



CASE HISTORY

Real Estate Development & Construction Industry / Commercial Office Building / Public Space
Health Care Industry / Education Industry / Residential
Retail Industry / Food Industry / Artistic Projects & Brand Cooperation

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Real Estate Development & Construction Industry

Grosvenor Group

[Grosvenor Group](#) is an international real estate group founded in London in 1677. It is one of the world's largest real estate development, investment and fund management companies.

Grosvenor Group painted with Airlite 50 six-storey commercial office buildings, to ensure the safety of public spaces at work. By using Airlite in new projects, they have been able to deal with the air pollution problem in the surrounding environment, which is a great issue of the London area. This decision improved customer satisfaction and gained a lot of attention from the news media and social platforms. As a leading company with a history of 300 years, it made outstanding contributions to customers, communities and the environment.





Bouygues Group

[Bouygues Group](#) is an international leader in the field of housing construction, civil engineering, electrical contracting and maintenance. It operates in more than 80 countries and regions around the world. After a month of rigorous efficacy tests, Bouygues UK signed a three-year strategic cooperation agreement with Airlite in June, 2020.



This cooperation got great attention from CNBC, GCR and other media, and it helped Bouygues Group establish the brand image of keeping pace with the times and paying attention to education, health and the construction environment.

Telecom Real Estate

Sustainability for the TIM group involves not only responsible technology and digitalization accessible to all, but also being energy efficient and good managers of the workplace.

For this reason the group has launched an important restructuring and optimization project of their offices in Rome, in particular the offices in Via Oriolo Romano, Via Val Cannuta and Via di Santa Maria in via, to make them more functional and sustainable through the use of Airlite technology.



Bell Group

Bell Group is a British decoration company, with more than 30 local branches providing customised interior painting services to their customers. It is now in a leading market position in the UK.

In the aftermath of the 2020 epidemic, Bell Group signed for a great number of projects with Airlite, the largest of which was the London Metropolitan Police project.



In addition, Bell Group sought new opportunities in the impact of the home decoration industry. Thanks to Airlite, which can purify air and fight viruses, bacteria and mold, it gained more customers and expanded the scope of its business. Moreover, it presented its environmental protection, high quality, responsible corporate image to the public.

Commercial Office Building



Midtown Jing An

Midtown Jing An is located in Shanghai's landmark Daning International Business Plaza. It is a joint venture between British property developer Chelsfield Group and Schroder Pamfleet. This project consists of four office buildings.



Combined with the architectural concepts of "art + design" and "sustainable development", it creates a healthy, comfortable and innovative modern office environment. In this cooperation, Airlite provided its support to the building cluster of ecosmart business offices, making Midtown Jing An a beautiful eco-friendly name card.



Intesa Sanpaolo

The Italian bank Intesa Sanpaolo is committed to strengthening its leadership in corporate social responsibility, aiming also to become a reference model in terms of sustainability. This is the reason why they decided to paint its retail offices with Airlite technology, which simulates the air purification process already existing in nature, allowing to transform any surface into a natural air purifier.

Best Western

Best Western joined the LifeGate's *Stay for the Planet* project with the responsibility to manage their activities in a sustainable manner, by monitoring consumptions, taking energy efficiency actions and reducing their environmental impact through responsible behaviors. In 2016 ,Best Westerns also painted its offices in Milan (about 3.000sqm) with Airlite.





The Office of the Future

The Office of the Future in Dubai is the world's first pure 3D-printed office building, and it is located at the foot of the prestigious Emirates Towers building. It is the headquarters for the Dubai Future Foundation, an exhibition space and an incubator for future emerging technologies in the region.



It was decided to use Airlite with the aim of making the region a worldwide leading hub for innovation and technology, and our purifying paint played an important role in reshaping the architecture and design industry of the area.



Mustela

Mustela was founded in 1950 in France, and is a well-known European skin-care brand for women, children and babies. Airlite became the designated wall paint for Mustela and Expanscience Laboratoires when they moved into their new offices in downtown Milan.



Airlite absorbs air pollution and maintains a pleasant temperature in the office, creating a more health-friendly office environment. Also, it is good for Mustela to show its natural and professional brand image to customers and visitors.

Swire Properties

Swire Properties was established in 1972 to develop and manage hotels and commercial, retail and residential properties throughout China, USA and UK.

Swire Properties chose Airlite for its Board Office in Hong Kong, since the paint could provide a better working environment for the board of directors, which enhanced staff's sense of well-being, company belonging and work efficiency.

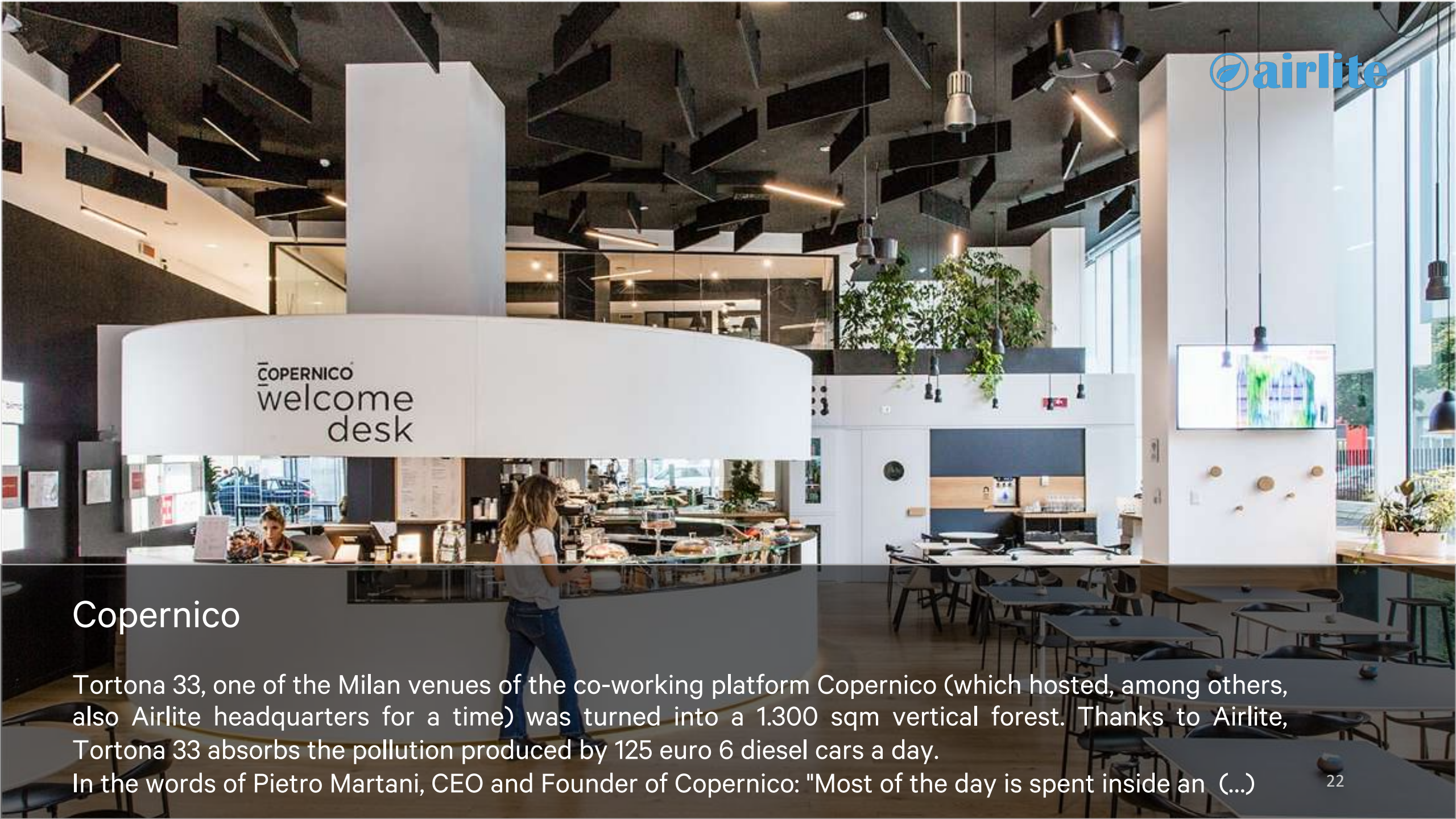


Vaillant

The art collective Orticanoodles has created a completely green mural (both in terms of colours and materials) on the external wall of the [Vaillant](#) headquarters in Milan. This was part of a double intervention that, in 2017, saw Airlite involved along with Vaillant, who chose to both paint its headquarters (offices and the canteen) and to give the city a beautiful mural and some fresh air.



