



Coat-ings

the future for a lightweight, decarbonized renovation

Executive solution

Awards

Finalist in multiple
EU & French
contests

Patent

Solution approved
and patented with
international
extend, owned by
the company

210 k€

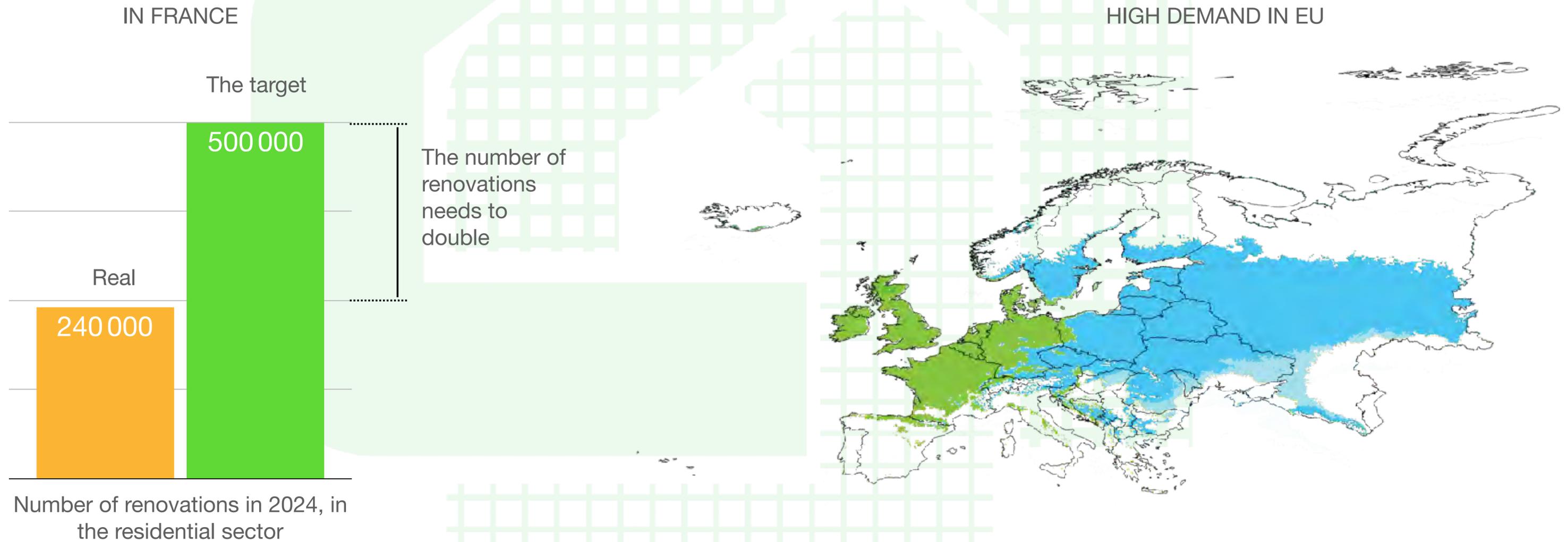
Investment in the
company up to
march 2025

01 / 2025

Start of marketing

Created in July 2023, our first prototype was build in North of France

EU has a **large stock** of inefficient buildings in urgent need



The industry needs **low carbon** and **economical** solutions for external insulation

