

Press release

A Breton building, air-conditioned ... with Breton oysters!

To improve summer comfort without resorting to air conditioning, the MGD-Nature laboratory (located in Morbihan) will protect its 1,000 m² roof on Monday April 19 with a paint innovative refreshing product developed by Cool Roof France (in Finistère) based on a powder of oyster shells produced by the Kervellerin Factory (Morbihan), with the support of the Region Brittany.

An unprecedented and ecological Breton cooperation!

Le Faou, April 19, 2021

Reflective paints to limit the need in air conditioning

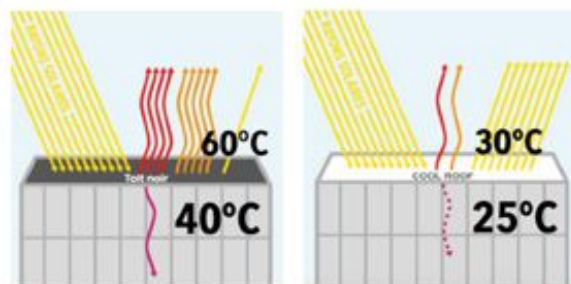
As the heat waves are growing higher, the demand for air conditioning explodes, with all the drawbacks ecological and economical that we understand well.

To respond intelligently to this challenge, the Breton ESS company Cool Roof France has been developing solutions since 2015 particularly reflective white paints and adapted to the roofs of buildings.

The principle ? White color returns naturally solar heat. So when a black roof heats up to over 60 ° C in full sun, a “Cool Roof” remains ambient temperature !

The impact? Temperature gains felt in buildings up to 15 ° C, savings air conditioning up to 40%, an extension natural sealing, a better yield of photovoltaic installations.

Already, more than a hundred buildings (especially industrial and commercial) were carried out by Cool Roof, in France and elsewhere in the world.



A paint made from oyster shells

If the white paint of Cool Roof France allows certain ecological gains (extension of the lifespan of buildings, reduction in air conditioning requirements), its composition must also respect the most possible environment.

This is the whole goal of the research project carried out for 2 years by Cool Roof France **with the support from the Brittany Region** : improve the ecological balance sheet of the paint itself, in replacing its fillers and pigments ... by oyster shell powder produced



Ostrécal © oyster shell powder produced by the Kervellerin factory

First application Monday April 19 at Branderion (56)

The first site using the new Shell-based Cool Roof formula of oysters will be produced on Monday April 19 on MGD Nature building, French laboratory food supplement specialist natural, based in Branderion in Morbihan.

Reactions:

Frédéric Lachèvre, President of Cool Roof France

"After 2 years of research, Cool Roof France laboratory teams are arrived at a paint formulation allowing the implementation on a first construction site. An innovation that meets a triple challenge: naturally improve summer comfort buildings to limit air conditioning, with an ecological solution made in Brittany, that uses an ingredient from a co-product: thousands of tons of oyster shells unused each year. "

Sebastien Col, Commercial Director of MGD Nature

"In its eco-responsible approach (recovery of waste generated by its activity, flowery fallow, control of electricity consumption, deployment of a collaborative vegetable garden, use of packaging

biodegradable and compostable for finished laboratory products, film installation UV reflective on all surfaces glazed), the MGD Nature Laboratory made the choice to cooperate with the innovative company Cool Roof France.

Seduced by the singularity of this process, by the positive environmental impact of this application, the MGD Nature Laboratory has opted for this sustainable and responsible investment, providing an immediate solution to a warming problem . "

Martine Le Lu, Director of Usine from Kervellerin to Cléguer (56)

"Sustainable development is at the heart of concerns of the company Factory Kervellerin, in particular within the framework of the eco sourcing. The oyster farming activity generates unsold in significant quantities: oysters stillborns resulting from the cleaning of the parks, victims of unfavorable weather conditions or natural predators, such as the periwinkle piercer.

Transported to the site of the Kervellerin plant, these oysters must undergo a number of treatments to be transformed into a concentrate of shells oysters, powder white called Ostrécal®. It's an ingredient renewable, who replace very advantageously materials hitherto used and whose resources are running out.

Oyster shells are therefore no longer a waste, but become a technical product Ostrécal® whose use, through precise formulations, makes it possible to develop efficient and ecological products for different areas : the cosmetic, food, plastics, agriculture, ... and today this very innovative painting developed by Cool Roof France . "

PRESS CONFERENCE
Monday April 19 on the roof
from MGD-Nature to
Branderion (56), 11 a.m.

We invite you to discover the launch application, and discuss the project.

MGD NATURE LABORATORIES
ZA de la Gare
56700 Brandérion



Contact for reception and intw on the site:

Bertrand Riguidel, Relations with the Press -
06 60 40 29 44

Daniel Simon, Technical Director Cool Roof
France - 06 69 54 44 99

Contact for any article project outside the visit
from Monday:

Ghislaine Le Page - 02 44 84 08 04 -
contact@coolroof-france.com