

# Atmosphere

Wallpaper with impact



**PURE & PROTECT®**  
WALLPAPER FOR HEALTHY SPACES



GrandecoBoutique ©

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# Atmosphere



**PURE & PROTECT**<sup>®</sup>  
WALLPAPER FOR HEALTHY SPACES



**PURE & PROTECT**  
WALLPAPER FOR HEALTHY SPACES

**“We help you to make  
your space more  
beautiful & healthier.”**



# Did you know

That kids are creative and consider walls as their personal drawing boards?





# Did you know

That enthusiastic pets and clean walls are not best friends, at all?



# Did you know

That a household contains more than 9,000 different types of viruses, bacteria & fungi?





**But did you know...  
that wallpaper has the ability to  
overcome this all?**



# Introducing:



## **PURE & PROTECT**

WALLPAPER FOR HEALTHY SPACES

a patented wallpaper technology  
eliminating bacteria, fungi &  
viruses, among which Covid-19.

Grandeco





# What is Pure & Protect®

## Patented

Pure & Protect® is a patented wallpaper technology exclusively offered by Grandeco.




## Nobacoat®

Nobacoat, a transparent disinfectant coating made in Belgium, is at the base of Pure & Protect. The coating has been used in various industries. More info on <https://nobacoat.com/>



# Grandeco

now brings this technology to homes, offices & healthcare facilities

-  Residential
-  Corporate
-  Healthcare



# Benefits of the extra coating



Patented, water-based coating



# Benefits of the extra coating



Adds additional washability

Water-resistance non-treated wallpaper



Liquid is easily penetrating the wallpaper.

Water-resistance treated wallpaper



Liquid stays on the surface of the wallpaper.

Studies Sichem - Nobacoat

Grandeco

# Benefits of the extra coating



Excellent scrubbability

scratch resistance non-treated wallpaper



Wallpaper after 500 abrasion cycles - visible scratches

scratch resistance treated wallpaper

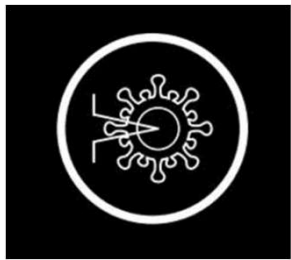


Wallpaper after 500 abrasion cycles - no scratches

Studies Sichem - Nobacoat

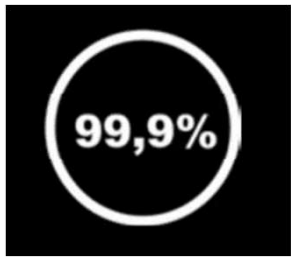


# Benefits of the extra coating



Effective against the worlds' most dangerous viruses (WHO)