A good reminder from this Italian company that green should be a way of life, especially at our workplaces, where we spend most of our days.



Copernico

Tortona 33, one of the Milan venues of the co-working platform Copernico (which hosted, among others, also Airlite headquarters for a time) was turned into a 1.300 sqm vertical forest. Thanks to Airlite, Tortona 33 absorbs the pollution produced by 125 euro 6 diesel cars a day.

In the words of Pietro Martani, CEO and Founder of Copernico: "Most of the day is spent inside an (...)



(...) office, and for this reason it's fundamental to examine all the aspects that might help us to improve the quality of life: from the lighting of the spaces to the healthiness of the air. Our aim is to create a network of working spaces where people and companies can prosper both in health and vitality. The collaboration with Airlite fits perfectly within our own value system."

Tim Group

The Tim Group has long worked to improve the efficiency of its main assets, namely the fixed and mobile network infrastructures and data centers, on which the country's digital development is based. In particular, Airlite was chosen as an innovative and eco-efficient solution for the data center redevelopment project, for a total of 30.000 sqm painted in Milan, which will soon be rented to Google.



Banca Sella

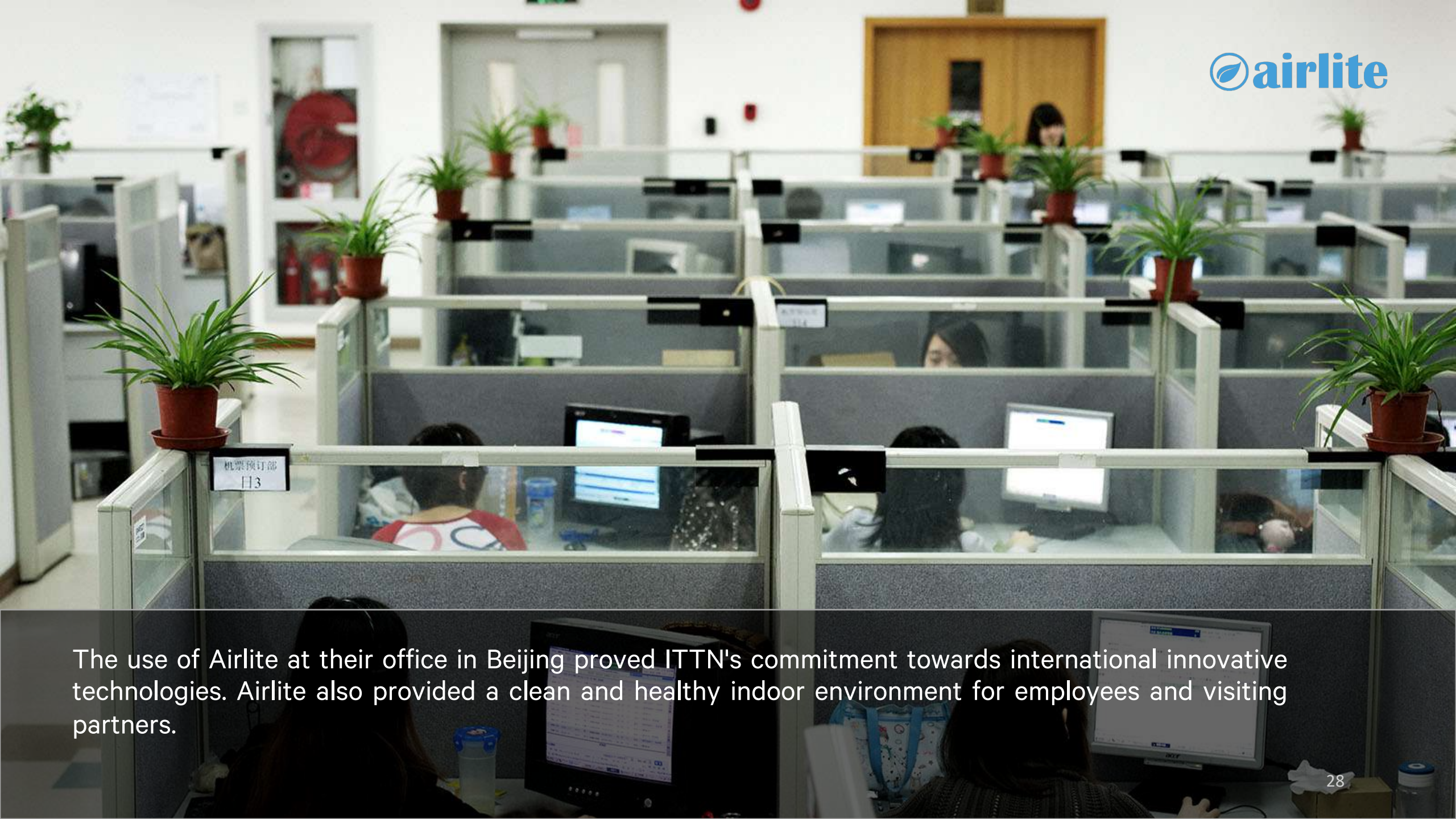
To achieve sustainable development, capable of meeting the needs of present generations without jeopardizing the ability of future generations to meet their own, attention to the environmental impact of our activities is a fundamental aspect to guide Banca Sella's decisions. In light of this, to pursue a progressive reduction of carbon dioxide emissions, for several years now the Sella group (...)



(...) has been choosing to focus on greater energy efficiency and a lower environmental impact. This is why, in 2020, the painting of the facades of their building in Biella took place using Airlite paint. The surface treated was about 3.500 sqm, and can reduce a daily pollution rate equal to that produced by 748 Euro 6 gas cars, in addition to allowing the absorption of up to 165 kg of CO₂.

International Technology Transfer Network

The International Technology Transfer Network was launched in January 2011 under the guidance of the Ministry of Science and Technology of China. It is committed to promoting cross-border cooperation on the commercial value transformation of innovative technologies and international technology transfer.

A wide-angle photograph of an office space filled with cubicles. Each cubicle is equipped with a computer monitor and has a potted plant on top of its partition. The plants are green and leafy, housed in red pots. In the foreground, a cubicle partition has a small white label that reads "机票预订部" (Flight Ticket Booking Department) and "日3" (Day 3). Employees are visible working at their desks in the background.

The use of Airlite at their office in Beijing proved ITTN's commitment towards international innovative technologies. Airlite also provided a clean and healthy indoor environment for employees and visiting partners.



Green Building Ecology Research Institute

China Construction Science & Technology Group Co. is a wholly owned subsidiary of CSCEC. CSCEC is the largest construction and real estate enterprise in China, and the largest investment and construction group in the world.



Three Italian artists from the art collective Orticanoodles used Airlite to create a beautiful painting on the walls of their Eco-City Research Institute in Hong Kong. The Office Wall project became the representative and name card of green building technology of the Eco-City Research Institute.