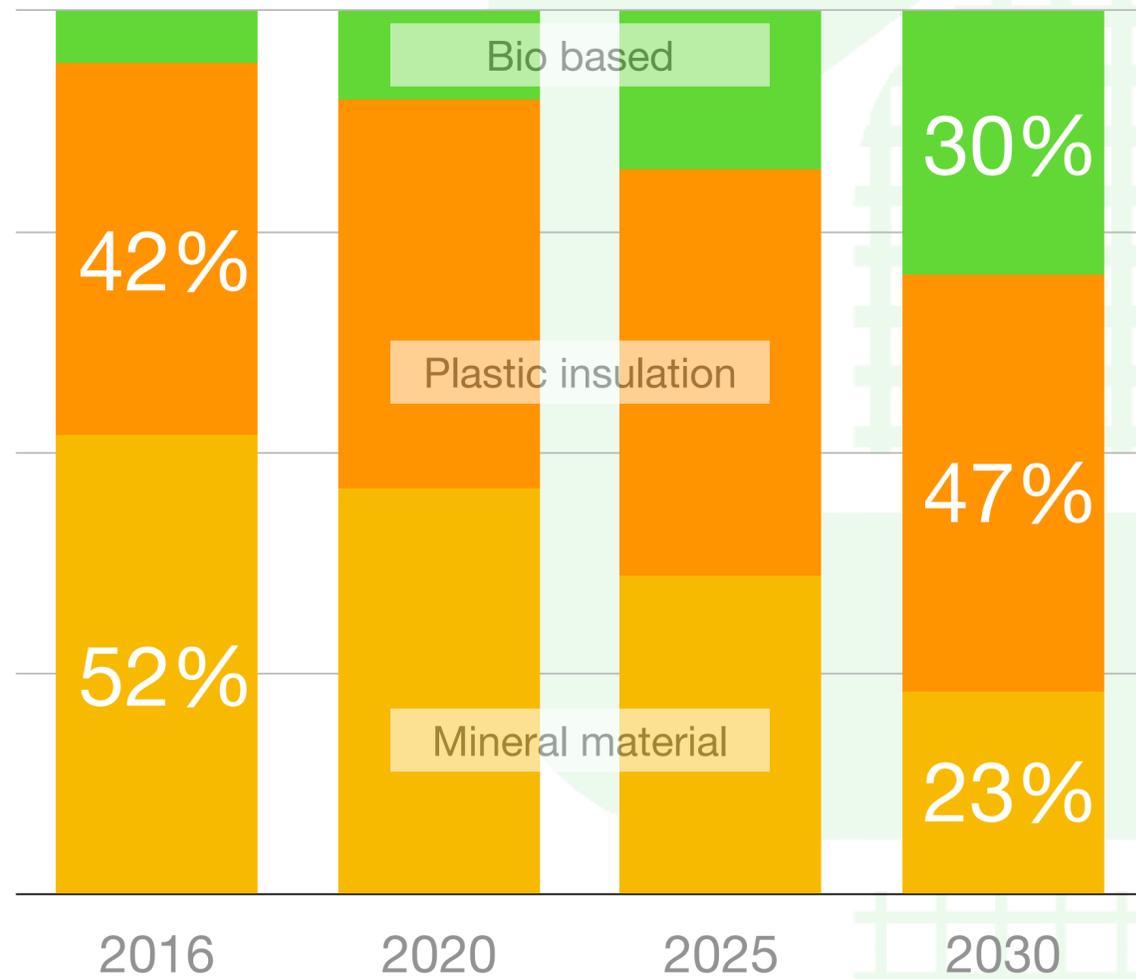
On-Site Traditional Insulation

- Heavy materials
- Often non-recyclable (EPS, rock wool, or polyurethane foam)
- Price: €150-300/m²
- Long installation (3+ weeks)
- Challenging for historical or complex facades

Off-Site Prefabricication

- Prefabricated, modular insulation systems offer fast installation and high quality
- Require easy access to building facades and simple architecture
- Price: €400-850/m²
- Better suited for new constructions than renovations

We are looking for more **sustainable and low-tech (or high-challenge)** solutions



Breakdown of insulation materials and their projected growth in the EU



Expanded cork is the only bio-based, water-resistant insulation

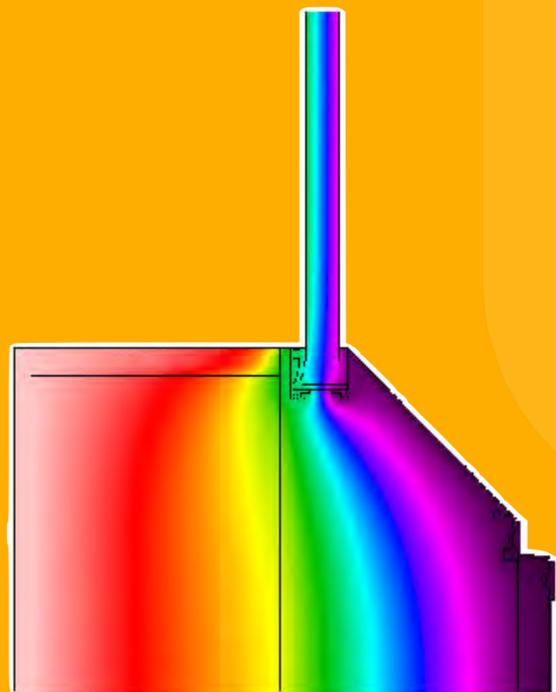
**Less is more
Less is bore**

Imagining new facades for your building



Our solution

A lightweight, decarbonized thermal insulation system



A micro-perforated textile membrane serves as a customizable façade covering

Cork insulation fills the cavity

Aluminium framework ensures adaptability to various buildings



Rapid installation: 5 days per project (vs. 3+ weeks for traditional ETI)

