



(51) International Patent Classification:
C09D 5/00 (2006.01)

(21) International Application Number:
PCT/GB2011/050267

(22) International Filing Date:
11 February 2011 (11.02.2011)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
1002700.1 17 February 2010 (17.02.2010) GB

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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report (Art. 21(3))

(54) Title: TITANIUM DIOXIDE

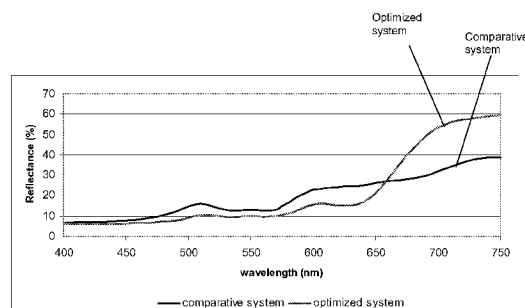


Figure 1

(57) Abstract: The present invention provides a colored solar reflective system comprising (1) a particulate material having a substantially rutile crystal habit and having an average particle size of between about 0.5 μm and about 2.0 μm and (2) an organic pigment having a maximum absorption coefficient of about 5,000 mm^{-1} or greater in the visible light region, a maximum scattering coefficient of about 500 mm^{-1} or less in the visible light region and an average absorption coefficient of about 50 mm^{-1} or less in the infrared region.. The solar reflective system, which may be used in a coating composition or as a composition from which articles can be formed, exhibits a dark, intense color while also providing enhanced total solar reflectance.