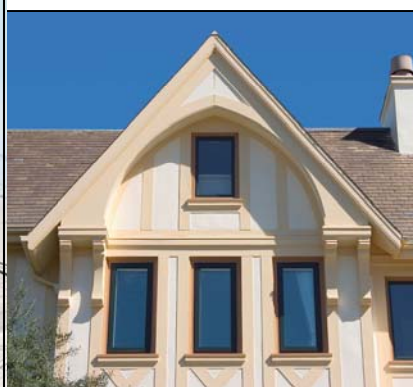


# APL-12243

## Inhibited Aluminum Pigment for One Pack Waterborne Reflective Attic Barrier Coatings



**SILBERLINE®**  
The Architects of Light®



Properly formulated reflective coatings using APL-12243 applied to the attic areas of residential and commercial structures can benefit property owners by reducing utility bills.

Property owners, contractors and specifiers can benefit from reflective coatings applied to the underside of attic roof decking. Reflective attic barrier coatings can act both to enhance thermal comfort and save money. A key component of these attic barrier coatings is the pigment used to make them reflective. Thermal emissivity is the primary measure of how effective a reflective pigment can be in this type of coating. The emissivity of a material is the relative ability of its surface to emit thermal energy by radiation. Coatings with the lowest thermal emissivity are the most energy efficient in this type of application. The most effective reflective pigments have the lowest emissivity values. Silberline's APL-12243 aluminum pigment is designed and developed for low emissivity and for use in eco-friendly waterborne coatings.

- In summer, APL-12243 helps coatings reflect radiant energy from the sun
- In winter, APL-12243 helps coatings to prevent radiant energy from leaving the building
- Reduces heating and cooling costs
- Low emissivity (e-rating)

## Maximize Energy Efficiency and Reduce Utility Bills for Homes and Commercial Buildings with APL-12243

### FEATURES

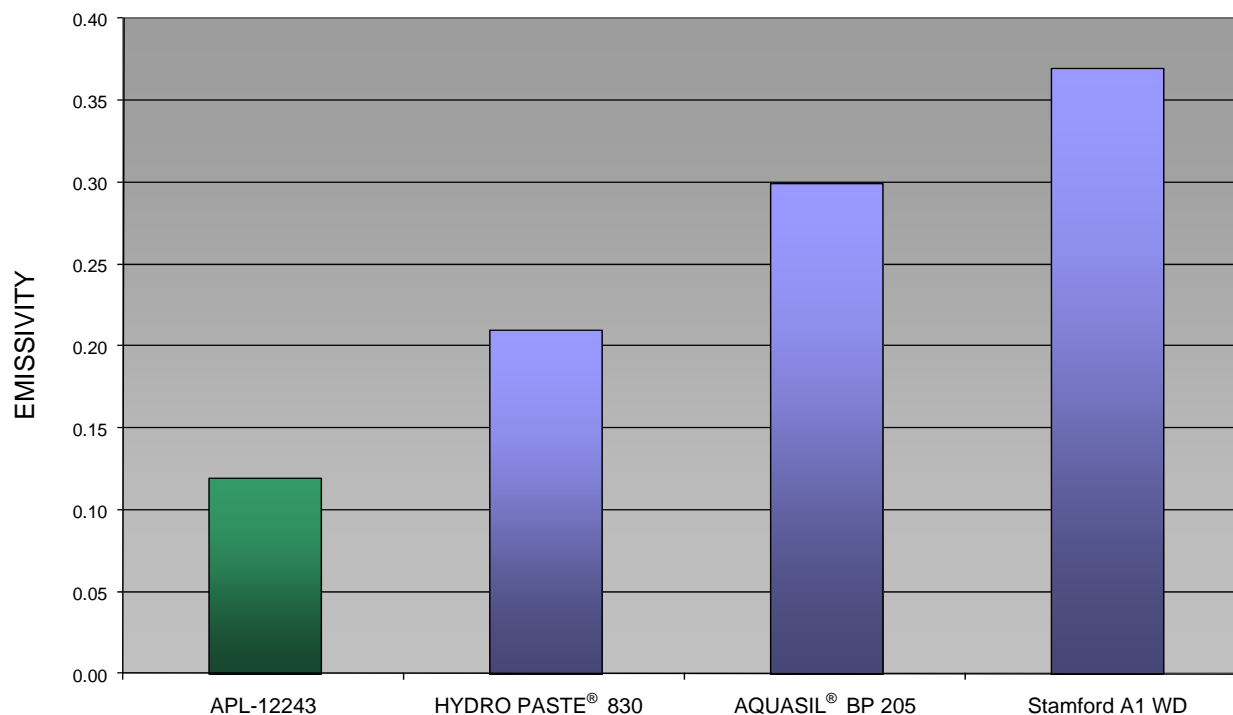
*Low thermal emissivity  
High reflectivity  
Stabilized for waterborne systems  
Excellent cost-in-use value*

### BENEFITS

*Helps keep buildings cool in summer and warm in winter  
Easy incorporation into coating  
Improves radiant barrier properties  
Well-suited for one pack waterborne systems*

# COMPARATIVE EMISSIVITY OF STANDARD ALUMINUM PIGMENTS FOR WATERBORNE INDUSTRIAL COATINGS

**LOWER EMISSIVITY = BETTER RADIANT BARRIER PROPERTIES**



For additional information on APL-12243, visit our website or contact:

**James Fotiou**  
Technical Service Representative  
fotiouj@silberline.com  
570-668-8405

[www.silberline.com](http://www.silberline.com)



**Silberline Global Headquarters and Manufacturing Facility**  
130 Lincoln Drive, Tamaqua, PA 18252-0420  
Phone: 570-668-6050 Toll-Free (USA & Canada): 800-348-4824 Fax: 570-668-0197

Locations in Tamaqua and Lansford, Pennsylvania; Decatur, Indiana; Leven, Fife, Scotland;  
São Paulo, Brazil; India; Singapore; Suzhou, China; Jinan, China; and Puebla, Mexico



**SILBERLINE®**  
The Architects of Light®

© 2017 Silberline. All Rights Reserved. The Silberline "S" Logo, Silberline®, The Architects of Light®, and all products denoted with an ® or TM are trademarks or registered trademarks of Silberline Manufacturing Co., Inc., and/or its affiliates.