THE ULTIMATE INVISIBLE FINISH

NEW **Sustainable products that deliver maximum performance**

Ciranova Plus range

As a trendsetter in invisible finishes, we developed the Ciranova Plus range in open innovation with DSM. The new products are OCULTO PLUS, ECOFIX PLUS and WOODLOOK PLUS. The Ciranova plus range is a new and improved range of products where biobased raw materials are used without compromising performance. The ultra self-matting flooring resin used in these products sets the standard for natural looking floors with the lowest gloss achievable and the ultimate protection.

FEATURES & BENEFITS

- Ultra matt appearance
- Easy to apply without roller marks
- Excellent levelling
- Excellent stain & scratch resistance
- Non-yellowing
- Excellent black heel mark resistance
- Less burnishing
- 35% bio-based

FIRST Decovery® product for woodflooring in OPEN INNOVATION with DSM

BRIGHT SCIENCE. BRIGHTER LIVING.

For the Ciranova Plus range, a Decovery biobased self-matting resin is used which delivers excellent Performance, ensures a safer & healthier environment and reduces the carbon footprint. Decovery® is a family of eco-friendly coating resin solutions with a difference: they are made primarily from plants. As the heart & soul of biobased paint, Decovery® literally binds the product together, delivering a fine and durable finish.

PERFORMANCE

High quality products resulting in a high performance finish

HEALTH

Using safe ingredients and contains low VOCs

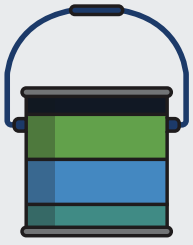
SUSTAINABILITY

Based on renewable materials reducing the carbon footprint

The journey towards sustainable wood finishing technology.

Sustainability is increasingly becoming an important decision criteria for consumers in their buying behavior. In the past, the paint industry has made a major step forward on sustainability through the introduction of waterborne paints. These waterborne paints still are however for a large part fossil based. With Ciranova, we use a revolutionary technology to replace these fossil-based components by renewable materials, lowering the environmental footprint even further without sacrificing performance.

SOLVENT-BORNE



BIO-BASED