

LUXURY PAINTS PRESENTS...

PAINT FOR OUR PLANET



Cool your house and the globe!



coolit[®]ceram

LIQUID THERMAL INSULATION

Paint the planet green and keep your house cool and looking stylish with the latest in paint technology. Luxury Paints presents coolit[®]ceram, paint which is not only environmentally friendly but can also assist in reducing energy costs.



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Established in 1982, Luxury Paints has built a reputation for manufacturing premium products including quality interior and exterior paint finishes. Recently, this Australian owned and operated company has embraced its environmental responsibility, developing exciting new coating products with an environmentally sensitive approach.

Luxury Paints has developed a revolutionary coolitceram paint coating which works by reflecting the sun's UV rays and incoming heat, therefore keeping the house cooler.

With Australia's hot and sunny climate, excessive heat input into our homes can cause uncomfortable conditions, usually managed by cooling devices. Coolitceram works by lowering the roof substrate temperature, decreasing the amount of heat transferred to the roof loft area and subsequently into the building or home. This in turn reduces cooling power demand in an air conditioned building. As roof temperatures peak in the afternoon, when summer electricity use is highest, reducing roof temperatures can also lower peak electricity demands.

The coolitceram range was developed to offer a range of attractive designer colours that are low heat absorbing and have high emissivity characteristics so that the surface remains cooler than equivalent traditional colours.

The coolitceram coating system consists of a primer (suited to the substrate material - metal or concrete/terracotta) and two coats of the coolitceram topcoat. For maximum benefit, the initial coat of primer must be used.

People are living beyond their renewable ecological footprint increasing the levels of energy consumption, global heating, pollution exhaust and greenhouse gases. In an age of growing environmental awareness, not only is coolitceram environmentally friendly, it is low VOC and will help reduce power generation and greenhouse gas emissions. Something as simple as painting your roof with coolitceram can make a small but important contribution to improve these matters.

Talk to your Luxury Paints consultant today to find out how you can help your house to help the environment! For details of your nearest stockist please visit www.luxurypaints.com.au or call **07 3375 3199**.



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