

Ever thought a house or building would look great painted in a sleek, dark colour – then had to shelve plans for fear of the heat damaging the substrate or the building getting unbearably hot in summer?

Resene CoolColour™ technology makes painting exterior surfaces in dark colours both easier and safer. It can be used on all sorts of exterior materials and applications, from weatherboards and concrete to windowsills. A Resene CoolColour looks like a normal colour but thanks to special pigment technology it reflects more heat, so it doesn't get as hot as a standard colour would.

When looking at the role paint can play in temperature control in buildings it comes down to colour. The ability of white to reflect visible light extends through the infra-red and, because of this, white surfaces remain relatively cool to touch, even in direct sunlight. The opposite is true of black and dark colours, which absorb light in this infra-red area, resulting in significant heat build-up in the surface. As the emissivity of paints is not particularly good, the surface heat is conducted into the substrate and then radiated into the building.



Adidas Head Office, Resene Sonyx 101 CoolColour™ custom tinted to Adidas Black.



Tasman residence, Resene Waterborne Woodsman CoolColour™ tinted to Resene Pitch Black.



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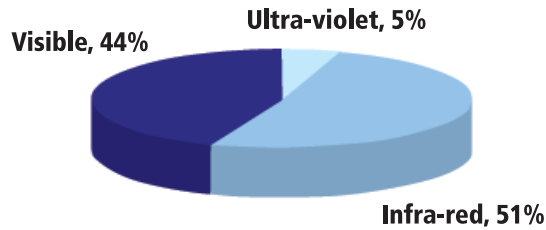
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Keep your place cooler with a Resene CoolColour™

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Energy distribution of sunlight

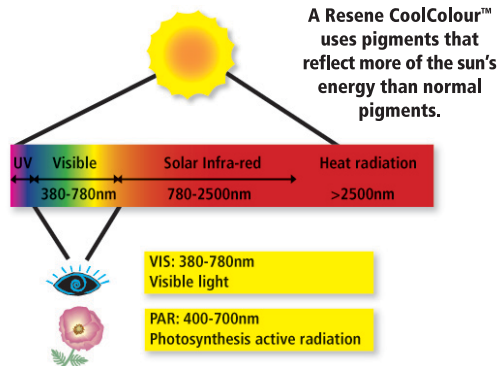


Sunlight energy is made up of 44% visible light, 5% ultra-violet light and 51% infra-red light.

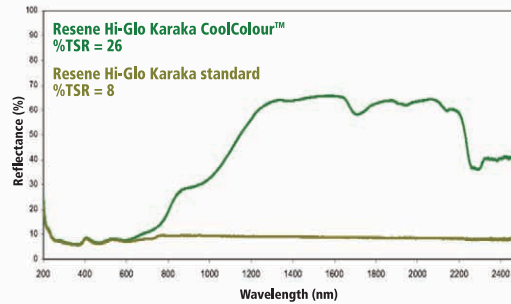
Traditionally Light Reflectance Values (LRV) have been used to define which colours are suitable for heat prone substrates, however visible Light Reflectance Values only measure a proportion of the light and ignore the effects of ultra-violet and infra-red light. Total Solar Reflectance (TSR) takes into account all three forms of light to give a better measure of the reflectance of colour. A Resene CoolColour™ uses pigments that reflect more of the sun's energy, resulting in the same visible Light Reflectance Value as the standard colour but a consistently higher Total Solar Reflectance.

The solar spectrum includes infra-red radiation that Resene CoolColour pigments are designed to reflect. Replacing the standard black pigment that absorbs all infra-red with a Resene CoolColour black pigment reduces the heat absorption. Some blues, greens and reds are transparent to infra-red radiation so are best used with a first coat of Resene Quick Dry or Resene Galvo-Prime to reflect infra-red that passes through these hues.