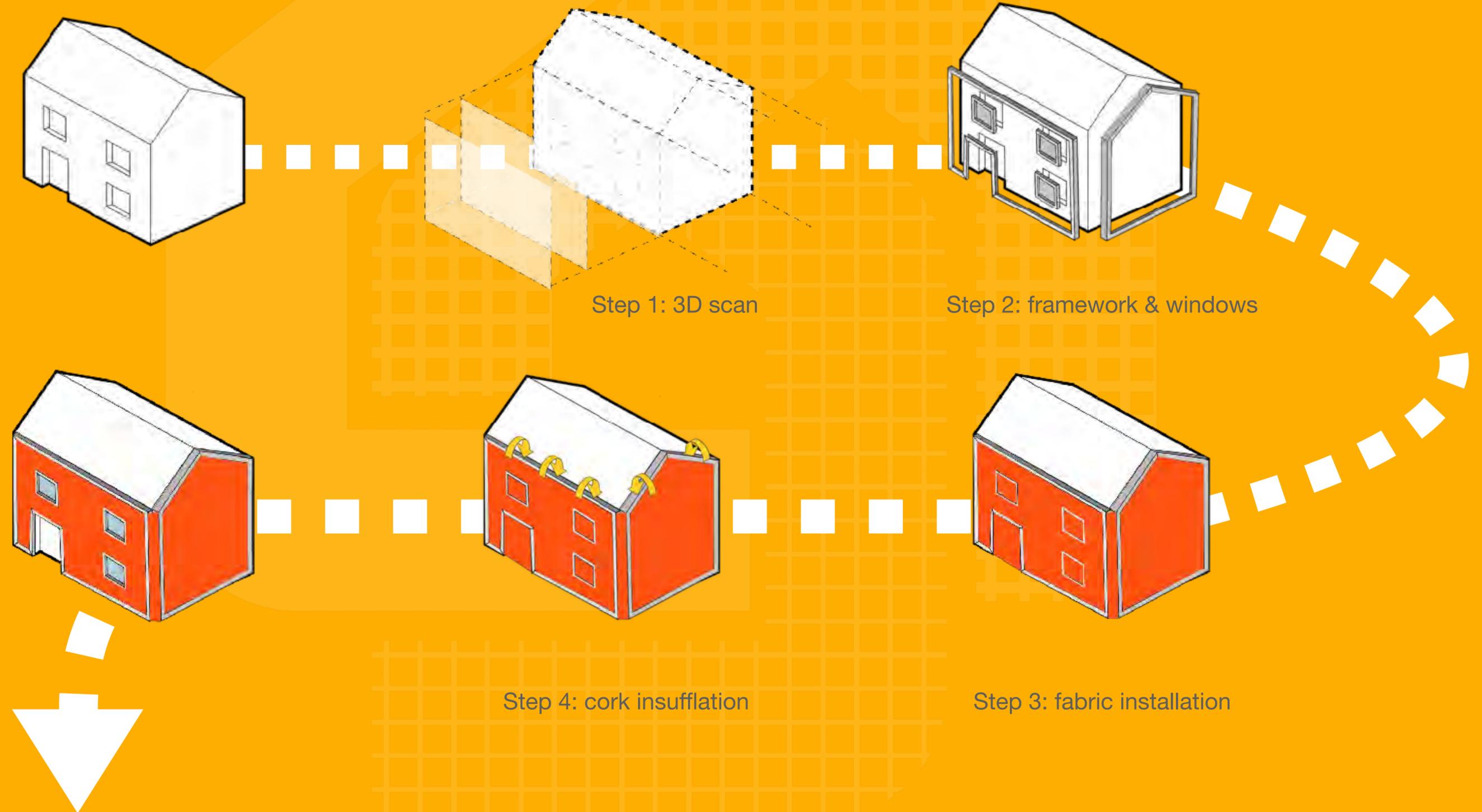
Lower costs: Competitive pricing vs. traditional insulation

