

**HUNTSMAN**

Enriching lives through innovation

Infrared reflection  
Altiris<sup>®</sup> 550 pigment

 **altiris**<sup>®</sup>  
infrared reflecting pigments

# Increasing solar reflectance...

ALTIRIS® infrared reflecting pigments can increase the solar reflection for a wide range of colored coating and polymer systems. Increased solar reflection keeps surfaces cooler and can help to reduce the internal temperatures of buildings.

## **Increased solar reflectance benefits:**

- Lower interior temperatures improve internal comfort for occupants, placing less load on air-conditioning systems thereby reducing their use, associated costs and greenhouse gases
- Reducing the power required for air-conditioning reduces the need for energy
- In built-up areas cool surfaces can reduce the effect of urban heat islands
- Reflecting the solar energy from surfaces can help prevent degradation caused by thermal cycling and heat build-up

ALTIRIS® 550 pigment can be used in a single colored layer to bring increased solar reflection for bright, vibrant medium to light colors. To increase solar reflectance further ALTIRIS® 550 pigment can be used in the primer layer.

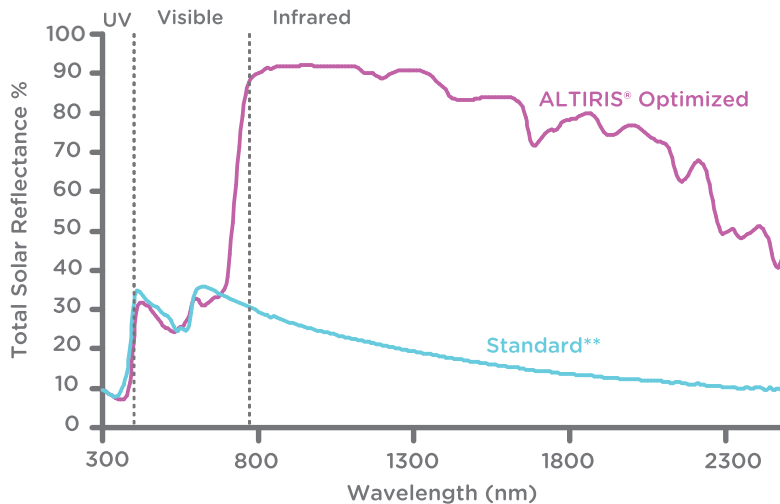


## ...across the color spectrum

ALTIRIS® 550 pigment is optimized to have high solar reflectance making it suitable for use in a wide range of colors.

### Pastel violet optimization

Huntsman has optimized the total solar reflectance (TSR) for RAL 4009\*, pastel violet, using ALTIRIS® 550 pigment from a standard\*\* coating at 27% TSR to 58% TSR. In this example the TSR has been increased by 31 points.



\* Actual coatings are similar to RAL color quoted, coating thicknesses approx 75 microns, measurements taken using Cary 5000 spectrophotometer.

\*\* Standard coating containing TIOXIDE® pigment and colored pigment - formulations available on request.

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infrared reflecting pigments

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