Public Space

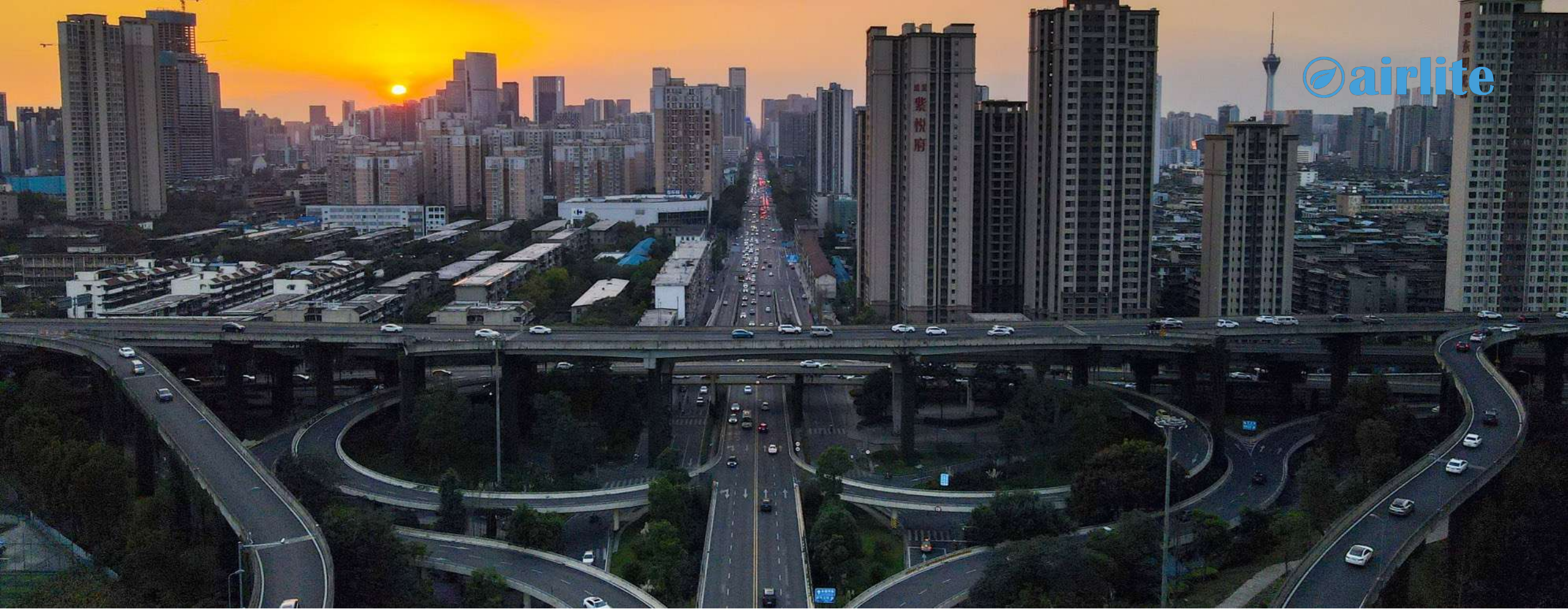


Basarab Bridge

The Basarab Bridge is one of the most ambitious projects Airlite has worked on. Consisting of two different design bridges of 1.9 kilometers, it is a critical work in managing the traffic problem in a large central area of Bucharest. In this project Airlite has done and does its part.



Thanks to its technology, which is activated only with solar energy, Airlite purifies the air from the polluting emissions of about 50.000 euro 6 gas vehicles that cross the city every day. Considering that every sqm painted with Airlite generates the same benefits as one square meter of forest, how big will Bucharest's invisible forest be? Only in appearance a painting, only in appearance a concrete bridge.



Chengdu Overpass

Chengdu is the capital of Sichuan province in Southwest China and a major city in Western China. It is the fourth most populous city in China. The urban area houses 14 million inhabitants: 7,2 m within the municipality's nine districts and 6,8 m in the surrounding area. Pollution levels are very high, reporting a staggering 400 micrograms of particulate matter per square meter.



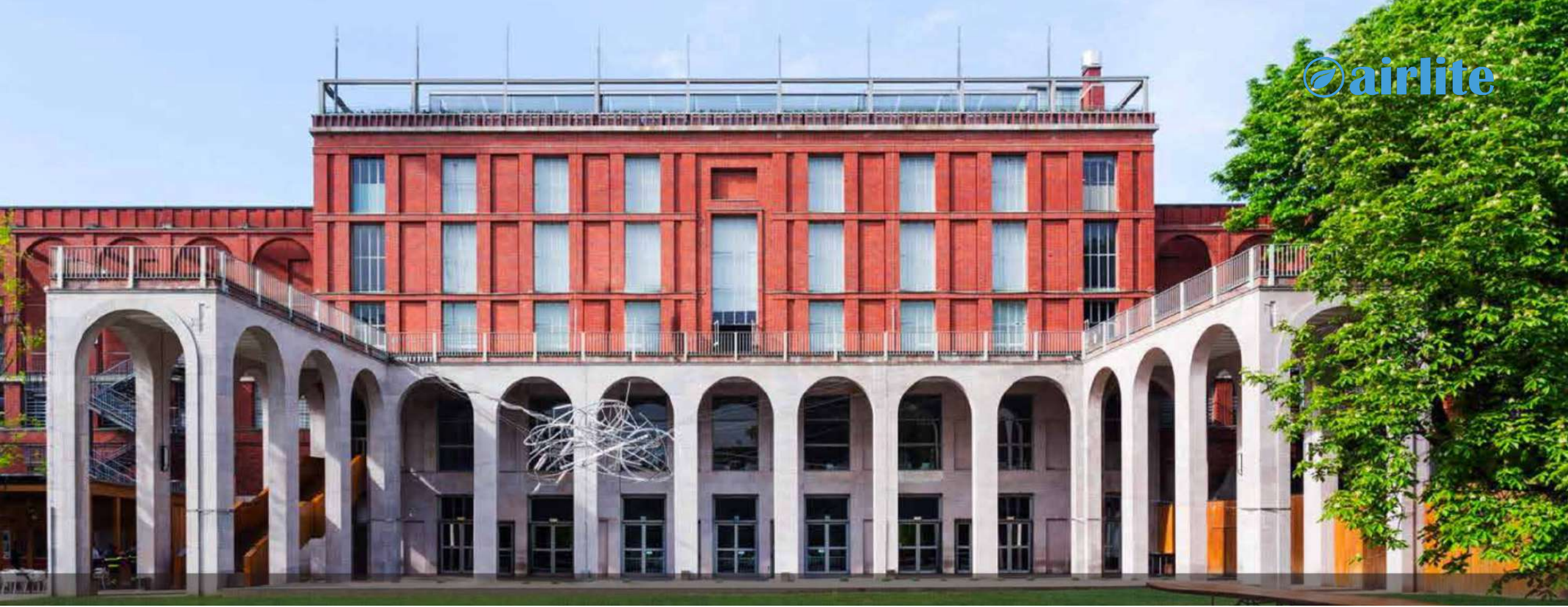
And not just any particulate matter, this is specifically referring to the most hazardous kind. In March 2012 the Municipality of Chengdu started a test to assess the properties of Airlite, covering a 800 sqm overpass in the city industrial zone. The work was carried on by Fosun, a Chinese conglomerate, and showed very good results.

Bird Street

London has a great problem with air pollution, both outdoors and indoors. Bird Street, a busy thoroughfare in central London, re-launched itself in 2017 as the world's first "Smart Street".

Among the sustainable and eco-friendly innovations that were introduced, the shopping pods were painted with Airlite to clean the air for the wellbeing of shopkeepers, clients, and people simply passing through.





