

A mix and match paint and coating system for superior living comfort



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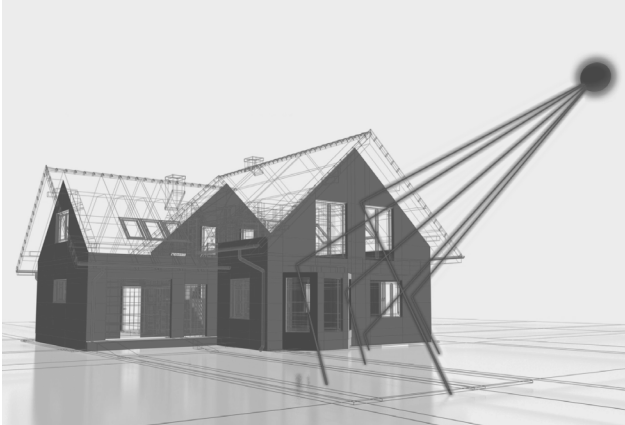
Particularly sensitive to environmental issues, Italian paint producer Chiraema has a proud **and strong sustainability** history of manufacturing high-performance products that show respect for nature and, where possible, works with local suppliers to reduce its carbon footprint.

Technical data

Microreflex is a complete innovative internal and external coating system that has been formulated using 3M™ Glass Bubbles.

Launched in 2020 this system incorporates eight products that can be used individually or in any combination for a more sustainable way to improve the comfort and performance of a building.

Used externally, the products **reflect solar radiation** to make buildings cooler and improving savings in cooling costs in summer period, while the mix of products designed for **indoor use contribute to thermal insulation**, and **prevent moisture from accumulating and mould and algae from forming** thanks to its breathable features.



Challenge

Create an innovative system providing quick installation **in reduced thicknesses** improving the energy efficiency of the building.



Solution

An effective and eco-friendly thermal insulation system that offers high quality chromatic yields, reduced energy consumption and superior living comfort and qualify for tax incentives offered by the Italian Government (Superbonus 110 %) radiation and prevent mould and algae.

“We discovered the power and the properties of 3M™ Glass Bubbles at a tech day organized by 3M. We decided to test different grades to obtain the best formulation.”

-Francesco Calabrese, Chiraema Marketing and Communication



Microreflex system is made utilising the latest laboratory technologies as well as onsite testing and cutting-edge production methods and produced with the finest raw materials that are free from any harmful substances, so they offer a more sustainable choice as they don't release volatile organic compounds (VOCs).

Furthermore the Microreflex coating system **meets the 'Ecobuilding' Chiraema's environmental sustainability criteria** as it is specifically formulated to improve the energy efficiency of constructed buildings and **is free from harmful substances in order to safeguard the environment.**

Why 3M™ Glass Bubbles

These 0.1 mm microspheres made from borosilicate glass are hollow and lightweight, spherical and strong, provide special properties and have a stable consistency.

“We created an effective and eco-friendly thermal insulation system that guarantees high quality color renditions, reduced consumption and superior living comfort.

It has already been used at some construction sites and we have received positive feedback in term of both the ease of application and the benefits obtained.”

Dario Ferruzza, Lab technician at Chiraema

Support at every stage of the build

The technical team at Chiraema works closely with designers, architects, applicators and technicians throughout a building project to help with everything from creating a technical specification through to resolving problems on the construction site.

In addition, the team runs training events and provides continuous technical updates for technicians working in the field.

Chiraema products including the Microreflex system are sold directly to construction companies through an agent network and through specialized dealers.

Find out more about

[Chiraema paints](#)



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