

## Indoor air quality: Saint-Gobain is proud to announce the launch of **NOVELIO® CleanAir**



doc. Saint-Gobain Technical Fabrics

Thanks to its sanitizing action, new Saint-Gobain Technical Fabrics NOVELIO® *CleanAir* paintable fabric provides a solution to one of today's major concerns: improving indoor air quality.

Saint-Gobain Technical Fabrics is a socially responsible company that has adopted the High Quality Environmental (HQE) approach and draws on its extensive expertise to meeting the building challenges of the 21<sup>st</sup> century. New NOVELIO® *CleanAir* paintable wall covering, developed by Saint-Gobain Technical Fabrics, provides a solution to one of today's major issues: indoor air quality.

The innovative, patented concept of NOVELIO® *CleanAir* is to make the atmosphere healthier by trapping and neutralizing aldehydes, the noxious components in Volatile Organic Compounds (VOCs). NOVELIO® is perfectly in line with the government requirements that will go into effect starting in 2010, as well as with the ADEME air pollution initiative and with the *Grenelle de l'Environnement* project. Saint-Gobain now offers a high-tech and decorative solution for the future, which takes into account people's health at work and in their living spaces.



## NOVELIO® - a concept for the future

Launched in 2006 by Saint-Gobain Technical Fabrics, the NOVELIO® brand is a high-quality paintable covering. Composed of 100% woven glass fibers coated with a flexible resin, NOVELIO® is the result of a new technology that enhances the proven performance of glass fabric, the ideal material for masking small imperfections and check cracks in old walls or for quick, flawless finishing of new premises.

Since NOVELIO® is more flexible than traditional paintable fabrics and has excellent dimensional stability, the product is non-shrinking, crease resistant and very easy to handle. NOVELIO® paintable fabric is environmentally clean and safe for humans thanks to its glass fiber composition, and is fully in line with the HQE approach thanks to its Oeko-tex standard 100 – Class 1 certification.



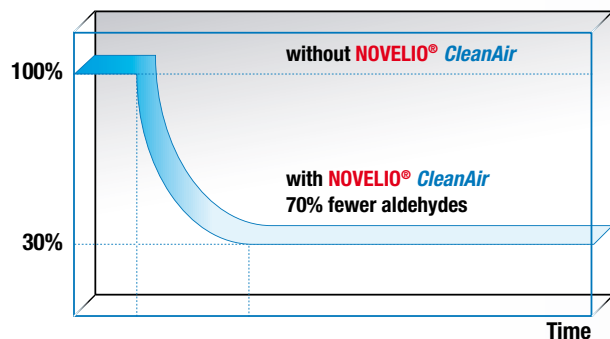
Combining beauty with filtration of the ambient air, Saint-Gobain's NOVELIO® *CleanAir* paintable fabric is primarily intended for the decoration of community premises and public spaces (nurseries, schools, hospitals, offices, hospitality, etc.)

## NOVELIO® CleanAir: an active contribution to indoor air quality

In addition to the numerous technical characteristics of the most easy-to-live-with internal wall covering – durability, resistance to abrasion and impact and excellent fire resistance – this Saint-Gobain product incorporates all of the “green” requirements of tomorrow. As the product of a state-of-the-art innovation, NOVELIO® CleanAir resolves an issue at the heart of current debate: indoor air quality. This is defined as all of the physical, mechanical and chemical characteristics of the indoor air that has an impact on human activity and which are included in the key Environmental Quality targets determined by the ADEME (*Agence de l'Environnement et de la Maîtrise de l'Energie* – French Environment and Energy Management Agency).

With a view to meeting the criteria for a healthy building, Saint-Gobain Research has developed a next-generation paintable fabric and environmentally sound. NOVELIO® CleanAir actively contributes to trapping a part of the VOCs present: aldehydes. These toxic components, present in glues, paints, laminates and other products, are released into the room air over time, notably during installation and drying. Thanks to its high capacity to “absorb” the out-gassing of these noxious particles, NOVELIO® CleanAir sanitizes the atmosphere, thus avoiding annoyances such as headaches, skin irritations, asthma, nausea, fainting, etc. This absorption takes effect immediately and permanently and is guaranteed for over 10 years, even after application of four layers of paint.

According to tests performed by the APAVE ( the standard-setting lab in this field) in two meeting rooms renovated in an identical manner over four months<sup>1</sup> - one equipped with a standard wall covering, the other with NOVELIO® CleanAir - the CleanAir room provided a tested effectiveness starting in the first few hours after installation. These results confirm the high performance of an ideal wall covering both for new construction and renovation of old premises.



1 - Measurements are regularly taken in both meeting rooms by the APAVE



Saint-Gobain Technical Fabrics' NOVELIO® CleanAir, which is particularly easy to paint, guarantees perfect finishes for healthy, beautiful interiors.