Triennale Design Museum

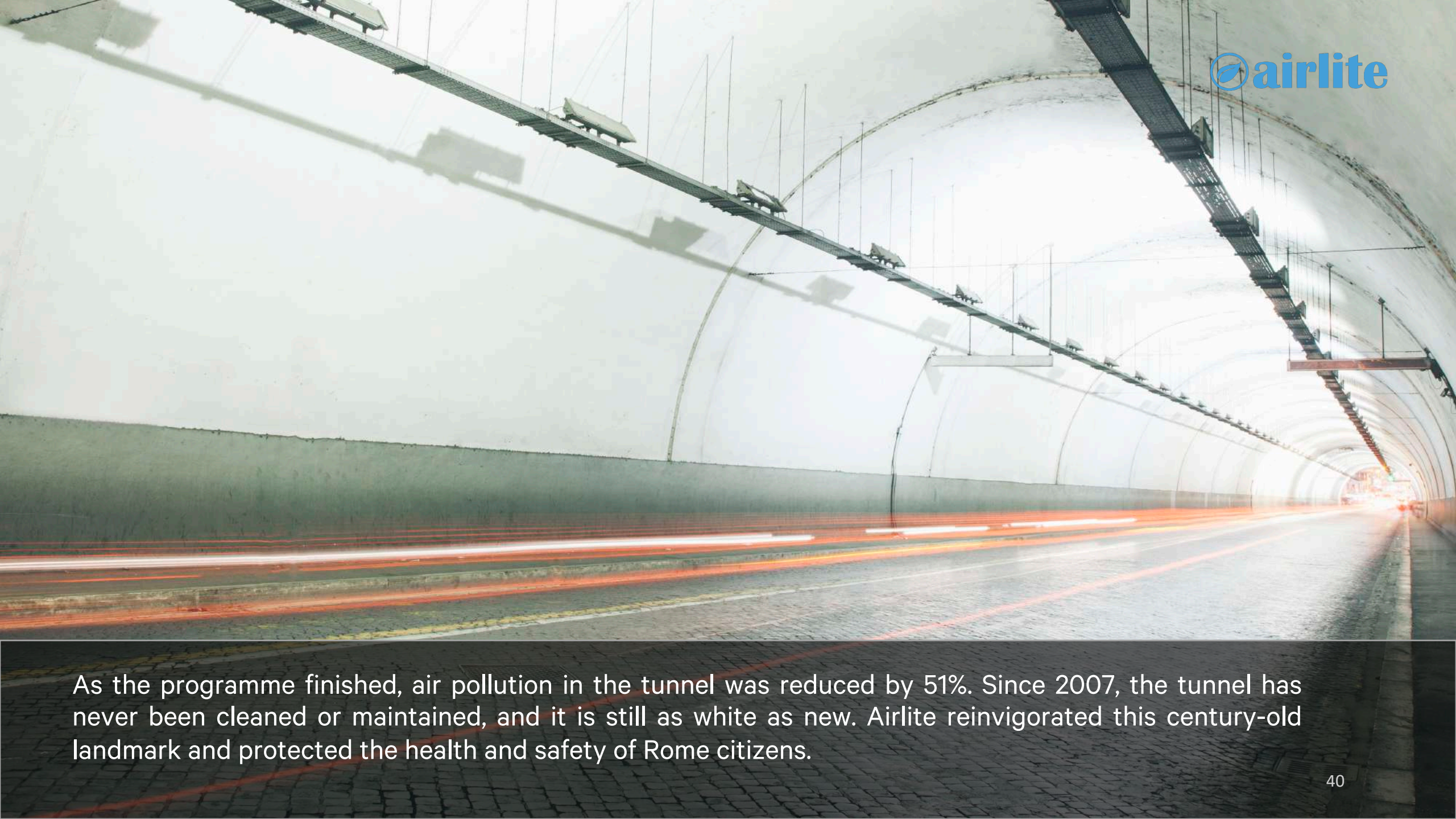
Triennale Design Museum in Milan was originally designed by Italian architect Giovanni Muzio and restored by architect Michele De Lucchi. Its main purpose is to host exhibitions and events related to international decoration, modern industry, architectural interiors, urban design and modern Italian architecture.



The collaboration with Triennale Design Museum confirmed Airlite's engagement in providing museum spaces and other cultural venues in the fine art sector with solutions capable of caring for the air in those spaces designed to preserve our culture and history.

Tunnel Umberto I

Tunnel Umberto I is the most important local transportation hub in Rome and the city's most iconic urban treasure. Local government launched a programme of tunnel cleaning and refurbishment, and used Airlite to repaint more than 9,000 square metres of tunnel walls.

A long-exposure photograph of a tunnel interior. The tunnel has a high, arched ceiling with a series of metal beams and lights. The walls are a light, off-white color. The floor is a dark, paved road. In the distance, a bright light source, likely a vehicle's headlights, is visible at the end of the tunnel. The overall atmosphere is clean and well-lit.

As the programme finished, air pollution in the tunnel was reduced by 51%. Since 2007, the tunnel has never been cleaned or maintained, and it is still as white as new. Airlite reinvigorated this century-old landmark and protected the health and safety of Rome citizens.

Health Care Industry

Bumrungrad International Hospital

Located in Bangkok's city center, Bumrungrad International private hospital was founded in 1980, and it is now a global pioneer in providing world-class healthcare services and international patient support.

Thanks to Airlite paint now its walls have become a natural air purifier, providing a higher air quality and safety from bacteria and viruses for all its patients.





ISSSTE

L'ISSSTE (*Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado*) is the national security institute in Mexico, and over the years they have chosen to paint more than twenty hospitals (with more than 16.600 sqm painted) with Airlite because of its amazing proprieties.



Among the hospitals were: Hospital Regional of Mexico City, Centro Médico Nacional, Hospital Regional de la Revolución, and Hospital de Alta Especialidad.

Ospedale Humanitas Gradenigo

In the [Oncology day-hospital](#) of the Gradenigo Humanitas Hospital, the patient rooms were treated with Airlite especially for its properties of eliminating viruses and bacteria. As confirmed by Dr. Lucio Buffoni, head of the Oncology department, in time of Covid-19, these properties have become essential, and any useful tool to ensure the safety of the patient's diagnosis and treatment path should be undertaken.



These efforts were rewarded by the almost simultaneous confirmation of the efficacy of Airlite in neutralizing the Sars-Cov-2 virus on its surface, based on tests carried out with the BLS3 Laboratory of the "Celio" Military Health Inspectorate, in collaboration with the Military Health Inspectorate and with La Sapienza University of Rome. Here the creator of Airlite, Massimo Bernardoni, with Gradenigo's staff.

Mazatlán Nursery

Independent tests were conducted by the Mexican Social Security Institute (IMSS) at the Hospital Regional de Medicina Familiar, and Airlite was found to reduce bacteria by 90% to 100% in the test area.

As a result, the Mexican Institute of Social Security decided to use Airlite at Mazatlán Nursery to reduce hospital infections among patients, infants and employees.

This collaboration helped improving the health of the population by eliminating viruses, bacteria and mold from all vertical surfaces, and reduced additional costs to the health system.



Medical City

Airlite was also used inside the large canteen of the Medical City hospital in Manila, where the walls now have an antiseptic property. The challenge was to increase the air quality of a space which is located underground, with a bad air circulation and where the only accessible light is the artificial one.



After the canteen was painted with Airlite, wood lights (with a 380 nanometres frequency with high UVA) have been installed onto the walls, in order to activate Airlite properties and assure the technology will work at its best in such a crowded place.

A group of diverse young children are running happily down a school hallway. They are wearing backpacks and casual clothing. The hallway has large windows on the left and a green wall with doors on the right. The children are in motion, with some in the foreground and others further back.

