

Pidilite launches heat-reducing exterior coating

ADHESIVES and paint major Pidilite will launch the first of its kind a heat-reducing exterior coating, 'Dr Fixit Heatshield', which will help bring down the room temperature by 5-6°C and make home interiors cooler this summer.

Dr Fixit Heatshield reduces the internal temperature of a structure by reflecting most of the solar heat (75 pc) back into the atmosphere. It forms a very high, heat-resistant barrier with ultra-violet protection, according to a Pidilite release issued in Mumbai.

The product 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.

After its application, the cooling of room by airconditioners and air coolers will be enhanced and also reduce the electricity bills.

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 the Singapore Environment Council. It has been successfully used in Singapore and Dubai and now been introduced in India, it adds. — UNI

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