



Under direct sunlight, superwhite paints developed by the researchers remain significantly cooler than traditional white paints, which could lead to higher energy savings in buildings. | Photo source: Jyotirmay Mandal

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'ULTRA-WHITE PAINT' COOLS BUILDINGS AND SAVES ENERGY

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Ultra White Paint

USA

A team of scientists led by UCLA has demonstrated a white paint that can reflect as much as 98% of incoming heat from the sun.

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