance guarantee
Odor:	Low
Clean-Up:	Water
VOC Content:	NCCS Calif. ARB VOC <1.5% wt/wt (VOC 27 g/L)
Shelf Life:	12 months (unopened/cool & dry conditions)
SIDING COLOR MATCH	
• James Hardie® Arctic White	• Georgia-Pacific® Vision Pro® White
• Anderson® White	• Jeld-Wen® White
• CertainTeed Vanilla White, Colony White & Snow White	• Marvin® White
	• Pella® White

- Consumer validated packaging - preferred most by Pros <sup>1</sup>
- Plastic cartridge withstands weather & jobsite demands
- Color-coded nozzle & cartridge for accurate color identification
- Black & metallic gold color scheme infers premium quality
- Most important feature/benefits & **WEATHER MAX** icon prominently displayed
- Back panel: Product Performance Chart – quick reference of most important product performance specs
- Color-coded project band for easy project identification: *#1 way consumers shop is by project* <sup>2</sup>



## PACKAGING – Ship Case



- High quality, lithographic print ship case with photography reinforces premium positioning
- L-shaped cut out design to draw attention on shelf & provide additional space for important feature call outs
- Meets national trade dress brand standards

## SKU SPECIFICATIONS

COLOR	DESCRIPTION	SIZE	CASE PACK	CASE CODE	PRODUCT CODE	GTIN14	CASE WEIGHT (LBS)	CASE DIMENSIONS (L X W X H)	CASE VOLUME (CU. FT.)	CASES PER PALLET
WHITE	DYNAFLEX ULTRA	10.1 FL. OZ.	12	18211	0 70798 18211 0	100 70798 18211 7	12	8" x 6" x 12"	0.33	108
BEIGE	DYNAFLEX ULTRA	10.1 FL. OZ.	12	18213	0 70798 18213 4	100 70798 18213 1	13	8" x 6" x 12"	0.33	108
CLAY	DYNAFLEX ULTRA	10.1 FL. OZ.	12	18214	0 70798 18214 1	100 70798 18214 8	13	8" x 6" x 12"	0.33	108
IRON GRAY	DYNAFLEX ULTRA	10.1 FL. OZ.	12	18215	0 70798 18215 8	100 70798 18215 5	13	8" x 6" x 12"	0.33	108
DARK BRONZE	DYNAFLEX ULTRA	10.1 FL. OZ.	12	18216	0 70798 18216 5	100 70798 18216 2	13	8" x 6" x 12"	0.33	108
CLEAR	DYNAFLEX ULTRA	10.1 FL. OZ.	12	18212	0 70798 18212 7	100 70798 18212 4	10	8" x 6" x 12"	0.33	108





**DYNAFLEX ULTRA™**  
ADVANCED EXTERIOR SEALANT



**ON THE JOB**  

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**SINCE 1865™**