Education Industry

Halcyon International School

[Halcyon International School](#) in London is committed to nurturing engaged and reflective citizens of the future with a focus on wellbeing and sustainability. The school supports this commitment with innovation, and teaching about the impact that every person will have on the planet and the ecosystem. The school does this in a collaborative way, through the help and actions of students, teachers and parents, which builds a sense of community.

The renovation of their spaces in 2017 happened through the use of Airlite paint, which complements the school's mission, as well as Airlite's commitment to education.





St. Mary Primary School

St Mary Primary School in Heathwick, London, was flagged as one of the 50 most polluted schools in London by the mayor's office in 2017. Therefore, they decided to use Airlite to renovate the walls of the school. The campaign received strong support from the Mayor of London himself, who pledged £32,000 as part of a programme to support air quality improvements in London boroughs.



The success was so big even the Mayor himself joined pupils and parents to paint a mural outside the school. Airlite will continuously fight bacteria and pollution inside the school, in the canteen and on the playground, producing cleaner air and protecting the physical and mental health of the students, creating the brand new Chiswick Oasis.



Xijing University

Xijing University is a first-class private campus located in Xi'an, China, and connected with Shaanxi University and the Ministry of Science and Technology. Airlite was used as the designated paint for the renovation of the History Hall of Xijing University.



This cooperation showed the commitment of Xijing University towards its students' physical and mental health, as well as its strong support for a rational use of innovative technologies.

Holloway International Kindergarten

Holloway International Kindergarten, located in Tianjin (China), is an international nursery that takes children's physical and mental health as its main point and integrates it with science and technology, health, education, development and sustainability.

Holloway International Kindergarten used Airlite to paint all the interior walls of their buildings, in order to help protect the children's growth and to provide a healthy learning environment for all its students.



Lycée Stendhal

In March 2018, the Italian artist Vera Pravda had the opportunity of painting a mural on the canteen wall of the French school Lycée Stendhal in Milan. Being the canteen one of the most trafficked areas of the schools, hosting more than 900 persons a day, this intervention was highly expected. This project well aligns with the school's efforts to sensibilibze the students to care about the environment.

Mameli School

In 2017 about 300 pupils and their parents worked together to make Mameli School a healthier and more beautiful place for them to live in. This was possible thanks to both Airlite and Retake Milan Association's project "Invisible Forest". It was so great to interact with both adults and children to improve the quality of their air of the spaces they live in everyday.

Residential





Casa Neruda

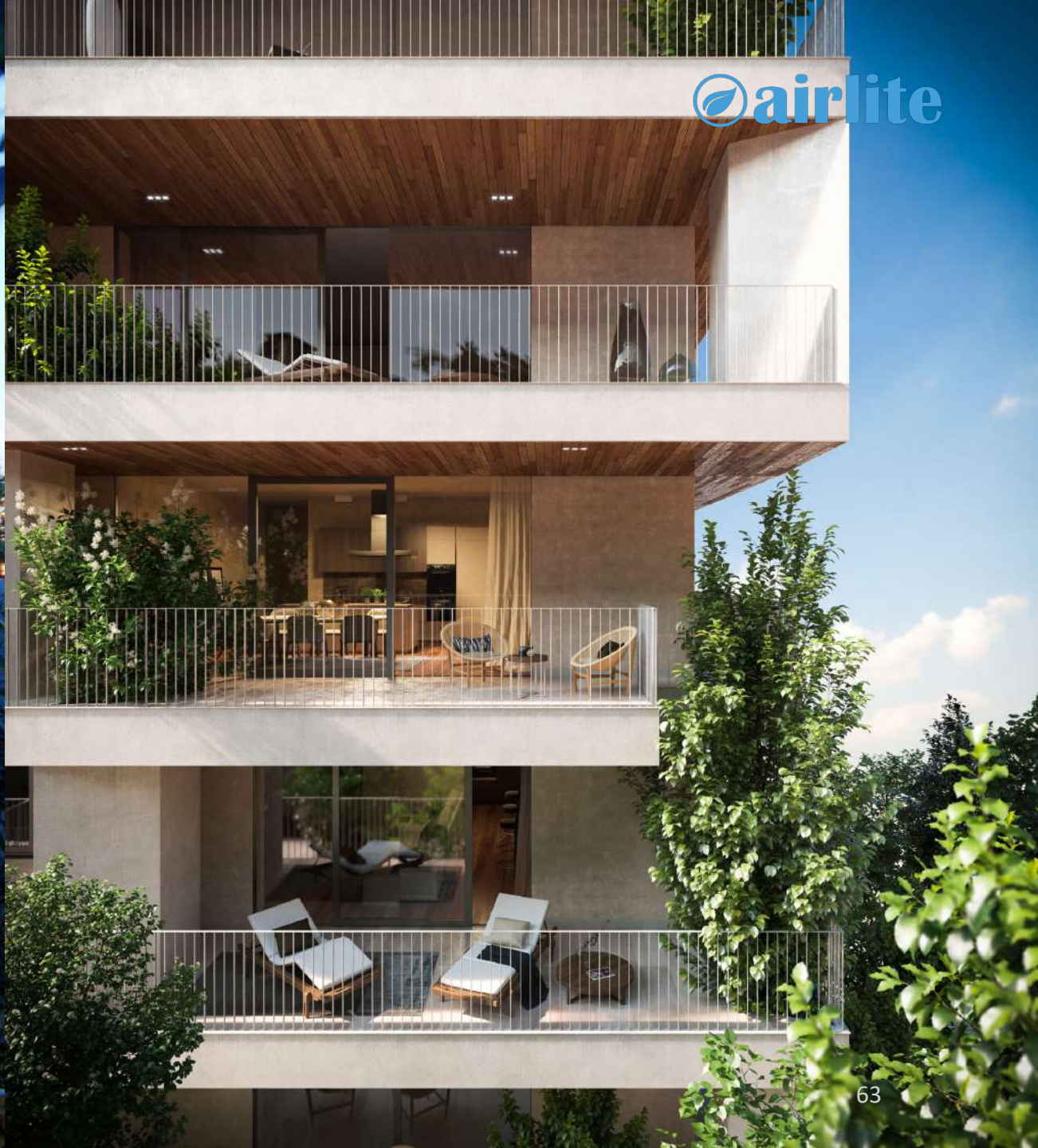
One of the first projects carried out by Airlite was a residential building settled in Padua. Furlan Construction chose Airlite technology to paint a surface area of about 800 sqm with the aim of creating an ecological home that respects the environment.



The project was named “Casa Neruda” because the building has imprinted a poem by Pablo Neruda on one face, making it a unique case in Italy of union between poetry and architecture.

Ca' delle Alzaie

Ca' delle Alzaie is located in an unspoiled corner of Treviso, surrounded by nature, a few steps from the city center. This new concept of “urban reforestation” by Architect Stefano Boeri puts people's psycho-physical wellbeing and the environment first. Creating residencial eco-friendly buildings, Airlite technology took its part turning about 2.000 sqm walls into natural air purifiers.



Cascina Merlata

The Cascina Merlata project is a territorial regeneration and mending intervention that brings design quality to a strategic area of the city.

A new neighborhood with accessible houses, a large park and a new public school, a new district in continuity with the future development areas around it.

Being the projects in line with the goals for Milan2030, the Airlite intervention consisted in providing interior material for 1.500 interiors of the residential area in the tower buildings.



Villa of the Princess

The Villa of the Princess is a perfect example of how our painting is also suitable for domestic use and not just for industrial use. The majestic house stands in a beautiful neighborhood of Abu Dhabi and in 2015 its interior and exterior walls were painted with Airlite, for about 3.000 sqm.



In addition to purifying the air, thanks to its reflectance effect the paint allows the home to maintain a more livable internal temperature than outside (usually quite hot), granting less cooling costs.

