

## Dr. Fixit Heatshield on... Garmi gone!

### Pidilite launches first of its kind Heat Reducing Exterior Coating that reduces energy consumption

For the first time in India, Pidilite is launching Heatshield, a heat-reducing exterior coat-



ing that is sure to bring down the temperature by 5-6 degree Centigrade and make your interiors cooler this summer.

Dr. Fixit Heatshield, the latest product from Pidilite reduces internal temperature of a structure by reflecting most of the solar heat (75%) back into the atmosphere. It forms a very high, heat resistant barrier with ultra-violet protection.

The use of Dr. Fixit Heatshield can cut electricity bills for air-conditioning and air coolers substantially. It can be

applied on a wide variety of roofs or exposed surfaces such as concrete, asbestos and metal where heat build-up is extensive. The major benefit of using Heatshield is low thermal conductivity. It can withstand prolonged exposure to solar radiation and intense heat.

"The new and effective Dr. Fixit Heatshield is designed for the Indian climate, and can withstand extreme heat and provide protection against Ultra Violet and Infra Red radiation.

It is recommended for all residential, commercial buildings, and industrial units," said Mr. Jairaj Hegde, Chief Sales & Marketing of Construction Chemicals Division, Pidilite Industries Ltd.

Heatshield contains no organic solvents or toxic materials and is therefore, an environment-friendly product that has been awarded the "Green Label Product" certificate from Singapore Environment Council. It has been successfully used in Singapore and Dubai and now introduced in India.