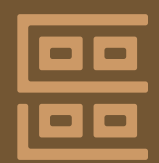


**Shaping a better world
by acting circular**

www.cooloo.nl

Cooloo is a radical innovator challenging industries to disruptively change the way we use and produce.

Thinking and acting to develop solutions for the finite material world we live in, promote local sustainable production and circular business models.



Product

11.000.000.000

kg furniture waste annually in EU

Material

5.000.000.000

kg waste annually worldwide

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

11.000.000.000 kg
...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.

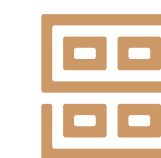
“We are on the forefront of new innovations to create materials and products for our Endless Life concept.”

– Leo Schraven



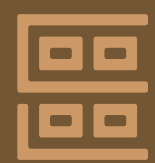
Innovation

The core of Cooloo's concept is innovation. Cooloo works on developing new materials, solutions and production technologies with the inspiring vision and leadership of Leo Schraven, who brings 40 years of experience from the production industry.



Sustainability

These innovations need to generate suitable solutions for the problems we are facing. That is why sustainable and circular protagonist Ricco Fiorito and his team look for market demands, waste materials and innovative business models to fuel Cooloo's innovation for a better future.



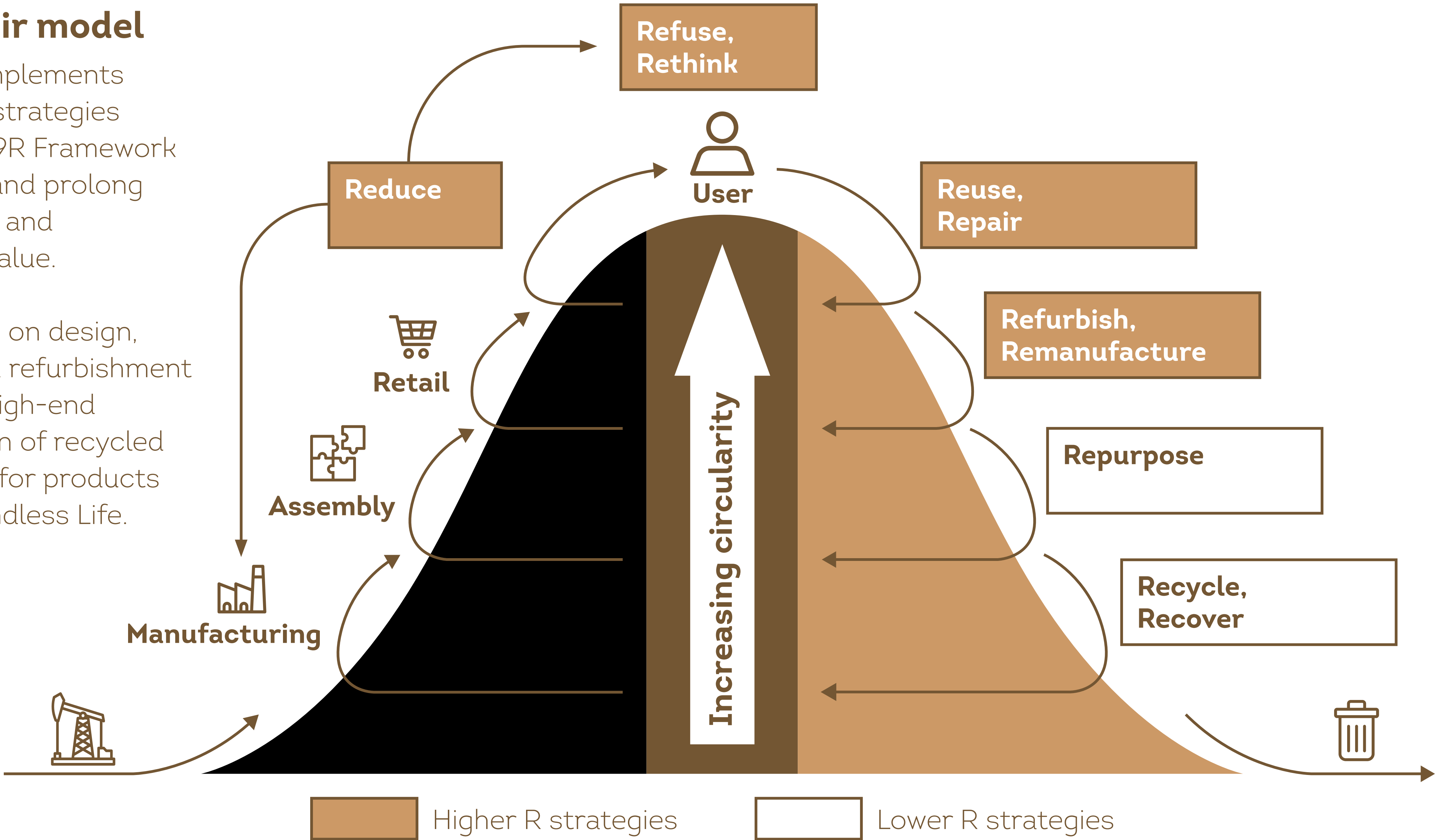
“Our technologies bring added value to speed up the transition to a circular and sustainable economy.”

