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(54) Title: HEAT REFLECTIVE COATED STRUCTURAL ARTICLE

(57) Abstract: The present invention relates to a heat reflective coated structural article comprising a heat reflective component and a coated structural article component which comprises a substrate having an ionic charge coated with a coating having essentially the same ionic charge. The coating of the coated structural article consists essentially of a filler material and a binder material wherein the binder material bonds the filler material together and to the substrate and wherein the coating does not bleed through the substrate. Nonlimiting examples of the heat reflective component include, elastomeric coatings, aluminum fiber coatings, acrylic and polyurethane coating systems, ceramic coatings insulating paints, metal pigment paints, metal pigment pastes and aluminum flakes. The heat reflective coated structural article of the present invention may be incorporated into commercial roofing products.