Sustainability: 100% recyclable materials & low-carbon process

250 €/m² excl. VAT *

Supply & installation with standard colors

A fast and easy installation



A patented solution

Adaptable frame,
double, or triple glazing,

Reduction of
thermal bridging

^{*}
-200
kgCO₂eq/m²

Granulated
expanded cork

Aiming a neutral
carbon footprint



Increased daylight

^{*}
25%

Moisture resistant



Printable fabric

Enhanced outdoor
acoustic comfort

^{*}
90%

^{*} -200 kg CO₂eq/m² based on 2018 EPD data
^{*} 25% more efficient compared to traditional insulation systems
^{*} 90% sound absorption from the outside, while concrete reflects 90% of noise

A business model with high impact in the long term in 2 countries

1.

Early Adopters & Partnerships SWEDEN + FRANCE (2025)

- **Pilot Projects:** FRANCE + SWEDEN
- **Validate MVP**
- **7 inbound client inquiries since 2025** – proof of market interest

2.

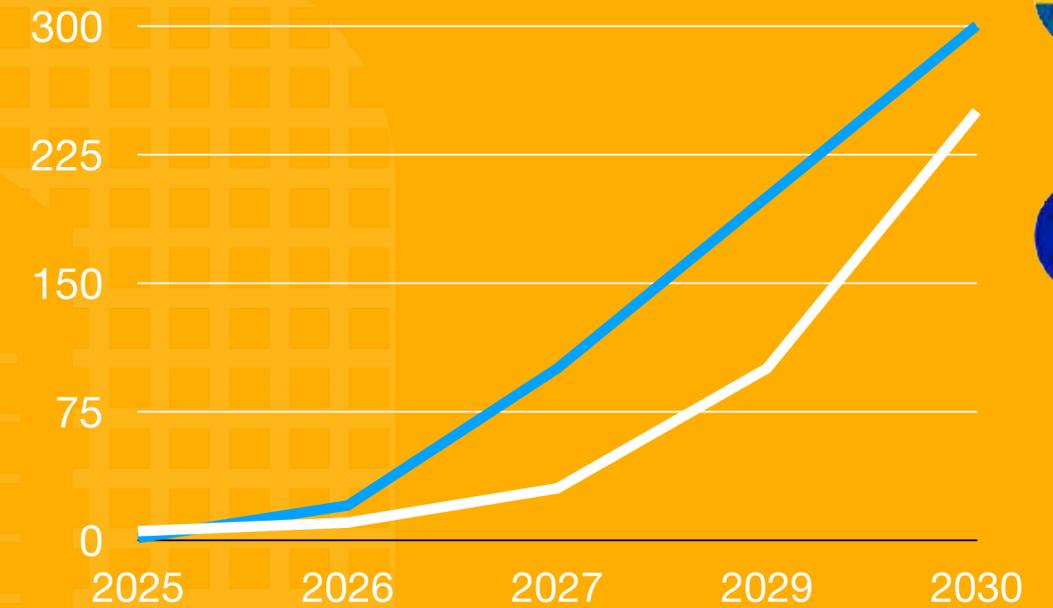
Scale Through B2B & Strategic Collaborations (2025-2026)

- **PRE-Industrialization** : first assembly and training center
- **Partnerships** with selected general and cladding contractors, with trained staff
- **Certifications** : Unlock sales in regulated markets (ETA)

3.

Growth through distribution, training, and franchising

- **Industrialization larger scale**
- **Direct partnership** with strategic suppliers to deal with the important quantities
- **Certifications** : Obtaining National and European certifications



SWEDEN

Go to market

Search for eco solution

Building stock

Market opportunity in France is **2.7B€**

Despite rising prices and supply chain disruptions, the market is expected to grow by over 6% per year from 2023 to 2027, driven by government objectives, stricter regulations on energy-inefficient buildings, and RE2020 environmental standards. (EY datas)

13.8M m²/year

X

200 €/m² excl. VAT
Average

=

2.7B€

A collective team from all horizons



Pauline BELLEC
CEO & co-founder
Based in France and
Sweden



Robert-Jan van Santen
CTO & co-founder
Based in France and
Hong-Kong



Jessica Jeudy
Junior graphic
designer



Léo Lethelier
Junior draftman





www.coat-ing.eu

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Rabat
Dutilleul

Région
Hauts-de-France

VS-A
taçade architecture