Brooklyn Private House

Base Design is an international network of creative studios dedicated to the development of brands and companies in terms of strategy, identity and digital projects. Geoff Cook, the firm's lead partner, bought a condo in Clinton Hill, Brooklyn over a decade ago.

A photograph of a living room interior. The walls are painted a warm, light beige color. On the left, there are four large, white, rectangular framed artworks arranged in a row. Below them is a dark wood headboard with a panelled design. Two white, conical table lamps are positioned on either side of the headboard. To the right, there is a large arched window with a dark wood frame. Above the window, a dark wood sign with white lettering reads "MOSQUEE" and "NIGHT-CLUB". A dark wood side table with a lamp and a small plant is visible on the far right. The overall atmosphere is warm and elegant.

Geoff, as one of the leading figures in the design field, personally selected Airlite, not only because he valued its purification of indoor air, inhibition of the growth of bacteria and mold, but also for the wide color selection provided. The walls painted with Airlite give the house an elegant finish, while securing the quality of life of its inhabitants.

Life Edited

Life Edited is an architectural firm founded by the famous American designer Graham Hill. They specialize in living spaces that save space, money and energy, which favours a sense of freedom and are full of happiness for owners, by adopting principles and methods such as intelligent space design and carbon footprint reduction.

In the Hawaii - Maui Architecture Project, Airlite was used to paint a luxurious 1.000 sqm apartment (3.000sqm walls) in a very wet environment, helping make it safe and reducing cooling costs in the hot summer season.



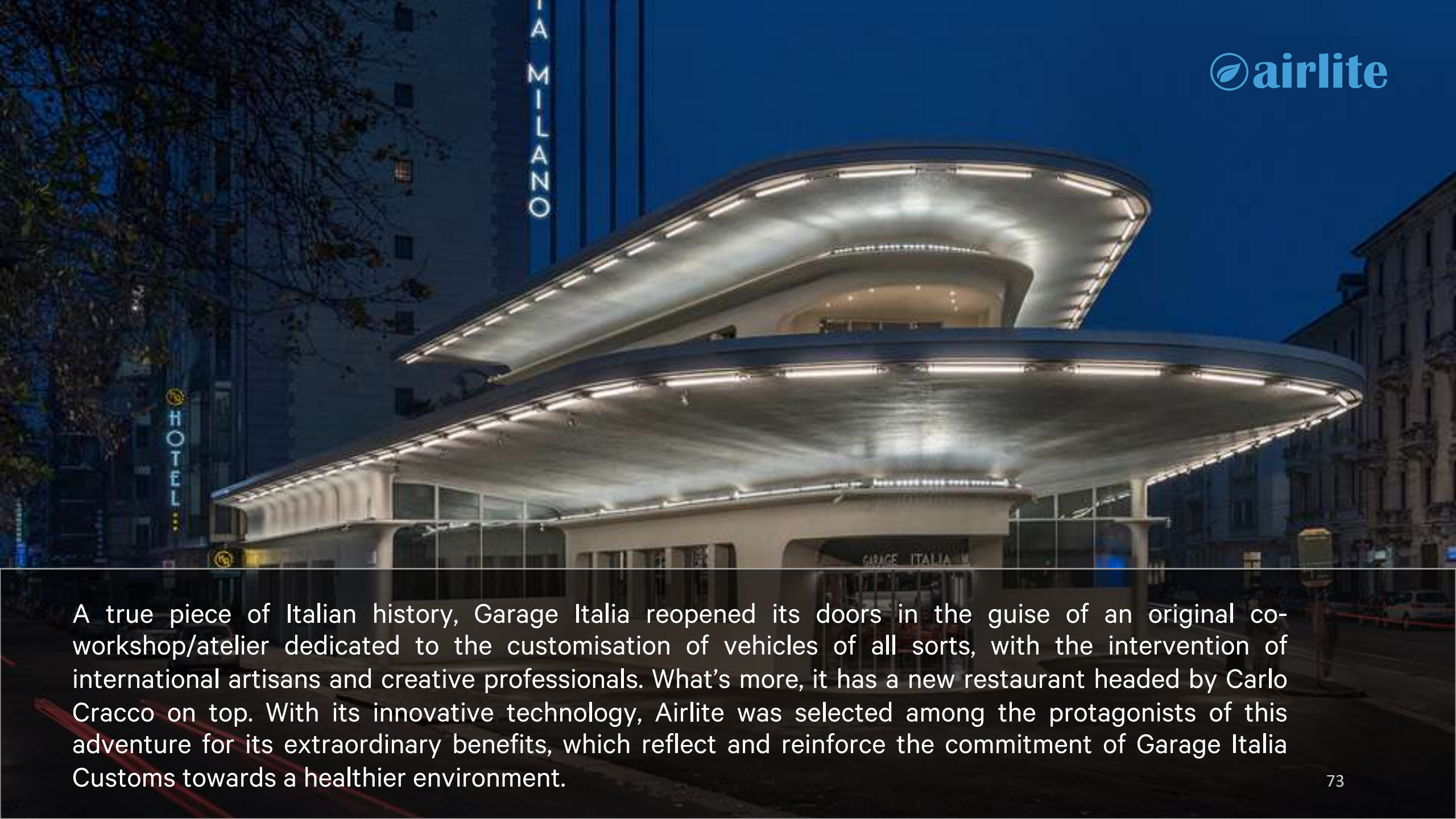


Through the cooperation with Airlite, Life Edited not only solved the fundamental problem of the complex and constantly changing climate of Maui, but also improved the residential comfort of the owners, and promoted multiple values they have in common with Airlite for the sake of the clients: health, ecology, energy saving and comfort.

Retail Industry

Garage Italia

What do you get if you put together an eclectic creative talent, a star chef, a great architect and a well-known television director? They breathe new life into Garage Italia Customs, Piazzale Accursio, Milan. An old petrol station, previously abandoned despite its glorious history, excluded from the great developments that have animated the city over the past few years.

A photograph of the Garage Italia building in Milan at night. The building is a modern, two-story structure with a curved, cantilevered roof that is illuminated from within, creating a glowing effect. The roof has a series of small, rectangular lights along its edge. The building's facade is made of large glass panels, and the entrance is visible. In the background, a tall building with a vertical sign that reads "MILANO" is visible. To the left, a sign for "HOTEL" is also visible. The overall scene is set against a dark blue night sky.

A true piece of Italian history, Garage Italia reopened its doors in the guise of an original co-workshop/atelier dedicated to the customisation of vehicles of all sorts, with the intervention of international artisans and creative professionals. What's more, it has a new restaurant headed by Carlo Cracco on top. With its innovative technology, Airlite was selected among the protagonists of this adventure for its extraordinary benefits, which reflect and reinforce the commitment of Garage Italia Customs towards a healthier environment.

Green Pea

Green Pea shopping center is located in Turin, Italy. It is the first eco-friendly shopping center in the entire world, opened in 2020. It is connected to Eataly, a famous chain of food stores that has health and environmental protection as their core concept, and it is known as the creator of the "catering plus supermarket" business model.

The architectural design team for Green Pea Shopping Centre decided to use Airlite as the paint of choice for the entire building. Airlite can effectively decompose the harmful substances generated during the decoration and everyday life of the center, and helps Green Pea to provide a healthy and comfortable environment for employees and customers.



Autogrill A-Future

[A-Future](#) is an Autogrill project that aims at taking care of employees and travelers by anticipating their expectations and needs, providing excellent services developed taking into account social and environmental aspects, trying also to generate shared value among all stakeholders. Therefore, the choice of exploiting the amazing technology of Airlite was a natural next step for the sustainable (...)



