

# Rethinking Life Cycles

with Cooloo application technologies

## What's the challenge?

Industries worldwide lose massive amounts of value by wasting time, energy and commodities because of the linear approach towards life cycles of products and materials

**11.000.000.000kg**  
...of furniture waste in the EU annually.

## Our solution

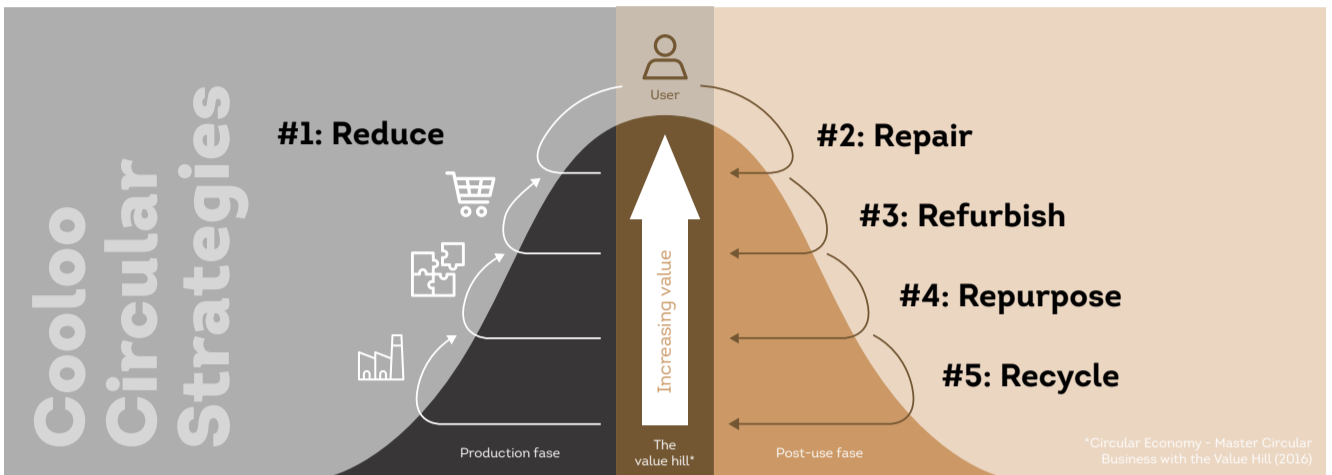
With a history in interior design, Cooloo started changing this wasteful industry by introducing coating technologies to create upholstery, finishes and products. In this process, local waste materials are turned into visible and tactile surfaces of any shape or size.

Carpeting and upholstery are beautiful crafts with a long history. Unfortunately they are complex, generate large amounts of waste and are far from sustainable.

**Just spray!**  
But why?

**Cooloo waste materials used so far:**  
1. Mining dust  
2. Bank notes  
3. Olive pits

That is why Cooloo has developed **Endless Life®**, an out-of-the box technology enabling creation, repair and refurbishment of upholstery and finishes in an ecological and economical way. This results in a circular, effective and faster way of production.



## #1: Reduce



Product complexity



Material usage



Transport



Schooled labor



Fossil based materials



CO<sup>2</sup> emissions

## #2: Repair



Simple



Fast



Local



Any shape & size

## #3: Refurbish

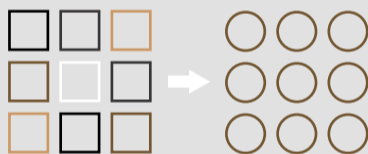


New look & feel



Circularity index

## #4: Repurpose



Transformation of function & uniformity

Did you know the world creates **5.000.000.000 kg's** of leather waste per year?

## #5: Recycle



High-end application of local waste



Preferable with natural waste

40 years of pioneering in the interior design industry resulted in:



Internationally awarded and recognized materials, products and solutions developed in-house



High-profile projects like Red Bull, DPG Media, TU Delft and Botanic Tower Brussels.



Up to 96% CO<sup>2</sup> and waste reduction in (re-)upholstery and refurbishment.



Upcycled 10.000+ kg of waste materials from leather and post-consumer cork & jeans.

**What's next?** Let's think *beyond* interior design and contribute in:



Construction and renovation industries.



Facade and flooring industries.



Automotive & public transportation.



Your industry?

## Care to join? Get in touch!

Cooloo is looking to increase impact by collaborating with international joint ventures and licence partners.

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