

Nowocoat contributes to a better world

The 17 UN Sustainable Development Goals (SDGs) are both inspiring and ambitious. At Nowocoat, we want to contribute to a more sustainable world, which is why we are focused on ways we can support the transformation into making human civilization more sustainable. We have already taken initiatives in this regard, both in terms of our production and through the products we sell on the market, but we are confident that we can make an even greater impact in the future.

That is why we regard our contribution to sustainability and the UN's 17 SDGs as a process of development rather than a result of our activities. However, that does not mean that we are not already engaged in activities we can be proud of:



At Nowocoat, we are not (yet) able to boast of having developed coating that produces energy, but what we have done is make coating that reduces energy needs thanks to reflecting heat away from buildings.

Generally speaking, the demand for cooling buildings requires far more energy than heating them up, which is why we developed Nowocoat Coolingpaint, which reflects heat from the Sun's rays. This reduces heat buildup in buildings as well as global temperature rises. The energy consumption of buildings with Coolingpaint is significantly reduced while also increasing the comfort level within them.

In addition, Coolingpaint provides effective protection for the treated building materials. This helps extend the lifecycle of these buildings, reducing the need for further construction/renovation projects. Extending the lifecycle of existing buildings is far better for the environment than building new ones, even when using environmentally friendly materials.

Coolingpaint also carries the EU Ecolabel, which means that the product does not contain unnecessary environmentally harmful chemicals. In fact, we here at Nowocoat are highly focused on replacing traditional chemicals with environmentally friendly alternatives in all our products. This helps protect the environment around us while also ensuring a healthy working environment for our employees.

Coolingpaint is patented in both the EU and USA.



Our impregnation for concrete, wood and brick prevents the surfaces from absorbing water when it rains or in periods of high humidity. Instead, the water simply rolls off the surface.

When building materials get wet, energy generated from the heat of the building is needed to dry them out again.

In Denmark and other northern regions, it rains quite often in the colder seasons, which is when we already use energy for heating. Impregnating surfaces with NowoDry and NowoSeal reduces the amount of energy consumed on heating, while also extending the lifetime of the materials. A longer lifecycle for buildings also helps reduce their carbon footprint, as a significantly higher amount of resources is needed to build new buildings as opposed to simply maintaining and using existing ones.



Nowocoat's production facilities are state-of-the-art, which among other things means that none of our employees have to do any heavy lifting or highly repetitive work, which is known to result in injuries. Instead, we have 'hired' five robots to deal with all the heavy,

exhausting work. These robots are efficient at what they do and help ensure that we can maintain competitive prices on the global market.

In our modern research and development facility, we provide all the relevant protective equipment for our employees to ensure they are not exposed to harmful substances when developing new Nowocoat products. However, the need for such protective safety measures is gradually declining due to our focus on replacing all environmentally harmful and hazardous substances with harmless alternatives. In fact, we are among the progressive actors in our industry in that respect.



At Nowocoat, development and innovation are part of our DNA; we are always working on ways to optimise and develop coating with new functions and which contribute

to a better world. It's good for our business and great for our customers. But it also helps the entire industry move in the right direction.

When we invent coating that is unusually environmentally friendly, absorbs pollution from the air or so effective that it can result in significantly lower energy consumption, it forces our competitors to either follow our lead or lose market shares. In that sense, our focus on innovation helps make the entire industry more sustainable.

At Nowocoat, we are ISO-certified for both quality and environment, which helps ensure our customers receive products of a uniform and high quality as well as some of the most environmentally products on the market.



With all our production facilities being based in Kolding, Denmark, it is not surprising that we never discriminate based on gender, ethnicity, religion, sexuality or political views.

In addition, we work hard to create a workplace that is also open to employees who would not be suited for a standard job description but who nevertheless wish to be part of our team. That is why we have several employees who have had their working hours and duties adapted to whatever their physical and mental conditions may be.



Making cities and local communities sustainable requires, among other things, reducing their per capita CO₂ emissions, which several of Nowocoat's products can help with, e.g. by reducing the energy consumption of buildings and extending their lifecycles. Essentially, all our products further this aim - but some that stand out in this regard are our Coolingpaint, the impregnation products and our roof coating products.

In addition to reducing CO₂ emissions in urban areas, the extended lifecycle of materials also indirectly supports the transition to a more sustainable world by allowing financial investments that would otherwise be spent on replacing such materials to be spent on other sustainable solutions.



Good care and maintenance of roofs, wooden floors, furniture, metal structures, etc. is a key aspect of reducing our current overconsumption of the world's resources.

At Nowocoat, we are proud to have developed several products with unique properties that provide far better opportunities to extend the lifecycle of many materials. For example, our Nowocoat Roof Coating can extend the lifecycle of a tile or metal roof by up to 10 years with a single treatment.

In addition, our plant has a training centre for builders and resellers specifically aimed at making sure they know how to use our products correctly, and thereby also in the most environmentally friendly way possible.

Many of our products are used for industrial applications, and the fact that we develop and produce our products at the same site gives us many benefits in this regard. For instance, it gives us the possibility to adjust our customers' production processes to minimise the amount of coating that is wasted.

We are also committed to making our own production processes as environmentally responsible as possible, which is why we have taken initiatives such as establishing recycling containers that allow us to sort our own waste. Good waste separation is the first step on the path to a sustainable, circular economy.



At Nowocoat, we are not solely focused on developing products with the best properties in relation to extending the lifecycle of various materials, however. Our focus is also on continually improving our products to minimise their environmental impact, which is why Nowocoat A/S' production processes are ISO 14001-certified, which serves as a guarantee to our customers that all our products are produced with the utmost consideration for the environment. This benefits both land and maritime environments as well as our employees' working environment.

About 25 of our products carry the Ecolabel today, with more on the way.



At Nowocoat, we have developed the first environmentally approved algacide to arrive on the Danish market. It has been tested and cleared of having an environmental impact on nature, including bees, insects and groundwater. We are quite proud of that achievement. However, that is not the only positive contribution we have made to aquatic environments; most of our products can be stripped with water or lye instead of thinner, as required by more traditional products. That alone results in a significantly reduced consumption of chemicals.

All the water and other fluids used in our production processes are also collected in large containers, after which they are re-used or sent to a special water treatment facility. This allows us to be absolutely certain that we will never spill polluted wastewater into public sewer pipes and water treatment facilities that may not be intended to handle the chemicals that are still required in our industry.

We are also currently working on a project that will reveal whether it is possible to use the heat stored in our wastewater to heat up other buildings, allowing that energy to be reused in a somewhat similar fashion to how district heating works.



Even though we at Nowocoat are committed to contributing to the achievement of the UN's 17 SDGs, we are well aware that saving the world is going to require more than the best efforts of individual people, governments and companies such as ours. That is why we are always open to enter into partnerships with other actors, and it is also why we help our customers make optimal use of our products. Even though the result is that our customers typically end up using significantly less of our products, it also means that we prevent a lot of unnecessary waste and pollution, which we believe is one of the most significantly contributions that anyone and everyone of us can make to sustainability today. Additionally, we also work with Ecolabelling Denmark on creating the market's most environmentally friendly and transparent products for surface treatment.