

What is Reflectivity ?

Reflectivity or (reflectance), is fraction of solar energy that is reflected by a coating back to the sky.

Testing to ASTM E-903 or ASTM C-1549 provides numbers that are expressed as T.S.R.% (*Total Solar Reflectance*), that are the ratio of total solar energy which is reflected outward by the coating system to the amount of total solar energy falling on the coating system.

A product with High reflectance will reflect more solar energy than a product with a low reflectance for example, a standard black versus a standard white.

- A standard Charcoal coloured paint has a Total Solar Reflectance of (5.6%), a low ability to reflect solar energy away from itself.
- Energy Star Charcoal coloured paint has a Total Solar Reflectance of (32.8%), a greater ability to reflect solar energy away from itself than the standard charcoal paint.

This graph illustrates the effectiveness of two different products. The product with High Reflectivity remains cooler during peak afternoon sun providing a cooler surface.

