RHINO ROOF PROTECTION COATINGS are unlike elastomeric paints because our roof coatings have fade resistant pigments saturated with color and are highly resistant to chemicals, harsh ultra violet light and intense invisible infrared heat with long-lasting UV protection. Our heat reflective coatings come in standard white, clear or virtually any color you want with a gloss or matte finish. Dark painted and unpainted roof tiles, asphalt shingles and colored metal roofs absorb up to 95% of the sun's heat. Until now, white roof paint was the only cool option. In contrast, our roof coatings reflect between 30% and 91% of the sun's heat – subject to color. Our roof coatings also cool the roof space at night by emitting heat significantly better than galvanized metal, reflective aluminum paint and conventional paint. RHINO ROOF PROTECTION COATINGS provide coatings that reflect heat in the day and emit heat at night maximizing cooling efficiency.