Iridea Bio paint marries high performance and sustainability in unprecedented fashion, thanks to Discovery® plant-based technology.
A new standard in sustainable paint
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A breakthrough for sustainable wood furnishing
Stile Libero has been integrating wood coatings manufactured by ICA Group into their design projects for almost 30 years. On a visit to ICA’s manufacturing plant in November 2016, Stile Libero’s director Salvatore Cozzolino was introduced to the sustainable plant-based coating line Iridea Bio: ICA’s technical experts explained these coatings have been made with materials whose renewable nature are derived from innovative processes aimed at refining plant “waste” matter that cannot be transformed into food for humans.

“Wood furnishing coatings that are sustainable and do not harm the environment have been around for 20 years, and are not really a new thing,” says Salvatore Cozzolino, founder of Stile Libero. “However, up until now, these coatings have been very inferior in quality compared to oil-based coatings. It was simply not possible to achieve the same results and long-lasting finishes with products derived from renewable sources. Iridea Bio has changed that. We now have a sustainable plant-based coating that is resilient, resistant to chemicals, and lightfast, putting it on the same level as traditional oil-based coatings.”

Total respect for the environment
Iridea Bio paints are made from plant-based matter, and dry quickly, become very hard and possess greater non-yellowing properties than other coating products on the market made with alkyd resins from renewable sources. Iridea Bio mono- and bi-component coats are also easier to sand and more resistant when subsequent coats are applied, meaning they can be used in intensive industrial processing cycles. Because of its manufacturing process and the raw materials, Iridea Bio contains no chemicals that are harmful to the environment or to human health.

“From a sustainability point of view, this is a great product, and it comes at the right time,” says Salvatore Cozzolino. “Sustainability is no longer an additional extra – something that is nice to have but not crucial – it is essential. It should be the basis for all creative projects and processes, and all designs should take into account both human health and the environment’s health. The sustainable nature of Iridea Bio makes it a very special product.”

Sculpture to show off functional properties
Besides its eco-friendly qualities, Iridea Bio also delivers excellent functional performance, with impressive colorfastness, even after extended exposure. The finishing of the coatings can be “warm” or “cold”, according to desired effect sought by the designer. “When designing a new range or piece, I have to look at the whole picture,” says Salvatore Cozzolino. “I have to take into account how the coating reflects light, how durable it is, and how it feels to the touch. Iridea Bio performs outstandingly in all of these different considerations.”
“To show how Iridea Bio reflects light and how pleasant it is to touch, I was asked to design a sculpture to exhibit at tradeshows and industry fairs. At Stile Libero, we designed a Möbius band sculpture, which is a surface with only one side and one boundary. This sculpture has the advantage of being non-orientable, which means you can see its coating reflect light from any angle.”

**Moving forward with production**

After a successful testing stage, Stile Libero is now looking to incorporate Iridea Bio into its new range of furnishing, which will be produced by the Naples-based company Felamennia Rubinacci. The range will feature a wide variety of pieces made in wood for the home, and will be available to the public later this year.

“I look forward to making further use of Iridea Bio in my designs in the future,” says Salvatore Cozzolino. “I will continue to rely on the technical expertise of ICA for my wood designs. Above all, I'm excited that my designs made with such a sustainable product will soon be widely available!”

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**Discovery® technology from DSM**

DSM Coating Resins is a global leader in resin solutions and with an ongoing focus on innovation. Discovery® is DSM’s novel plant-based resin technology platform for long lasting paints that enables us to change our environment without impacting it and which is not harmful for our health.

DSM believes that non-renewable fossil feedstocks, like crude oil, will become increasingly scarce in the decades to come and we need to use renewable alternatives to fight climate change. The use of sustainable biomass not only offers an alternative to fossil feedstock, but also has environmental benefits in reducing the ecological footprint. DSM has a growing involvement in the use of biomass that is complementary to the food supply chain.

We will achieve this by developing resins for paints that are based on safe, renewable non-toxic ingredients and that do not emit harmful VOCs.

It is DSM’s mission is to shape a sustainable coatings future, together with our paint manufacturer partners.

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**Shaping a Sustainable Coatings Future. Together.**