(...) redevelopment of their refreshment points along the highways of Italy and Europe. Along with the standard interior painting, there have also been some street art interventions, thanks to various Italian artists. This project has continued throughout 2019, 2020 and 2021, being part of Autogrill's broad sustainability strategy to improve both environmental impact and customer experience.



Decathlon

The use of Airlite in the renovation of Decathlon's Italian stores is part of a project to improve working and shopping experience, making it more healthy and comfortable. Airlite in fact can repel dust and harmful substances on the walls, eliminate unpleasant odours, virus and bacteria, and improve the efficiency of the spaces it is applied to.

Benetton

Benetton is engaged in making all its concept stores based on sustainability, in fact they are made entirely with eco-friendly materials.

Airlite was involved in the construction of the first B-GREEN Store, in Florence, thanks to its air purifying properties and to its sustainable production that uses recycled materials and only green energy.





Yamaha

Yamaha is a famous Japanese company founded in 1887. It is now a comprehensive international group engaged in musical instruments, sporting goods, engines, motorcycles and other products. Moto Art - Yamaha is the official distributor of Yamaha, located in the heart of Rome's Montesano district.



The innovative performance and beauty of Airlite products enabled Moto Art - Yamaha to achieve excellent results both in the improvement of interior environment and in its unique artistic design. In 2021 Yamaha again asked for Airlite's intervention to renovate its offices and canteen in Gerno di Lesmo.

Food Industry

Barilla

Barilla has always guaranteed its contribution to achieve sustainable development goals. Therefore, Barilla chose Airlite in order to improve the air quality in the product processing rooms of Rubbiano and Cremona, for the benefit of both their employees and the products. Thanks to its properties, Airlite technology neutralizes pollutants in the air and bacteria, and it's perfect for workplaces such as this.

Bouvard Italia

Bouvard strongly believes in bonding with its employees and with the environment, which is why it has defined a code of conduct to ensure that the behavior of all the Group's collaborators is aligned to their corporate values and principles.

Airlite paint was chosen to make the work environment a better place for both employees and the products, in fact the Anti-mold was applied to preserve the air quality in food establishments.





Fabbri

Among the many properties of Airlite paint, there's the ability to block the growth of molds and microbes that can cause allergies, itchiness, headaches, fatigue, cough, asthma, and other breathing problems.



This is why Fabbri, famous producer of black cherries, syrups and similar sweets, chose Airlite to improve the working conditions of its historical factory in Anzola dell'Emilia, where they experienced the formation of molds in certain environments, due to the thermal bridge phenomena.

MB Pastificio

MB Pastificio represents the gastronomic culture of the Piedmontese region. Active since 1963, the pasta factory produces very high quality pasta by focusing on fine raw materials and an artisanal supply chain. The collaboration with Airlite in 2019 stems from the idea of increasing the quality of production and shop environments thanks to the purifying properties of paint.

Agricola Don Camillo

The Don Camillo Farm was founded in 2005 by the union of several local producers of melons and watermelons.

Their business is closely linked to the well-being of the environment and they have always been committed to protecting and safeguarding it on a daily basis.

This is why in 2016 they chose Airlite to paint the exterior of their factories, so as to improve food production and to reduce cooling costs in hot spring and summer months.





Big C Supermarket

Big C is a Thai grocery and general merchandise retailer founded in 1993 by the Central Group of Thailand. It is Thailand's leading supermarket chain, with operations in Thailand, Vietnam and Laos. After Thailand's Ministry of Energy ran some successful tests on the paint, Big C teamed up with Airlite to paint the exterior walls and roof of the supermarket.



The results showed that, after the use of Airlite, the roof temperature and ceiling temperature were reduced by 20° C and 15° C, resulting in a 28,66% reduction in air conditioning demand in one month. Airlite saved cooling costs and reduced Big C's carbon emissions.



Bimbo Bakeries

Founded in Mexico City in 1945, Bimbo Bakeries is an international leader in the food industry and is now the world's largest bakery food manufacturer. During the renovation of their Mexican factory, the interior walls were painted with Airlite, to eliminate unpleasant smells, improve the efficiency of factory renovation, and effectively repel airborne dust and dirt on the wall.



Airlite also reduces cooling costs and air pollution in the factory, so that Bimbo can create a healthier environment and win the trust of its customers.

Artistic Projects & Brand Cooperation

IKEA loves eARTh

[IKEA loves eARTh](#) was the first street art performance aimed at improving the living conditions on our planet with permanent street artworks. Thanks to our partner IKEA, more than 20 street artists painted several walls all across Italy – and also some pieces of furniture – with Airlite, helping to reduce air pollution in the nearby area and spreading good artistic practices all around the country.

With this project, IKEA gained the great results: +186% of sustainable products sold, +18% of visits to their website, 2.200.00 people reached, 39.000.000 media impressions, 115 editorials and +10% clients (June 2016 vs June 2015).





Absolute Street Trees

In Mexico City, three gigantic murals with naturalistic elements have covered the facades of three buildings in some of the busiest and most polluted streets of the city. Among the sponsors were [Absolut Vodka and Pernod Ricard](#) (France), who wanted to give Mexico City some clean air and beautiful art.



Absolute - The Breathing City

Among the events of the Absolut Eco Street Art Project, organized by Absolut Vodka and Pernod Ricard, the artist Xeva painted the beautiful mural *The Breathing City*.

ABSOLUT x AIRLITE BOTTLE FACTORY



Fun fact: the president and CEO of Pernod Ricard Korea himself, Jean Touboul, also contributed to the creation of a series of Absolut bottles in an artistic key, painted with Airlite's eco-friendly paint!

