



# Beat the Heat: A Coatings Response to Climate Change

January 12, 2023 / 1 p.m. EDT

Today, there is little doubt of the existence of climate change, which increases the frequency of extreme weather events and rising global temperatures. With the right coating systems applied to everyday structures, though, we can make a significant contribution to mitigate the effects of climate change in the long term as well as reduce its impact daily.

This presentation will discuss the heat-island effect, cool roof coatings and a new program to promote cool wall applications, as well as legislative and specification changes regarding climate-change intervention.

Participants will learn about:

- The cause and effect of urban heat islands.
- Thermal emittance and solar reflection.
- The role that facade coatings can play in the reduction of energy consumption.
- The growing number of codes and programs that require or promote the use of reflective and emissive wall coatings.

## WEBINAR

Beat the Heat: A Coatings Response to Climate Change

January 12 at 1 p.m. EDT

Duration: 60 min.\*

\* The Webinar will include a question-and-answer period.



Register here:

<https://attendee.gotowebinar.com/register/5842572119794045966>



About the presenter

### Rankin Jays

Rankin is the Business Development Leader – Coatings for MAPEI's Concrete Restoration Systems line. He has spent virtually his entire career in the paints and coatings industry, with a great deal of international experience across all facets of the business. During his career in the United States, he has been responsible for channel sales, marketing and product management for a number of regional and national brands. Rankin has been a Business Development Leader with MAPEI Corporation since 2015. He holds a BS in psychology and an MBA from universities in New Zealand.