– Ricco Fiorito

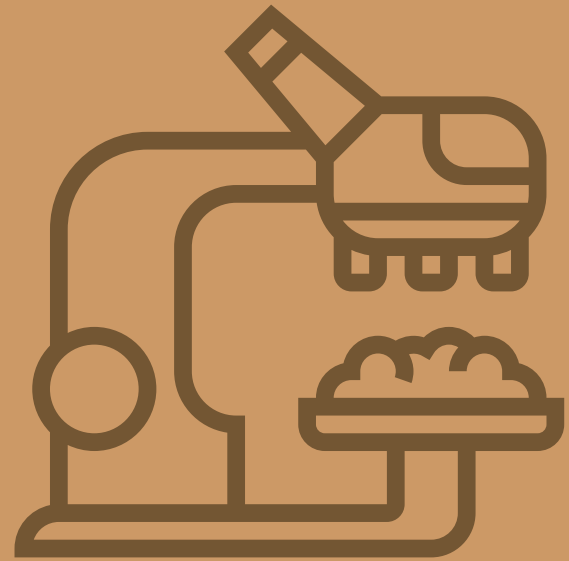
Circular model

Cooloo implements different strategies from the 9R Framework to retain and prolong economic and material value.

Focussing on design, repair and refurbishment with the high-end application of recycled materials for products with an Endless Life.

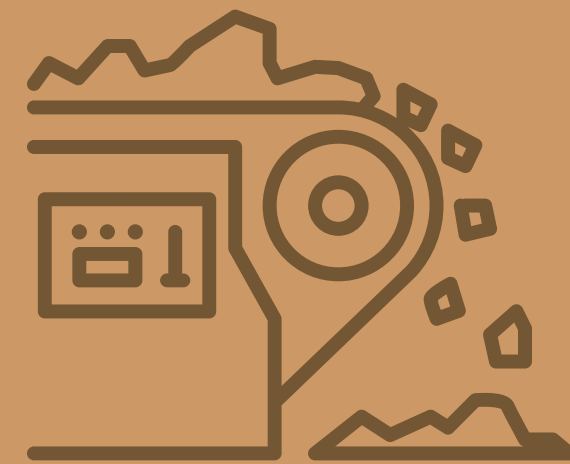


Production process



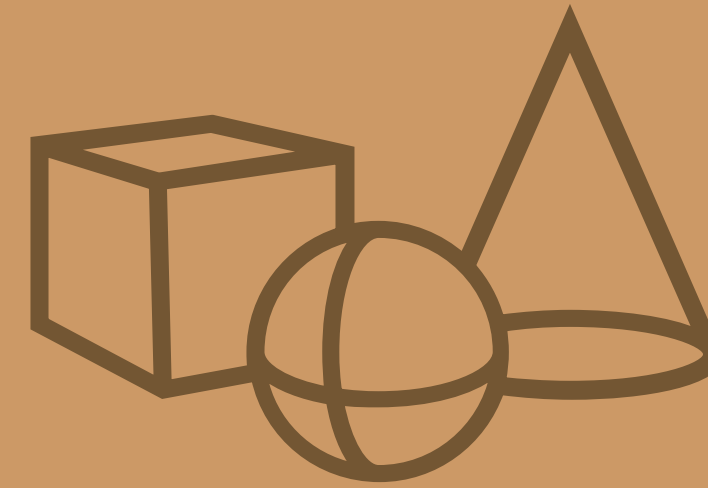
1. Research

Research of waste materials, process and application technologies and product development.



2. Prepare

Transformation of waste materials into new coating materials.



3. Shape

Bring in a new or used base shape or model the product shape in the right materials.



