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FOR IMMEDIATE RELEASE

A HOT tip from the makers of Endurablend

In the summertime, asphalt pavement can reach temperatures of 120 to 150 degrees Fahrenheit (50 to 65 degrees Celsius). In urban environments, this creates what is called a "Heat Island Effect" which can have a dramatic effect in increased energy costs, poor air quality and has a negative effect on our Environment!

Using Endurablend with an infrared reflective pigment will increase Solar Reflectance (SR) and reduce Solar Absorption (SA). This will result in reduced summertime energy demand and costs, reduce heat related deaths and will improve the durability of the pavement.

Endurablend has a proven track record of durability, versatility in design options, colors and ease of maintenance in all types of environments. Additionally, Endurablend will seal and protect the pavement surface from salts, oils and UV degradation.

