



# Beat the heat

Never mind that the house is black – the wood stays cool, thanks to the reflected heat from the Resene Woodsman Cool Colour stain

**C**ricket fans can probably remember the introduction of the new black shirts for the New Zealand Black Caps. Concerns that the players would overheat were soon dismissed as new technology ensured the sun's rays were reflected off the shirts, not absorbed.

Similar technology can now prevent your house from overheating. Resene Cool Colour technology is an innovation that minimises the build-up of unwanted heat in your home, reducing cooling costs.

The weathered cedar exterior of the

house shown here was stained with Resene Waterborne Woodsman Cool Colour. This stain, like pigmented Resene Cool Colour paints, retains its normal visible colour, but reflects heat from the surface. This reduces stress on the coating and substrate, preventing heat-related damage.

Resene Cool Colour technology is

**Above: This Wellington house in a beachside suburb is subjected to salt spray. To restore the weathered cedar exterior, the owners specified a Resene Waterborne Woodsman Cool Colour stain.**

generally best suited to colours that have black in their make-up, as these tend to absorb the most heat. Ten shades of Resene Cool Colour are available in the Resene Waterborne Woodsman colour range.

Resene Cool Colour technology is also available in a wide range of other Resene finishes, from Resene Hi-Glo to Resene Sonyx, Lumbersider, Enamacryl, Lustacryl, AquaShield and Resene X-200.

For more information, visit your nearest Resene ColorShop, phone 0800 Resene (737 363). Website: [www.resene.co.nz](http://www.resene.co.nz).