# Benefits of the extra coating



Eliminating 99,9% of bacteria, fungi & viruses



Studies Sichem - Nobacoat



# Benefits of the extra coating

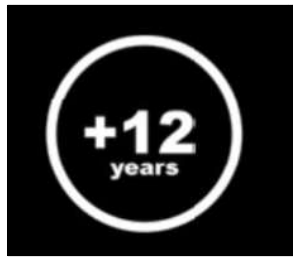


Operates mechanically,  
not chemically,  
preserving health &  
safety





# Benefits of the extra coating



Remains effective for  
+12 years



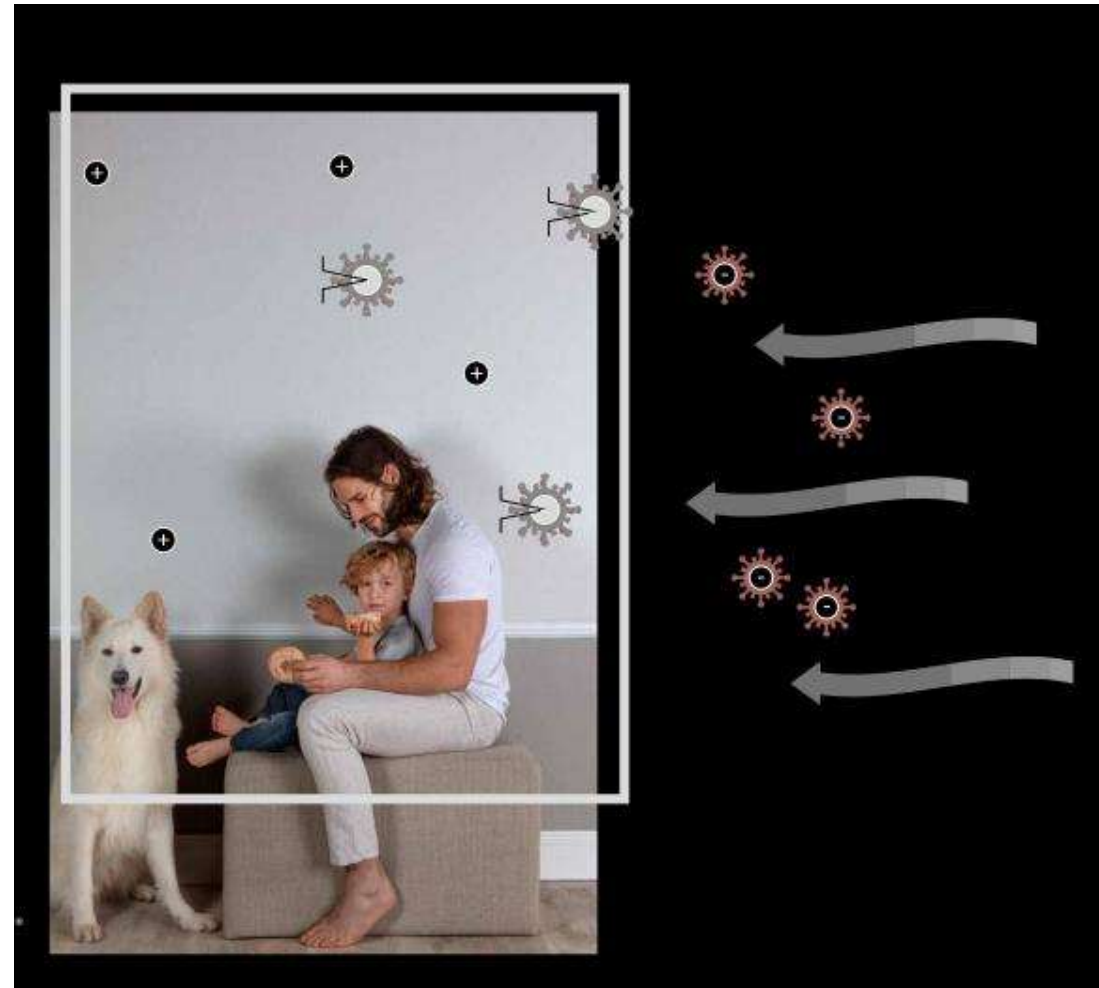
# FAQ's

# How does it work?

Unlike other products in the market, Pure & Protect operates **mechanically**, not chemically.

