



**July 24<sup>th</sup>, 2026**

**LASCT Educational Zoom Webinar**

**“Color Matching To Maximize Solar Reflectance”**

Maximizing the Solar Reflectance (SR) value of a coating while meeting your customer’s expectations for matching color is a balancing act. The keys are finding the proper pigment combinations and application parameters. Wallace shares knowledge gained over twenty years of formulating near-IR reflective coatings to guide the listener in achieving that balance. By discussing strategies and test methods while using illustrative case studies, the framework is built for practical and effective high SR color matches applicable to many coatings markets.



- **Wallace Kesler, Group Leader at Dunn-Edwards Corp.**
- **Webinar Date: July 24<sup>th</sup>, 2026**
- **Time: 10:00-10:30 AM, Pacific Time**

Wallace graduated from Michigan Technological University with a bachelor’s degree in chemistry. After working in the industry for some time he earned a master’s degree studying Polymers and Coatings Technology at Eastern Michigan University. Following graduation he worked at AKZO Nobel, Sherwin-Williams, and Valspar. At SW and Valspar, he first formulated solar reflective coatings for architectural applications. After Valspar, he joined BASF Colors & Effects as a Technical Specialist, promoting the use of solar reflective pigments for functional coatings. He moved to California in 2017 where he currently leads a group developing new architectural coatings for the Southwest US market.

Wallace also serves as a board member for the Los Angeles Society for Coatings Technology and on the Cool Roof Ratings Council Wall Committee. He is on the Industrial Advisory Committee to the Polymers and Coatings program at California State Polytechnic University in San Luis Obispo.

**Free to LASCT Members, \$20 for non-members.**

**Email LASCT to sign up no later than July 17<sup>th</sup>, 2026 to get your webinar link at: [LASCT@earthlink.net](mailto:LASCT@earthlink.net)**