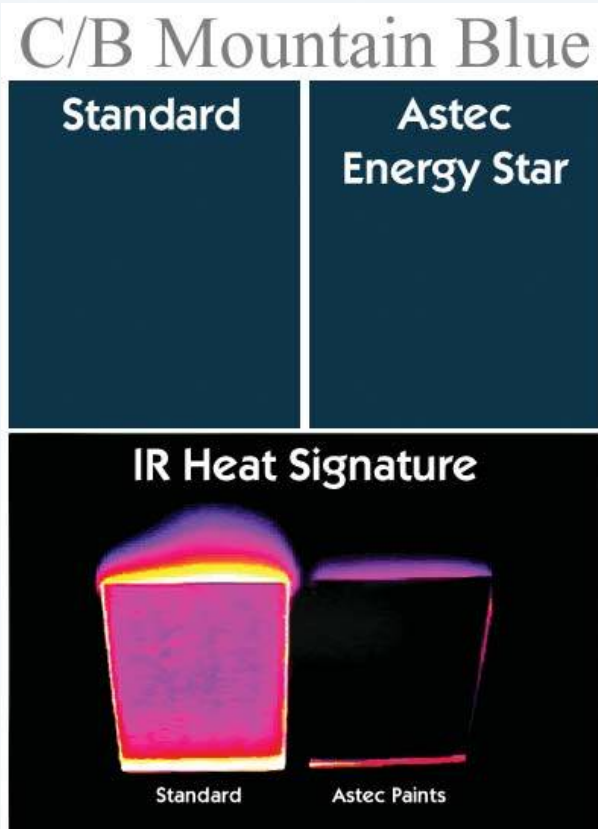


Infrared Heat Signature.....

A Coating Can Now be Dark and Cool.....!

No longer does a coating have to be white to be cool... Two coatings can be identical in visible colour, yet their infrared reflectance characteristics can be completely different. The coating that reflects infrared light will remain cooler than the coating that absorbs it. Because IR-light comprises fully half of sunlight, the IR-reflectivity of a coating is even more important than its colour when it comes to heat build-up.



The IR heat signature was captured by an infrared camera from the rear of two panels during a Solar Radiation Exposure Test. One panel was Astec Energy Star® Low Sheen and the other, a competitor's premium exterior acrylic. Both panels were identical in colour.

