






TSR (Total Solar Reflectance) is the percentage of the total solar energy reflected by the pigment.
HBU (Heat Build-up) is the temperature rise due to solar radiation being absorbed (ASTM D4803 - Calculated)
All measurements made in masstone. Colors (masstone, 10:1 tint and 4:1 tint) are approximate and representative.
Please contact Shepherd Color for further information and samples.

ARCTIC[®]

Infrared Reflective Pigments

The Shepherd Color Company specializes in high-performance dry powder inorganic pigments. These highly engineered colorants enhance the value of materials by imparting maximum durability.

Arctic[®] Infrared Reflective Pigments:

-  Withstand the toughest conditions by reflecting the sun's energy away from an object to keep it cool.
-  Are perfectly suitable for all types of polymers. They are typically used in PVC, engineered resins and polyolefins.
-  Can be used in a vast array of applications including: siding, fencing, railing, decking, window profiles, roofing membranes, polymeric roof tiles, automotive interior & exterior parts, patio furniture, outdoor playsets, and recreational items such as kayaks and pools.
-  Increase heat reflectivity to keep the object or material cooler - this prevents warping and distortion by reducing thermal expansion and contraction.
-  Mitigate solar-induced heat build-up and the destructive events associated with it. Cool products retain color, gloss, flexibility and mechanical properties. Cool products last longer!

Formulating for cool surfaces requires an understanding of energy beyond the visible into the infrared. The Shepherd Color Company has been a leader in infrared technology for over 20 years. You can count on our technical expertise to help achieve cool durable color.



The Shepherd Color Company
We Brighten Lives

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