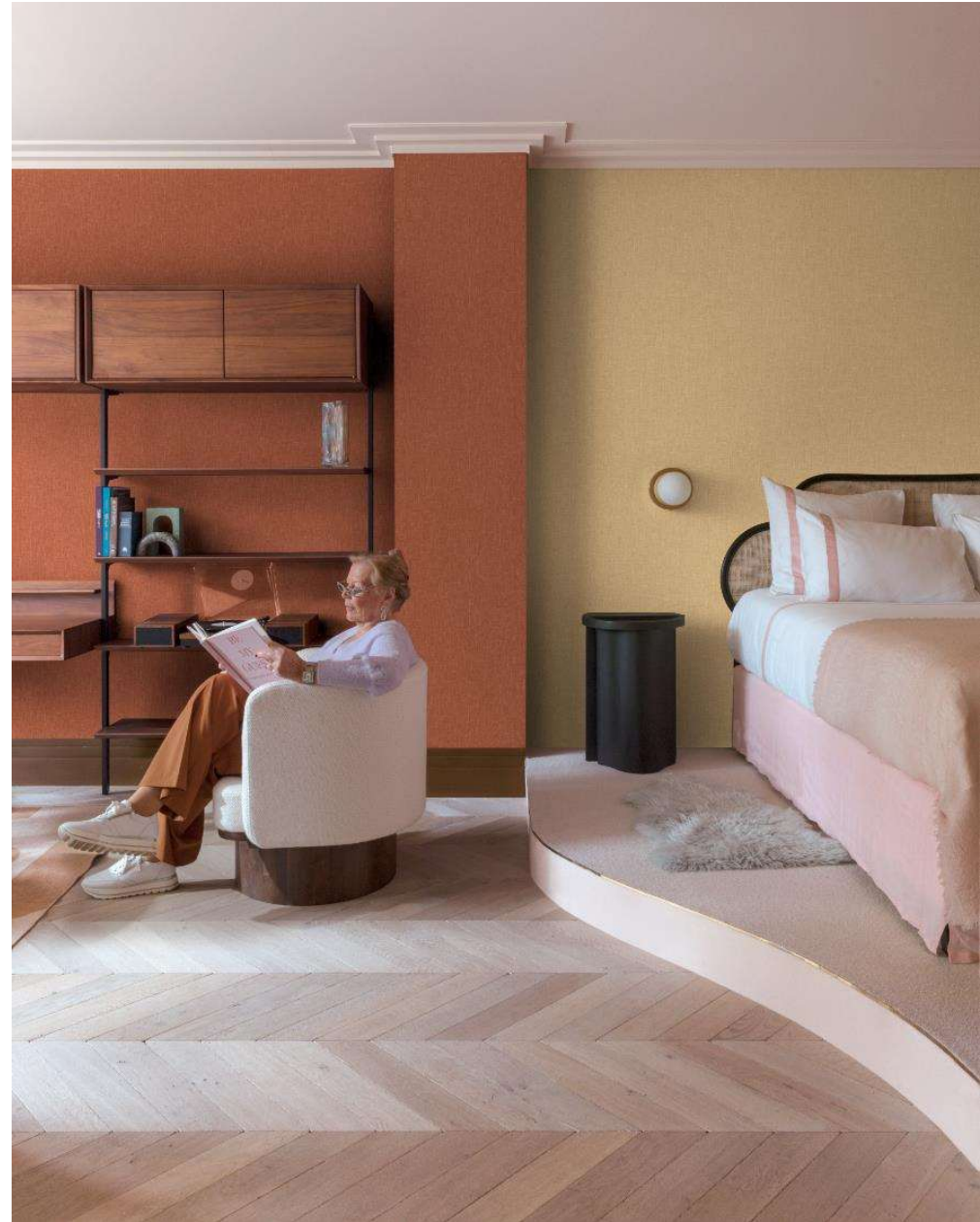
The wallpaper coating is **positively** charged and attracts cell **membranes** which are **negatively** charged.

As soon as air moves, viruses, bacteria and fungi are attracted to the coating and pierced by it, making them harmless.



# How many coated wallpaper do I need?

Just one wall with Pure & Protect already guarantees a healthier living space.



# What is the fire rating?

B-s2, d0



# Can it be used in bathrooms?

Yes, you can wallpaper this in a bathroom where there is no direct contact with the water.

However, a suitable wallpaper glue must be used, sufficiently strong and mold resistant.



