

NTT-AT Launches Water-Based Heat Reflective Paint Heat Reflective Paint SurfCool W

SurfCool Can Be Used in Places Where Organic Solvents Are Avoided

July 17, 2025

NTT Advanced Technology Corporation (NTT AT, Head Office: Shinjuku-ku, Tokyo, President: Tadashi Ito) has launched a new water-based Heat Reflective Paint Heat Reflective Paint, SurfCool W, as part of SurfCool® series. SurfCool is used in a wide range of facilities, including factory roofs, telecommunication stations and control panels, to reduce power consumption and extend the lifetime of outdoor equipment.

1. Background of development of SurfCool W

Infrared rays contained in sunlight tend to turn into heat when it contacts with the surface painted with an ordinary paint. Especially in summer, the temperature of the painted surfaces and inside of buildings rises significantly which increases the power consumption of air conditioners and the risk of electronic equipment failure.

SurfCool is a Heat Reflective Paint Heat Reflective Paint that contains a special material which reflects infrared rays in high efficiency and suppresses temperature rise. Reflectance in the visible light range is not much different from that of ordinary paints, so painting SurfCool will not change the appearance. SurfCool S-II, which is a weak solvent, has been used for a wide range of facilities including factory roofs, communication station buildings, and control panels, as it uses an undercoating material that is resistant to metal corrosion. However, since it contains a certain amount of organic solvents, there have been certain restrictions in terms of construction, transportation, and storage.

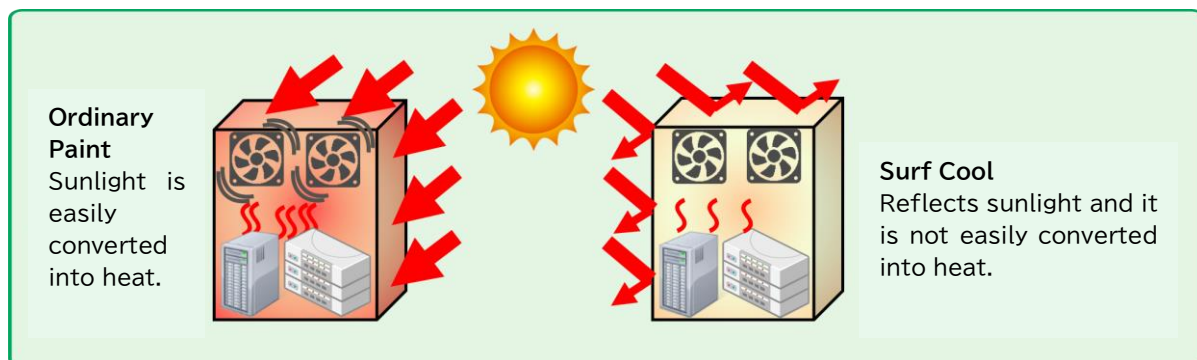


Image of infrared reflection

2. Overview of SurfCool W

SurfCool W is now on the market and its characteristics are as follows.

- (1) It is easier to store and transport. Since it is a water-based product that contains almost no organic solvents, it is not restricted by the Fire and Civil Aeronautics Act.
- (2) Compared to conventional Heat Reflective Paints, it has almost no pungent odor of organic solvents. That makes it easier to use SurfCool W in residential areas or where organic solvents were difficult to be used.

- (3) Since it does not fall under the category of hazardous materials specified by the Fire and Civil Aeronautics Act, it is suitable for the global market where transportation cost was a critical issue.
- (4) Epoxy-based paints are used as the undercoating to protect equipment from metal corrosion as well as heat rise by sunlight.
- (5) It can also be applied to resin.
- (6) 36 standard colors are available for painting to match with the surrounding environment.

3. Scheduled Exhibitions

SurfCool W will be showcased at our company booth at the following exhibitions.

(1)Maintenance Resilience TOKYO2025

Date: Wednesday, July 23 to Friday, 25, 2025

Location: Tokyo Big Sight East Exhibition Hall

Information: https://www.ntt-at.co.jp/eventseminar/event/2025/detail/e_20250723/

(2)COMNEXT

Date: Wednesday, July 30to Friday, August 1, 2025

Location: Tokyo Big Sight South Exhibition Hall

Exhibition Information: https://www.ntt-at.co.jp/eventseminar/event/2025/detail/e_20250730/

4. Detailed Information on SurfCool Heat Reflective Paint Heat Reflective Paint

https://keytech.ntt-at.com/environ/prd_4006.html