4. Coat

Coat and finish waste materials on any shape, size or type of material.

In all these steps Cooloo takes into account the circularity, retaining value, and product as a service possibility. The result is refurbished or new products with an Endless Life. Ecological, economically and endless in it's possibilities.

Coating materials

CoolLeather

- Leather waste
- Dutch industry
- Soft/flexible
- Smooth texture

CoolCork

- Recycled wine corks
- Bio based
- Soft/flexible
- Insect repellent
- Fire retardant

CoolJeans

- Jeans recycling waste
- Soft/flexible
- Textile texture
- Denim blue

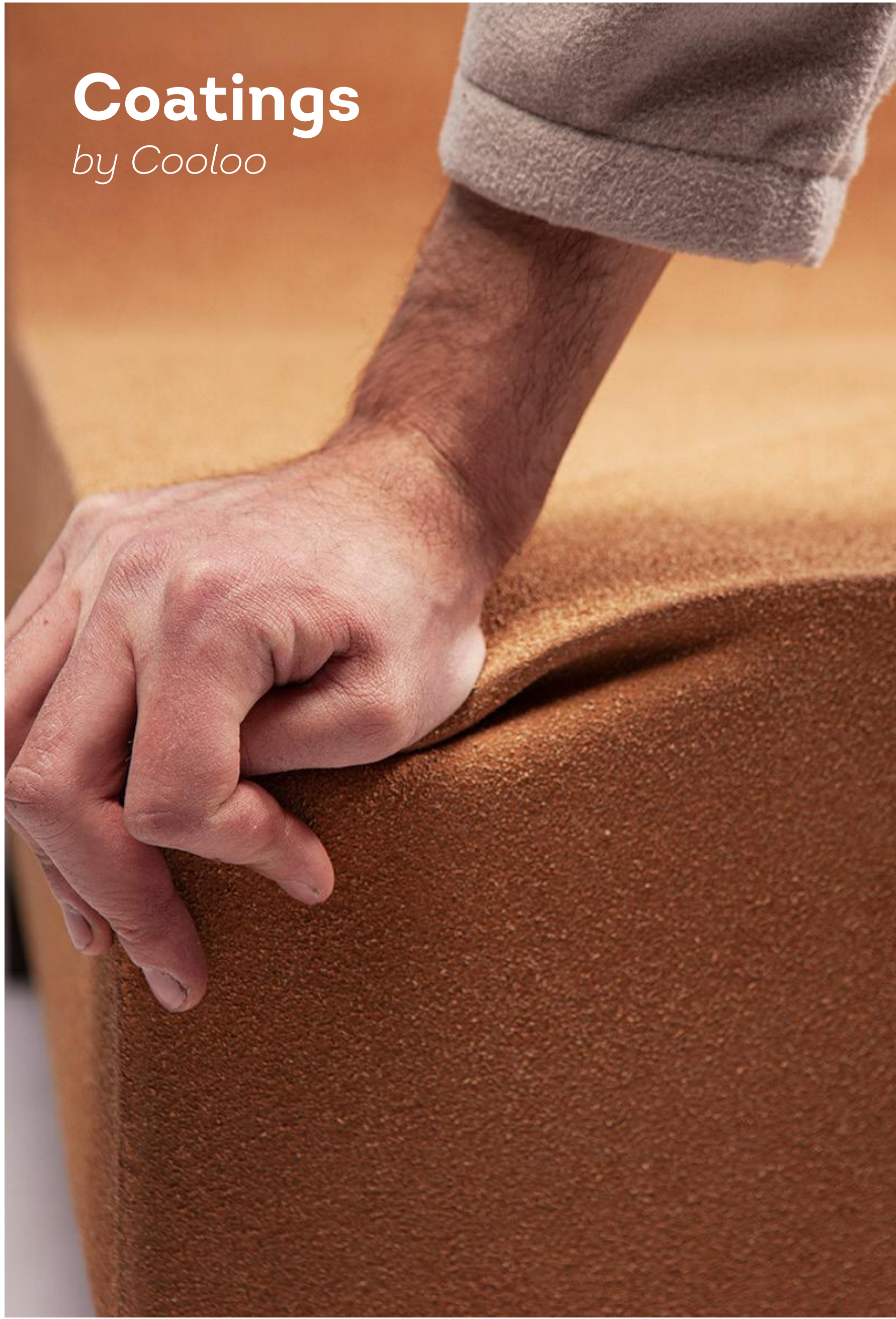
Econcrete

- Industrial waste
- Hard & Durable
- Natural stone look
- Colour customisation



All coatings are solvent & VOC free, non-toxic, water proof, durable and applicable to any surface.