### **Maison de la petite enfance (early childhood home) in Montbonnot (Isère, France): the first NOVELIO® CleanAir building**



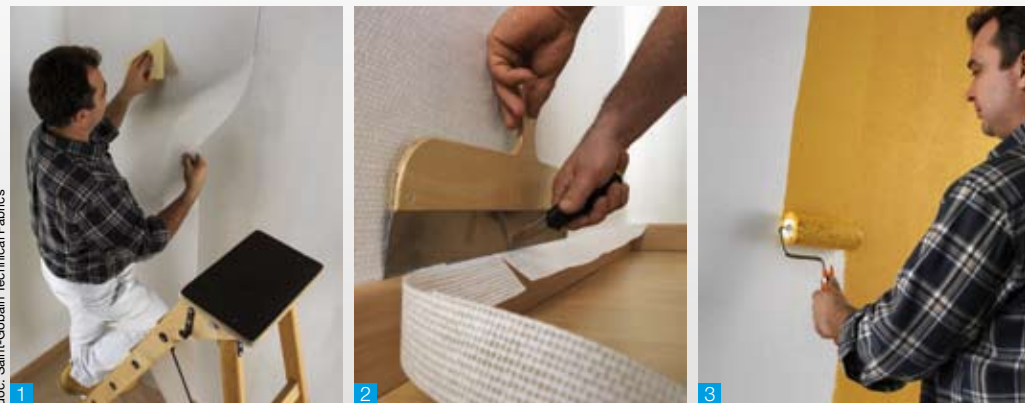
Saint-Gobain's NOVELIO® CleanAir paintable fabric is one of the ecological choices made for the construction of the new *Maison de la Petite Enfance* in Montbonnot (Isère, France). The plan for this one-story, 940 m<sup>2</sup> building, which combines a nursery and a stop-over center, has an accommodation capacity of around 60 very young children. This project is part of an overall environmental approach. According to Arcane Architectes, NOVELIO® CleanAir was perfectly adapted for use in this construction job due to its beneficial ecological properties. Since it is capable of absorbing noxious components, this next-generation paintable fabric was ideally suited to a space where health and hygiene are priorities. This target construction will be monitored using aldehyde content measurements to confirm the performance of the new wall covering.

Supply and installation of NOVELIO® CleanAir fabric by the distributor BELLE Peinture and by FAY.

## NOVELIO® in 2010 and beyond

The proven qualities of Saint-Gobain's next generation of paintable fabric will ensure that NOVELIO® *CleanAir* quickly becomes popular among professionals, technical departments, product selectors, interior architects and decorators, for use in the rapidly-expanding 'green' projects for public spaces (offices, shopping centers, train stations, etc.) and in school settings (from nursery to university). Individuals will also love NOVELIO® *CleanAir*, since it is particularly desirable for all types of residences.

Saint-Gobain Technical Fabrics has once again confirmed its strong innovation potential and advanced use of technology to respond to market issues. As a genuine HQE® product, by 2010 the NOVELIO® brand will have started a very positive development toward specific applications to meet the requirements of all of the different markets. Since the successful launch of NOVELIO® *Decoration* and Acoustiver® (an acoustic and thermal solution for renovations), Saint-Gobain Research has been working on developing the thermal performance of Acoustiver® and on NOVELIO® Mold-X, a new paintable fabric which can stop the development of mildew and bacteria. NOVELIO® Mold-X is specifically intended for health care environments.



NOVELIO® *CleanAir* has perfect dimensional stability during adhesion and is very easy to install (1), even in the most hard-to-reach areas. It is easy to cut (2), with no shrinkage, ensuring flawless leveling. This new Saint-Gobain Technical Fabrics wall covering is easy to paint (3) and is completely in step with current decoration trends (4) and with public expectations for respect for human health and the environment.

doc. Saint-Gobain Technical Fabrics

doc. Saint-Gobain Technical Fabrics

Saint-Gobain Technical Fabrics Europe (SGTFE) is part of the Saint-Gobain group, a world leader in the production and distribution of construction materials. SGTFE specializes in the production and marketing of woven and non-woven glass fiber products for the construction sector. SGTFE offers products and solutions for various applications such as acoustic insulation, façade cladding, surfacing, reinforcement, insect protection and decoration.

Documentation, information and list of points of sale upon request from:

### Saint-Gobain Technical Fabrics Europe

517, avenue de la Boisse – F-73025 Chambéry cedex

Tel.: +33 (0)4 79 68 32 39 – Fax: +33 (0)4 79 68 32 40

E-mail: marlene.fusier@saint-gobain.com

www.sgtf.eu

IMPRIM'VERT®  
This document is printed  
with 100% vegetable ink  
on 100% certified paper.

agence  
**SCHILLING**  
communication

2, Place Cap Ouest - B.P. 169 - F-17005 La Rochelle Cedex 1  
Tel.: +33 (0)5 46 50 15 15 - Fax: +33 (0)5 46 50 15 19  
E-mail: agence.schilling@n-schilling.com - www.n-schilling.com

pictures available for downloading on [www.n-schilling.com](http://www.n-schilling.com) or request

PRESS RELEASE - October 2009  
On-line on the [www.n-schilling.com](http://www.n-schilling.com) website