# To what viruses is it effective?

Lassa virus,  
SRAS-CoV-2,  
Ebola Virus,  
Seoul Virus,  
Nipah Virus,  
Marburg Virus,  
SRAS-CoV,  
Simian immunodeficiency Virus,  
Rabies Virus,  
Lymphocytic,  
Choriomeningitis Virus,  
Simian foamy Virus,  
Coronavirus 229E (bat strain),  
Rousettus bat coronavirus HKU9,  
SARS-related betacoronavirus Rp3,  
European bat lyssavirus 1,  
Andes Virus, Murine Virus,  
Puumala Virus and Chaerephon bat coronavirus/Kenya/KY22/2006





# **Market research & studies**





# The Pure & Protect concept has been tested within wallpaper users:



## Product score

The Pure & Protect wallpaper technology scored an average of 8/10 in the market study.



## Washability

Washability of the wallpaper remains important for 83% of consumers.



## Mark-up potential

Consumers are willing to spend over 25% more on this product vs. traditional wallpaper.



## Anti-viral activity

94% of consumers considered the anti-viral & anti-bacterial characteristics of the wallpaper to be very relevant.

Source: Haystack: Grandeco Lithcote wallpaper concept test (2021)  
n=900

# Nobacoat technology

By Sichem



# Studies Slichem - Nobacoat

A study conducted by the University of Liège (Belgium) shows that Nobacoat is effective on a variety of surfaces.

USP: The coating obtains an elimination rate of 99,9% in less than 1 hour.

Ulg 24/08/2020 10 <sup>8</sup> TCID <sub>50/mL</sub> SRAS-CV-2 (covid -19)						
Formula	Données		Elimination		Destruction	
	30'	60'	30'	60'	30'	60'
Formula 5b	3,6	1,9	0,40%	0,01%	99,60%	99,99%

Test Following ISO 22196			
Substrat	Produit	E. Coli	S. Aureus
Inox	Uncoated	0%	0%
	AgOX	100%	100%
	Nobacoat S	100%	100%
Verre	Uncoated	0%	0%
	Nobacoat G	100%	100%
Bois	Uncoated	0%	0%
	Nobacoat 3K	100%	100%
Plastique	Uncoated	0%	0%
	Nobacoat 3K	100%	100%
Papier Peint	Uncoated	0%	0%
	Nobacoat 3K	100%	100%
PU	Uncoated	0%	0%
	Nobacoat 3K	100%	100%



# Studies Sichem - Nobacoat

## 12 years effectiveness

Fast-aging tests show that after 8 hours, the coating eliminates viruses, bacteria & fungi for 99,5% vs. 99% after 1 hour. Therefore we can conclude that the coating remains effective for over 12 years.



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### I. CONCLUSION

Antiviral activities of the PP LTCa surface and non-active surface have been tested under conditions defined by the ISO 21702 (2019) adapted protocol for a contact time of 8 hours against Human coronavirus HCOV-229E:

The PP STDa surface is the control for this test.

- Human coronavirus HCOV-229E

Under experimental conditions (20°C, 8 hours), the PP LTCa surface shows an antiviral activity per cm<sup>2</sup> associated with a logarithmic reduction of 2.3log<sub>10</sub> (99.50%) efficiency under the ISO 21702 adapted protocol.

PRODUCT	Contact time	Antiviral activity R (log <sub>10</sub> cm <sup>2</sup> )	Antiviral activity (%)
PP LTCa	8 hours	<b>R= 2.3</b>	99.50

# Nobacoat<sup>®</sup> has been applied in various industries



## Automotive

Interior design



## Construction

Glass industry  
Elevators



## Home & decoration

Outdoor furniture

**Nobacoat<sup>®</sup> has  
been applied in  
various  
industries**



**ALSTOM**



**OTIS**



**faurecia**

A close-up photograph of two textured fabrics. The left fabric is a light, warm brown color with a fine, pebbled texture. The right fabric is a dark, muted blue color with a similar pebbled texture. The two fabrics are positioned diagonally, meeting at a central point. In the center, the text "Grandeco Boutique" is written in a white, sans-serif font, followed by a white copyright symbol (©).

Grandeco Boutique ©