Coatings

by Cooloo

Circular Coatings



CoolLeather
Light



CoolLeather
Dark



CoolCork



CoolJeans



eConcrete

RealMetals



RealMetal
Rust



RealMetal
Gold



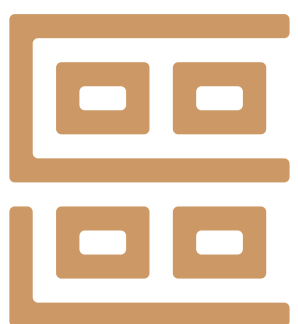
RealMetal
Alu



RealMetal
Copper



RealMetal
Brass



Ameba

- Award winning
- Frameless
- Comfortable



Emotion

- Lounge
- Modular
- Frameless
- Indoor
- Outdoor



Ocean

- Lounge
- Modular
- Indoor
- Outdoor



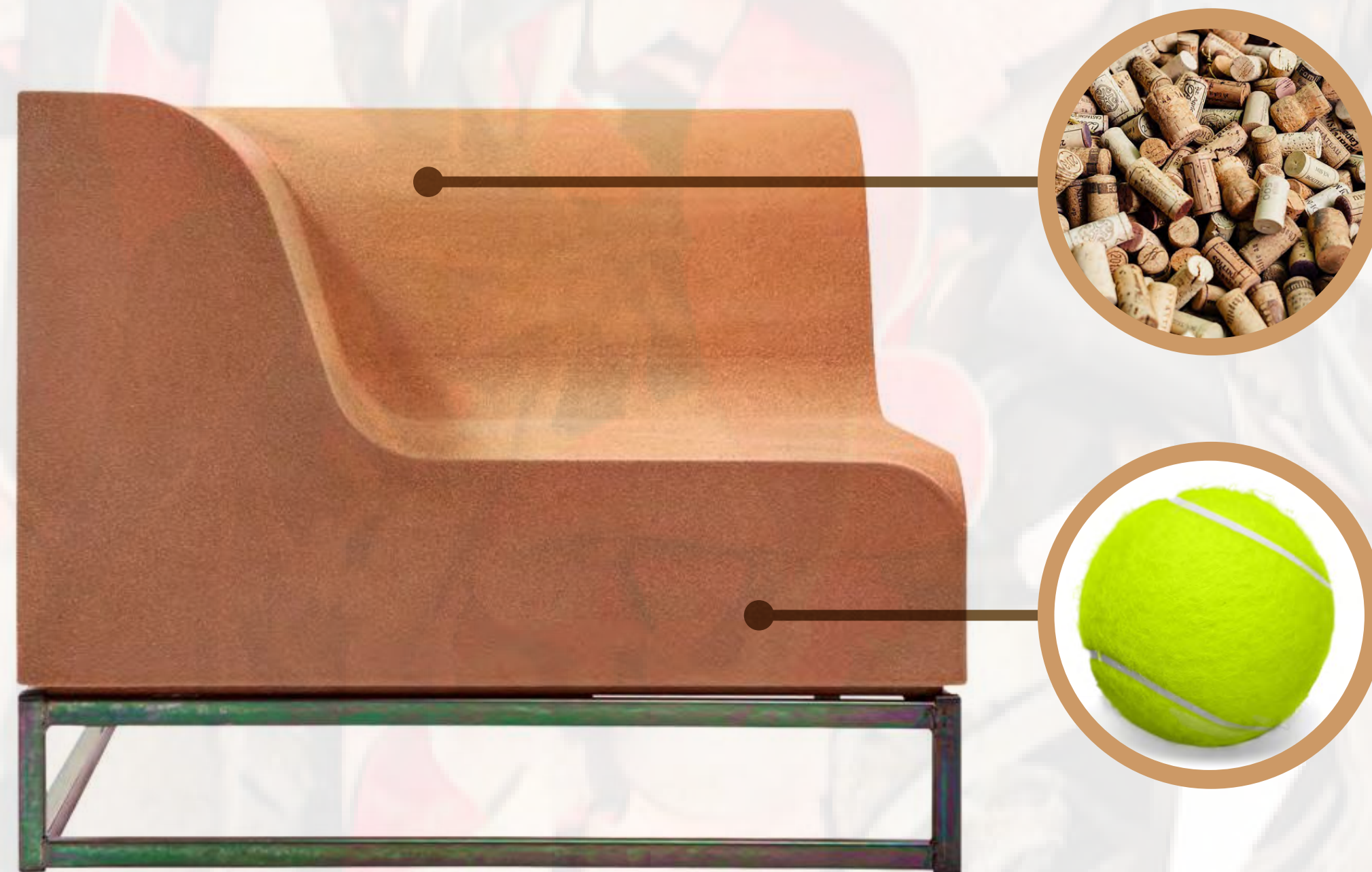
Cubes

- Hard & durable
- One-of-a-kind
- Real metals



2. Cooloo Endless Life product

Cooloo process



~60%
**waste
materials**

2. Cooloo Endless Life product

Cooloo refurbishment



~96%
Circularity index

Refurbishment