This effect can also be seen in plants. Most plants have leaves of very high chroma green. If those leaves reached the same temperature when



Reflectance spectral curves for Resene Karaka CoolColour™ versus Resene Karaka



exposed to solar radiation as those of a similarly coloured paint they would shrivel and die. The fact they don't is because that pigment - chlorophyll - absorbs what it needs from the visible range to photosynthesise but reflects the infra-red range, keeping the plant cool.

Over the past decades, there have been vigorous efforts to create heat resistant pigments in the ceramics industry, as most tints break down at the very high temperatures under which ceramics are fired. Novel ways were discovered of doping refractory metal oxides of titanium, zirconium, chromium and so on, with other metal ions to produce a wide selection of high temperature colours. The behaviour of these mixed oxides were examined under infra-red and the results showed an ability to withstand a range of very high temperatures. Further refinements were made to maximise this for use in various commercial applications.

Using these findings Resene took the very popular roofing colour Karaka and incorporated into it these new infra-red reflecting pigments. Comparing the new blend against traditional coatings over a five minute standard Resene test revealed a 12°C drop in temperature. The 12°C difference can make a tremendous difference to the stresses exerted on

the substrate and can have a telling effect on its stability and heat gain.

When it comes to roofs, having a darker shade in winter will not make much difference to how hot your roof - and home or building will get - as when it is cold they will be cold too, however in summer it will make a difference as to how hot your home or building will get by reflecting heat away from the building.

First developed for high gloss roof coatings, Resene CoolColour technology is now available in a range of paints and stains including Resene Lumbersider waterborne low sheen, Resene Sonyx 101 waterborne semi-gloss, Resene Hi-Glo waterborne gloss, Resene Summit Roof waterborne roof paint, Resene Enamacryl gloss waterborne enamel, Resene Lustacryl semi-gloss waterborne enamel, Resene SpaceCote Flat waterborne enamel, Resene Super Gloss enamel, Resene X-200 weathertight membrane, Resene Walk-on, Resene AquaShield mineral effect, Resene Non-Skid Deck & Path, Resene Woodsman Decking Oil Stain, Resene Waterborne Woodsman wood stain and Resene Woodsman wood oil stain.

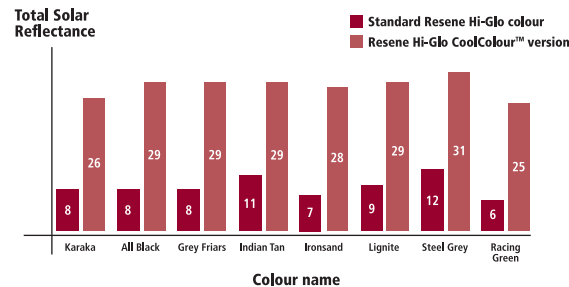
A change in tone or product may be required for some colours to achieve a Resene CoolColour effect. Resene CoolColour and standard variants of a specific colour use different pigment combinations by necessity to achieve a match to the same Resene master colour standard. This can cause slight colour differences depending on the degree and type of light, which naturally varies with the time of day.

Resene CoolColour technology works best in dark shades most prone to heat build-up, including popular colours such as Resene Nero, Resene Karaka and Resene Napa. A wide range of Resene CoolColour hues are now available - see colours marked with a CC on Resene colour charts or view Resene CoolColour options online, www.resene.com/colour.

Check with your Resene ColorShop or representative to see if a Resene CoolColour is right for your project.



Total Solar Reflectance for Resene Hi-Glo CoolColour™ versus standard colours



Although it may be hard to believe, these two colours behave the same in test procedures. The test procedure involves fixing thermocouples onto the backs of these panels (ensuring a good thermal contact), shining an infra-red light onto the painted side of the panels and plotting the temperature rise of the panels on the thermocouples.

The grey panel is a standard coating. The black panel uses Resene CoolColour pigments. The black Resene CoolColour panel has the same infra-red (heat) absorption as the standard paint finish on the grey panel, demonstrating the reflective benefits of Resene CoolColour technology.