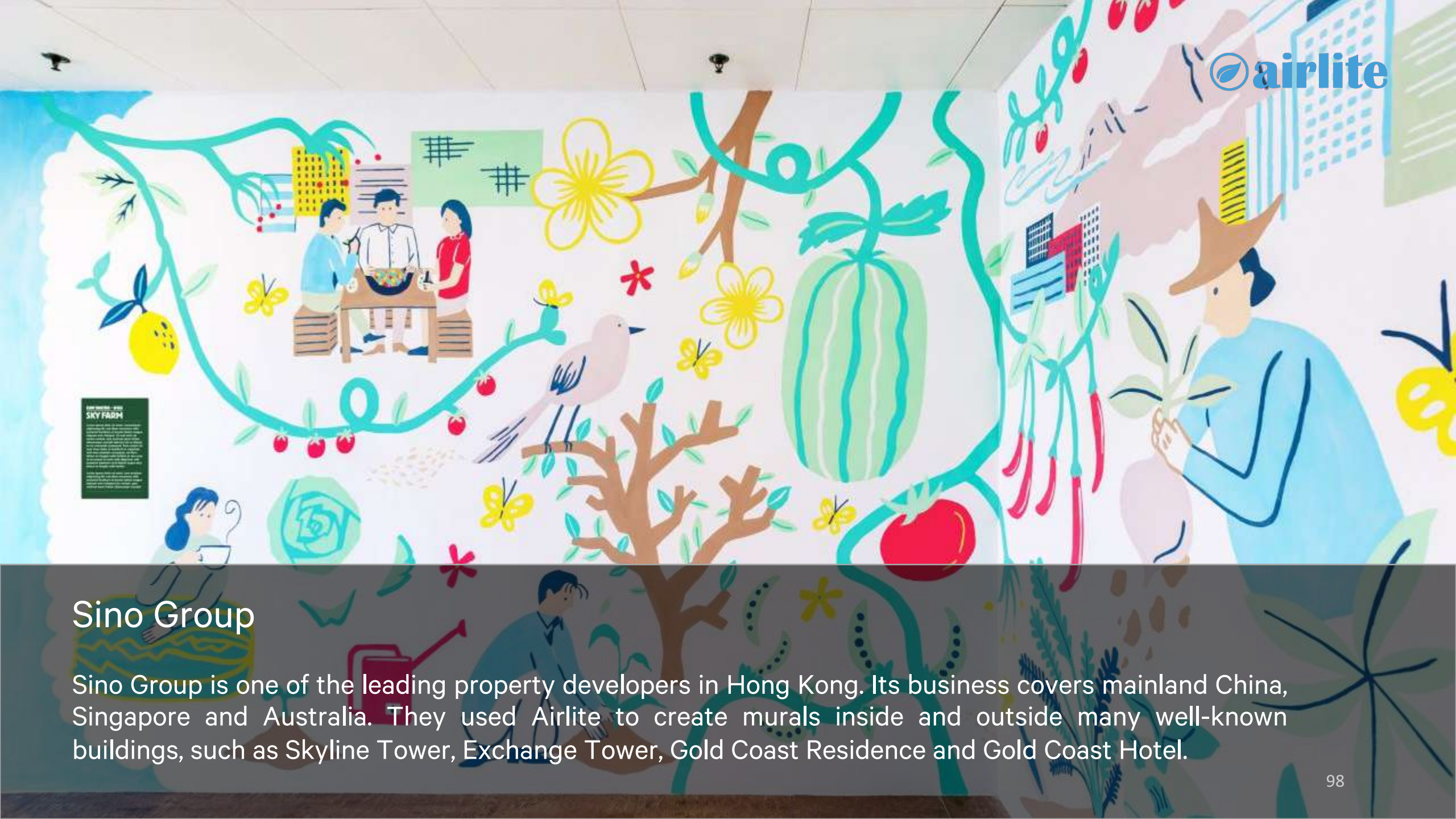
#wesharethesamefuture for NIKE

Another great street-art project that has seen us as protagonists, together with the work of many artists all along Europe, were the murals painted in Prague, Budapest and Berlin.

The occasion was the campaign #WeShareTheSameFuture, promoted by NIKE and Footshop to address the issue of environmental pollution in several European cities.

The picture here portrays the amazing work of street artist David Strauzz in Prague.





Sino Group

Sino Group is one of the leading property developers in Hong Kong. Its business covers mainland China, Singapore and Australia. They used Airlite to create murals inside and outside many well-known buildings, such as Skyline Tower, Exchange Tower, Gold Coast Residence and Gold Coast Hotel.

Armani

The world-renowned luxury brand Armani, founded in Milan in 1975 by fashion designer Giorgio Armani, is particularly famous for its use of new fabrics and excellent production.

To fight climate change, Armani has teamed up with Italian car-maker Fiat to launch a new electric car that uses Airlite to give its body the texture of Armani's fabric. As a result of this campaign, Armani has built a green, environmentally friendly and responsible brand image.

Using Airlite's Clear Coat on the body of a car is equivalent to 10 square meters of trees, which can continue to eliminate NOx, VOC and other harmful substances in the atmosphere, reducing air pollution.

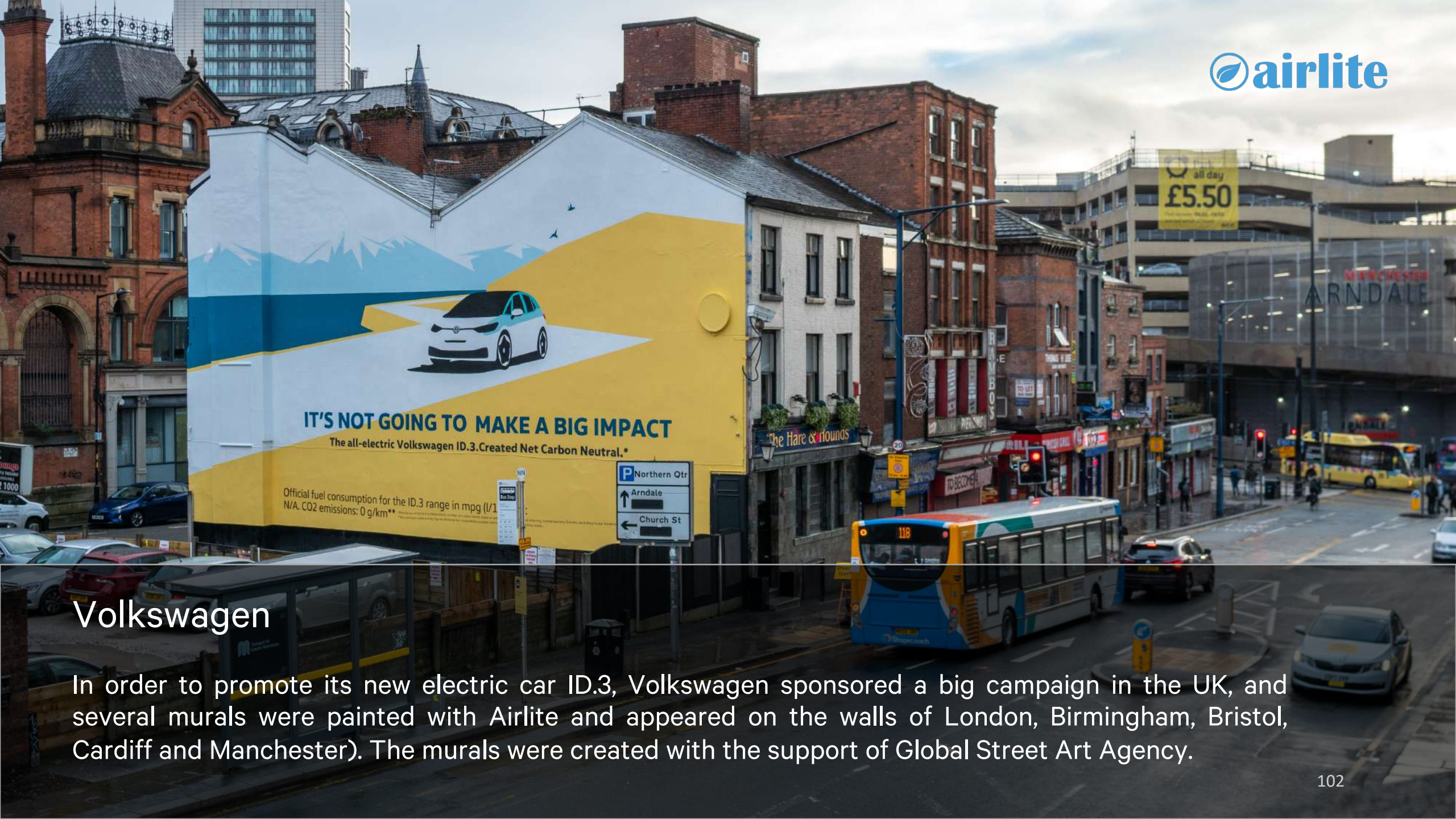


Mercedes-Benz

In the above picture you can admire “eVito”, from Mercedes-Benz, parading in front of one of the biggest European murals painted with Airlite, *Hunting Pollution* from Iena Cruz. The famous luxury car brand from Germany, ranked 11th on the list of the 2020 world's 500 most valuable brands, is considered as one of the most successful automobile brands in history.



Wanting to improve the air quality, Mercedes-Benz accompanied the sales of its latest electric vehicle “eVito” with a captivating gift: a customized can of Airlite, which enabled customers to use this great technology to purify the air in their home or work environment. For the occasion, a mural was created by a street artist at their Rome headquarters, entirely painted with Airlite.



Volkswagen

In order to promote its new electric car ID.3, Volkswagen sponsored a big campaign in the UK, and several murals were painted with Airlite and appeared on the walls of London, Birmingham, Bristol, Cardiff and Manchester). The murals were created with the support of Global Street Art Agency.



Airlite Easy as breathing

www.airlite.com



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