

The PFAS Free Super Hydrophobic Coating, HIREC Series is Now Available on Market

November 11, 2025

NTT ADVANCED TECHNOLOGY (hereinafter: NTT-AT, President: Tadashi ITO) will start selling the PFAS (Per- and polyfluoroalkyl substances) free super hydrophobic coating, HIREC series from November 17, 2025.

Those products made it possible to be completely free from fluorine to address world-wide PFAS regulations while maintaining the same level of water repellency (over 150 degrees of initial contact angle) as the conventional HIREC. This PFAS free hydrophobic coating series will be more friendly to the environment and has exceptional hydrophobicity at the same time. We will offer a discount price for coming months to celebrate the launch of the PFAS free HIREC series.

1. Product Lineups and Features

(1)HIREC PFW9 (Water Based Paint)

- Less restrictions on shipment and storage thanks to its water based specification.
- Friendly to the environment while maintaining the exceptional water repellency.

(2)HIREC PFS10 (Solvent Based Paint)

- Fast drying feature which will result in shorter curing time and work period.
- Great durability that will lead to the stable performance even under rough environmental circumstances.

[Common Features in Both Paints]

- Free from PFAS (Per- and polyfluoroalkyl substances).
- Over 150 degrees of initial contact angle.
- PFAS free HIREC products can prevent accretion of rain, snow, and ice as well as the conventional HIREC products. They can be used not only for communication equipment but also for outdoor infrastructure such as electricity, railways, road, weather equipment, artworks, etc.
- The visible light transmittance has improved from 5% (*value of one of the conventional HIREC products) to 40% and this will expand the possible purpose of use of HIREC (e.g. Signboard, Information board).
- You can apply the paint with air spray, brush, and roller.



Packaging of HIREC PFW9(10kg) and HIREC PFS10(10kg)

2. Launch Date

November 17, 2025

3. Price

Please contact the website below.

4. Upcoming Event

We are planning to start selling an aerosol type of PFAS free HIREC, which will be great for small areas or retouch purpose, in first half of 2026.

5. More Information on Super Hydrophobic Coating, HIREC

<https://keytech.ntt-at.com/en/environ/hirec-pfasfree.html>