1. Classic product

Conventional refurbishment



65–75%

Waste from re-upholstry

1. Classic product

Cooloo refurbishment



~93%*
Circularity index

*source: research Plymouth University, 2021



TU Delft

Architect:
Fokkema

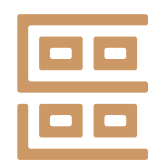
Environment:
University

Objects:

- Refurbished chairs
- Refurbished benches

Materials:

- CoolLeather
- PU



Universiteit Utrecht

Architect:

Drs. J.W. Pronk

Environment:

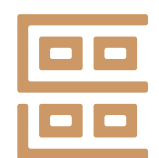
University

Objects:

- Ocean set & poufs
- Refurbished chairs
- Refurbished tables
- Custom benches

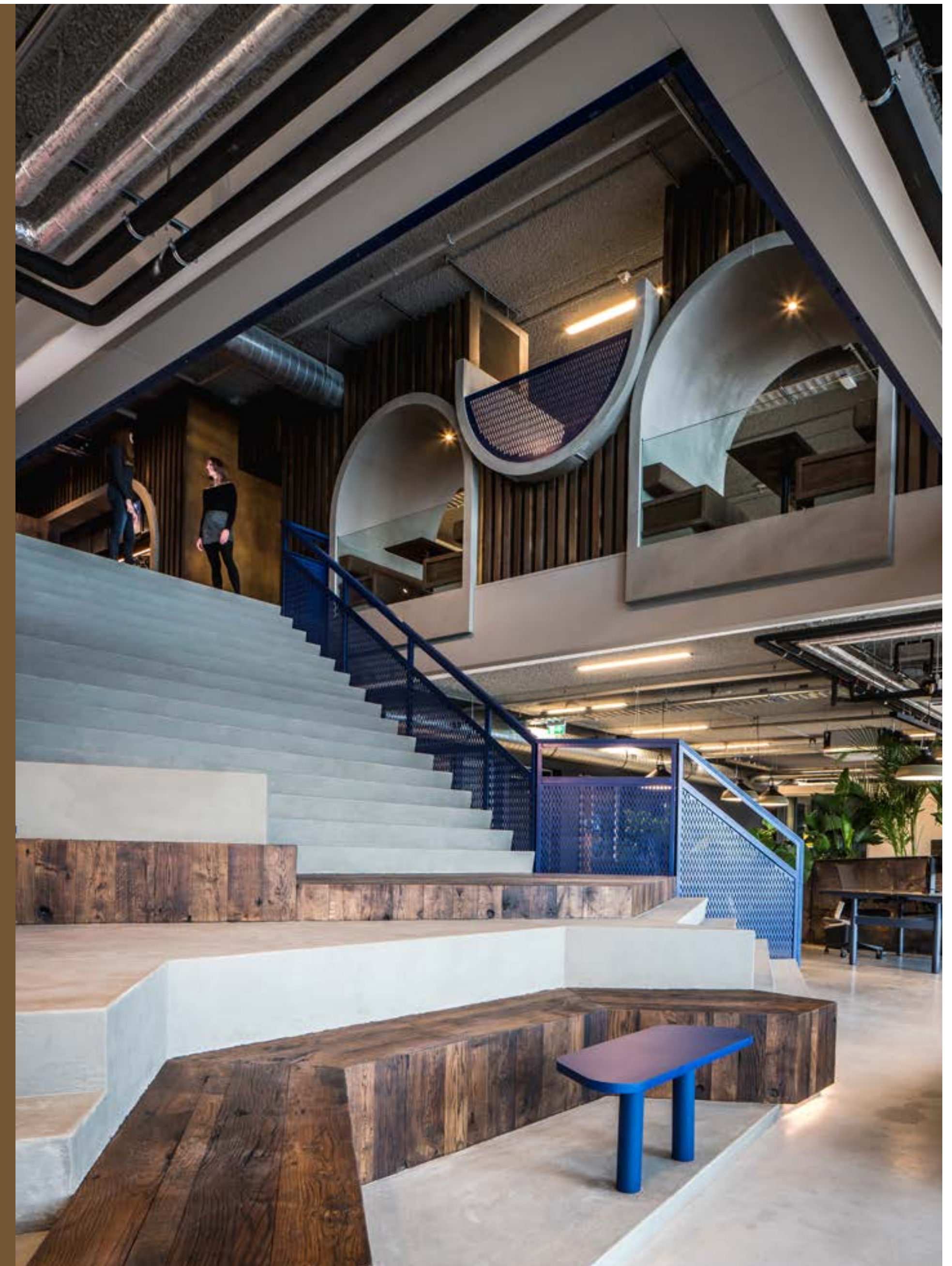
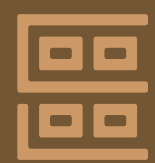
Materials:

- Soft foam
- CoolLeather
- CoolJeans
- Econcrete



Cooloo keeps developing, designing and producing interior design projects and products for the European Market and is set to expand its technologies and knowledge throughout the world.

Resulting in furniture refurbishment projects for Technical University Delft and PostNL as well as bespoke interior design projects for Red Bull and ASML. Driven by materials, innovation and circularity, Cooloo always finds a sustainable and aesthetic solution for every problem from old jeans, textile waste, marble, shoe inlay or protective coatings. The possibilities are infinite if you go for the Endless Life technologies by Cooloo.



Red Bull Amsterdam

Architect:
Casper Schwarz

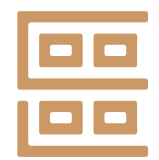
Environment:
Office

Objects:

- Steel walls
- Concrete half pipes
- Concrete stairs
- Concrete pantry

Materials:

- Econcrete
- Hard foam
- Acoustic foam
- RealMetal Rust



Nordbyg

Architect:
Lab La Bla

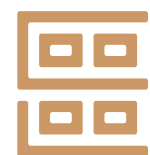
Environment:
Fair

Objects:

- Acoustic walls
- Refurbished chairs
- Poufs

Materials:

- Reused acoustic panels
- Recycled soft foam
- CoolJeans, -Leather, -Cork
- RealMetals
- Olivine





Botanic Tower Brussels

Architect:
Nachtraven

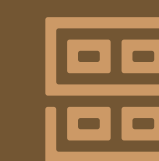
Environment:
Office

Objects:

- Reception desk
- Organic seating and planters

Materials:

- Hard foam
- Polyurea
- Econcrete



Milan Design Week

Architect:
Leo Schraven

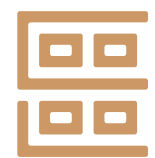
Environment:
Outdoor public area.

Objects:

- Swimming pool
- Lounge furniture

Materials:

- Econcrete
- Hard foam
- PU



Villa Ameland

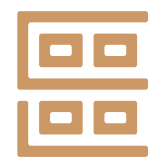
Architect:
David van Geest

Environment:
Residential

Objects:

- Flooring
- Stairways
- Bathrooms

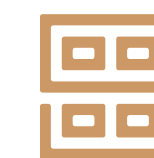
Materials:
• Econcrete





We are at the start of the decade of transition where new ways of looking at production and consumption are demanded.

Cooloo can offer these new concepts and production technologies for your industry. Utilizing local production, high-end application of waste materials and amazing refurbishment possibilities.



To achieve the highest possible impact, Cooloo shares its technologies and knowledge in a network of partners and licensees.

Join the Cooloo Endless Life concept to use our machines and materials. Start creating beautiful sustainable products and get development updates and solutions that you can use in your business.

1

Training

Teaching your organization and employees how to work with Cooloo technologies, machines and materials to create high-end sustainable products.

**Partner
model**

2

Consulting

It is our mission to create sustainable and efficient production processes. Therefore we will help you to implement and rout your production with Cooloo technologies.

3

Machinery

Cooloo provides the right machines, accessories and service. Machine maintenance is also part of the training to your organization.

4

Materials

Cooloo provides the binders and accommodating raw materials required to successfully start creating.







Thank you



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