

# COOLING PAINT®

Wood protection with long-term durability



Unique heat-reflecting wood protection with cooling effect that reflects the heat of the sun and damaging infrared (IR) rays.

Find out more about COOLINGPAINT® at [coolingpaint.dk](http://coolingpaint.dk)

# SUN RAYS RUIN YOUR WOODWORK

It is during the hot time of year rather than the cold season that woodwork experiences the most wear. We all know that black and other dark-coloured woodwork becomes very hot when the sun is shining on it and that white and light-coloured woodwork remains relatively cool. But not everyone knows that this heating activity is very damaging to the woodwork and the paint film itself, even at low temperatures. When the air temperature is 26°C, traditional black woodwork reaches a temperature of 60°C.

For all types of wood protectors, the rate at which the wood protector breaks down doubles for every 10°C increase in temperature. This means that the hotter the surface of the wood becomes, the more frequently the woodwork needs to be re-painted or replaced.

**“With COOLINGPAINT<sup>®</sup>, you get optimal wood protection for a greater number of years than with traditional products”**



**TRADITIONAL  
WOOD PROTECTION**

# COOLINGPAINT® is the solution!

**COOLINGPAINT® ensures cool and naturally tempered woodwork as it reflects the heat of the sun and the damaging infrared rays which would otherwise have been absorbed by the wood and converted to heat.**

The function of these characteristics is that the breakdown of the paint film is prevented, the wood doesn't heat up and therefore doesn't repeatedly expand and contract throughout the course of the day. This reduces drying out, frost erosion and the typical formation of cracks, scaling and erosion that the wood would otherwise be exposed to when traditional wood protection is used.

With COOLINGPAINT®, you get woodwork that is healthy and requires less maintenance, and which will last much longer than if using traditional wood protectors. Tests show that black woodwork painted with COOLINGPAINT® does not become hotter than grey woodwork painted with traditional wood protector.



**“Black woodwork painted with COOLINGPAINT® does not become hotter than grey woodwork painted with traditional wood protector”**

**LONGER DURABILITY  
WITH COOLINGPAINT®**

# COOLINGPAINT®

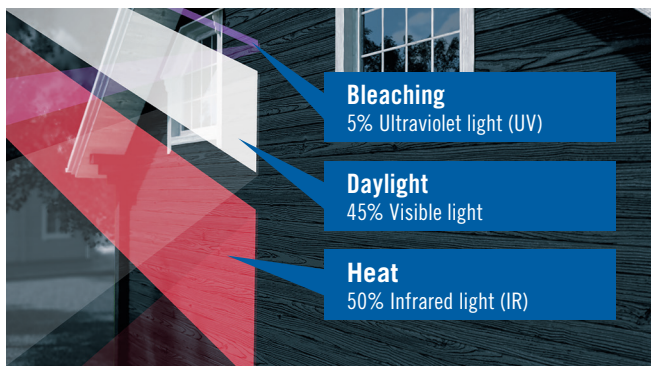
COOLINGPAINT® is a new, advanced, patent pending wood protector. Nowocoat has further developed this technology using special equipment to homogenise the chemical composition of the pigments and additives.

Microscopic mirrors are added to the pigments, which reflect the sun's infrared rays so that the amount of heat that is absorbed is significantly reduced. In layman's terms, the wood gets an infrared filter. The greatest effect is achieved on dark colours, but it also has a beneficial effect on white and light colours.

For example, on black painted woodwork, surface temperature is reduced by up to 30 percent on a sunny day when compared with traditional wood protectors. Strong sunlight can also have a damaging effect even when the outdoor temperature is low, as traditional wood protectors absorb more heat than COOLINGPAINT®. This is because traditional wood protectors reflect less of the sun's energy than COOLINGPAINT®.

In fact, a traditional black colour only reflects 5% of the sun's energy – the remaining energy is more or less converted into heat. COOLINGPAINT® is a wood protector of the highest quality, which provides up to 16 years of durability and meets all the requirements of the EU Ecolabel.

The new heat reflective technology was originally developed by the US military as a part of the Stealth project to make it harder to track fighter aircraft on a radar. The principles for wood protection are the same.



# Product characteristics

Patent pending quality product with a high pigment content. The cooling effect works to significantly extend the lifespan of wood and paint film, and prevent wooden houses from overheating. Provides optimal protection for the woodwork with its high level of UV resistance, water-repellent and self-cleaning effect and prevents the growth of mould and algae on the surface. Easy to apply, non-drip, optimal adhesion, excellent coverage with a smooth flow and finish. Suitable for a change of colour, even from a dark colour to a light colour.

## Hybrid technology

The hybrid technology protects the wood for the longest time and is a combination of water-based Alkyds and water-based Acrylates, in a single system. This technology protects the woodwork, like the oil-based paint, and has a robust, flexible surface, like the water-based paint. The result is optimal adhesion and excellent coverage with a smooth flow and finish.

## Slow release

The additives, which protect against mould and fouling, are encapsulated in such a way that they are released slowly and only activated in damp weather. This ensures the longest durability instead of them being washed out quickly, resulting in a shorter lifespan.

## Usage

Used for outdoor treatment of facades, eaves, gables, garages and wooden fences. It can be used on both new and previously treated wood.

## Preparatory work

To achieve optimal durability, it is important that new, old or worn out paintwork is treated with a suitable means of protection against visible and invisible fungal spores and fouling. Ordinary dirt and grime is removed with wood cleaner.

## Priming

New, untreated woodwork or worn out wood should be primed with an oil or water-based primer.

## Final treatment

Stir thoroughly before use - apply two coats of paint.

See instructions on the packaging or at [www.coolingpaint.dk](http://www.coolingpaint.dk)

## Colours

Available in several standard colours both as full-covering and transparent wood protection.

## Technical data

**Spreading rate:** 6-12 m<sup>2</sup>/l, (6m<sup>2</sup>/l=200µm)

**Can be painted over:** At 20°C / 50%RH: After approximately 4 hours

**Drying time:** at 20°C / 50%RH: Approx. 12 hours

**Completely dried:** After approx. 1 week

**Application:** Brush, roller, paint sprayer.  
Use of gloves recommended.

**Thinning:** Should not be thinned

**Cleaning:** Water



### COOLING EFFECT

Heat-reflecting filter



### DURABILITY

Provides protection for up to 16 years



### ANTI-FOULING

Prevents growth on the film surface



### SLOW RELEASE

For long-lasting protection



### UV-BLOCKER

Protects against bleaching



### HYBRID TECHNOLOGY

Unique combination of both oil and water based properties



### EU ECOLABEL

Quality & Environment



### PATENT PENDING

## Proven quality

The documentation for a high quality has been prepared by a Danish accredited institute in accordance with the international standards below:

- EN 15458 - Resistance to algae
- EN 15457 - Resistance to mould
- EN 927-6 - UV Stability, water vapour permeability and free-flowing water permeability, including:
  - EN 2813 - Change to sheen
  - ISO 7724-3 - Change to colour
  - EN 4628-2 - Formation of blistering
  - EN 4628-4 - Formation of cracks
  - EN 4628-5 - Scaling
  - EN 4628-6 - Smudging
  - EN 927-3B - Adhesion

### Nowocoat Industrial A/S

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[www.nowocoat.dk](http://www.nowocoat.dk)

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