

A paint to reduce energy consumption and fine dust pollution



In 2009 the EU COOL ROOFS COUNCIL was founded with the objective of implementing a strategy to support the research of paints manufacturers in order to formulate outdoor solutions with high solar reflective features to be used on roofs helping reducing energy consumption. From that moment onwards the development of those products has been continuous with the aim of helping improving our climate but also helping reducing pollution.



Challenge

The challenge was to create external paints for both roofs and walls applications that are solar-reflective and self-cleaning.



Solution

Using a calibrated formulation of the finest raw materials, based on self-cleaning and elastomeric acrylic emulsions modified with an inner plasticization, and with 3M™ Glass Bubbles and other special additives, Italian paint manufacturer **Resina Color** has created two revolutionary solutions which unique formulation provides a high solar reflectance and a high thermal conductivity and furthermore repels fine dust, are resistant to UV radiation and prevent mould and algae.

“In the last years I felt I could contribute even in my own little way to improve the environment in which my children and future generations will grow up. So Ecomirror was born. ”

-Pasquale Semeraro, owner of Resina Color, Italy



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Technical data

Ecomirror Muri is a sustainable paint solution that reflects solar radiation, so it keeps buildings cooler and reduces energy consumption. It also prevents fine dust from settling on the walls of buildings, helping lowering pollution.

The addition of 3M™ Glass Bubbles, and other special additives, give the product a high solar reflectance, a high thermal conductivity, excellent water repellence, a high resistance to UV radiation and a permanent elasticity.

Unlike conventional paint, where moisture can accumulate and mould can form, with Ecomirror Muri the walls stay dry, reducing condensation and preventing the growth of mould and algae.

This exterior paint is suitable for facades that have micro-cracks or for structures subject to small deformities as Ecomirror Muri creates a smooth protective film that protects the aesthetic of buildings.

Ecomirror Tetti is an elastic liquid coating that is waterproof and resistant to UV rays. With 3M™ Glass Bubbles in its formulation, this ‘Cool Roof’ product has an increased SRI than cool roof conventional products.

Ecomirror Tetti is suitable for waterproofing concrete structures, foundations, retaining walls, fiber cement, bituminous sheaths and galvanized sheets.



Ecomirror Muri and **Ecomirror Tetti** were launched in 2020 and both products have been certified by an external laboratory.

“In the last years I felt I could contribute even in my own little way to improve the environment in which my children and future generations will grow up. So Ecomirror was born. After a great number of attempts, the Resina Color development team succeeded in creating what we call **the perfect formula** we named **ETRA**, standing for Eco, Thermo, Reflective, and self-cleaning (Autopulente).”

Pasquale Semeraro, owner of Resina Color, Italy

Why 3M™ Glass Bubbles

These 0.1mm microspheres made from borosilicate glass are hollow and lightweight, spherical and strong, provide special properties and have a stable consistency.

Supporting the EU Renovation Wave

Used as a filler by the construction industry, 3M™ Glass Bubbles provide finished products like external paint with a range of properties, such as increased insulation or solar heat reflection capabilities. This means that they can help to reduce energy consumption, supporting the [EU Renovation Wave](#) campaign to refurbish older buildings and make them more sustainable.

For more information visit resinacolor.com