



PRESS RELEASE  
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## **HUGE DEVELOPMENT POTENTIAL FOR DURALUX SOLAR COATINGS IN THE US**

Duralux Solar Coatings, the complete range of solar mirror coatings developed and tested to meet the highest durability and wear tests for solar thermal systems, feature prominently among the most innovative products signed by the leading manufacturer of chemicals for glass reprocessing.

The development of this type of applications for harnessing renewable energies is drawing greater attention from professionals in the industry, especially in the United States, where investments and ventures in this area abound. The solar industry is the main sector featuring growth in the employment rate in North America, creating more jobs per megawatt than any other energy source. From 2010 to 2011 jobs in the solar industry grew 26% and solar energy demand is expected to grow 191% worldwide from 2009 to 2013 and by as much as 500% in North America. This trend is gaining momentum as borne out by the ambitious project of a solar thermodynamic system in the Arizona desert: an 800 m tall power tower erected in the middle of a vast area covered with solar collectors to produce 200 mw of power. This 750 million dollar project will meet the energy demand of 150,000 American families.

Such a huge growth potential necessarily calls for the right products and technologies. The solar industry cannot therefore do without the high-quality Duralux Solar Coatings products. These innovative coatings have been developed to ensure extraordinary chemical resistance to corrosion and UV radiation, the best performance when exposed to thermal and environmental stress and optimal resistance to abrasion. Duralux Solar Coatings have such innovative characteristics that their specific tests required new reference parameters, which Fenzi worked out jointly with the industry leaders, as further proof of its extraordinary receptiveness for innovation.

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