



SDP

ADVANCED POLYMER PRODUCTS

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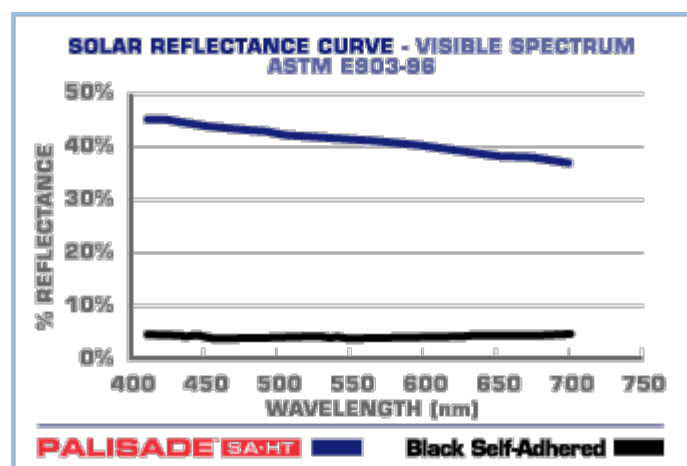
PALISADE SA-HT: KOOL BLUE™



Most self-adhered underlayments are black surfaced because this is the cheapest way to manufacture. Black underlayments are very hot to work with, and more importantly, are solar heat sinks, thus increasing the energy absorption and heat-up of roofing systems, and ultimately, attic spaces. This increased heat load results in higher cooling bills for the home/property owner. California Energy Commission (CEC) Title 24 is a clear regulatory response to energy conservation by encouraging the use of "cool roofs".

The use of light color products (e.g. white & light gray) will reduce the heat buildup, but then are extremely shiny and reflective, resulting in extreme glare. Glare is also a significant hazard for roofers due to the blinding effects of some light color roofing products which can impair visual navigation on the roof, as well as making it difficult to align product, see chalk lines, fastener locations, and stray tools on the underlayment working surface, etc.

PALISADE-SA-HT™ surface color was specifically engineered to reduce the effects of solar radiation absorption (heat up) and glare simultaneously. Utilizing **KOOL BLUE™** technology, **PALISADE-SA-HT™** was designed to produce a synthetic underlayment product that has both low solar energy absorption and low glare. But high reflectance can also mean high glare. The surface facer of **PALISADE-SA-HT™** has been engineered with a unique low glare blue color and roughened microstructure which scatters the incident light, thus producing a diffuse reflectance, and low glare.



The principles of **KOOL BLUE™** technology are visualized by a Solar Reflectance (SR) curve. The greater the % reflectance value, the lower the solar energy absorption and heat up. The figure below shows a SR curve for **PALISADE™** and traditional black asphalt felt paper over the main visible spectrum wavelength range. As you can see, **KOOL BLUE™** technology results in reflectance values of almost 50% in the visible spectrum compared to 5% for asphalt felt paper. This difference manifests itself during sun exposed underlayment conditions as a surface temperature rise of less than 10°F for **PALISADE™** vs. 50°F for asphalt felt paper, and 8X cooler in terms of overall heat absorption!

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