

REFLECTION-BARRIER-TECHNOLOGY

The Future of Insulation

Innovative coating technology with IR reflection, antimicrobial protection, and up to 50 % energy savings.

>90%

IR/UV
Reflection

**0.40
mm**

Layer Thickness

**10
yrs**

Warranty

**A2-
s1,d0**

Fire Safety

DIN EN 13300 · ISO 22196 · VOC Label A · A2-s1,d0 Fire Safety

EXCLUSIVE DEALER

Solar Germany EOOD · Budapeshter St. 5 · 1000 Sofia, Bulgaria

How It Works



Radiation
IR + UV



ISORYX

Layer

0.40 mm



Heat Protection

- IR/UV Reflection >90%
- Antimicrobial >99.9%
- Vapor-Diffusion Open
- Up to 50 % Energy Savings

✓ DIN EN 13300 ✓ ISO 22196 ✓ VOC Label A ✓ A2-s1,d0

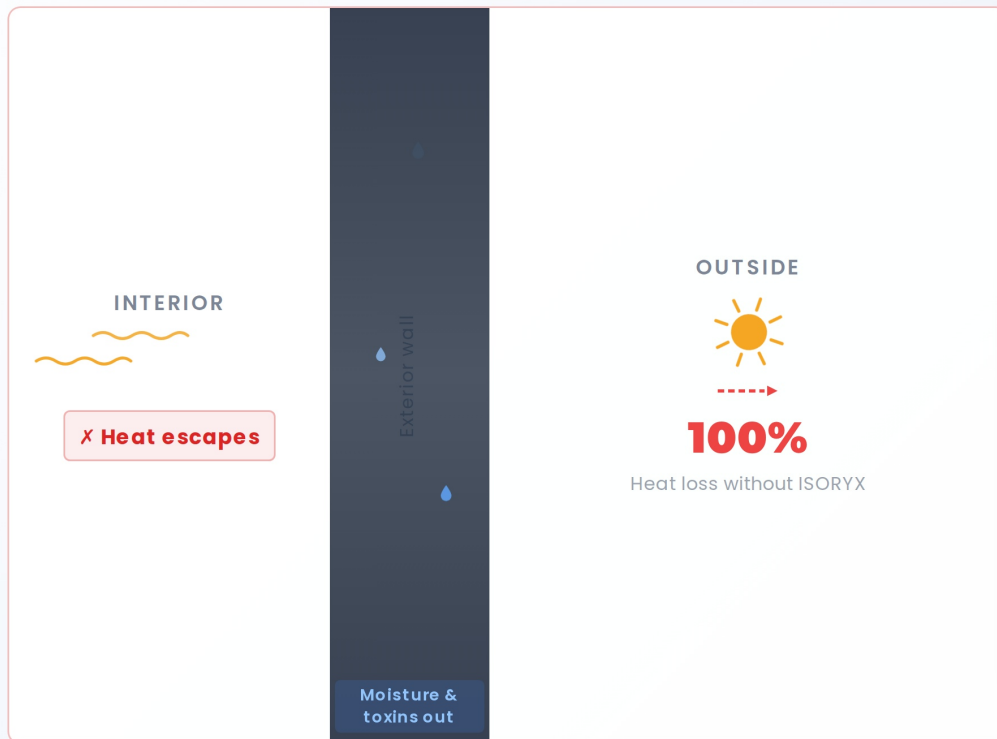
HOW ISORYX WORKS

Insulation Principle

❄ Winter

☀ Summer

⊗ Without ISORYX

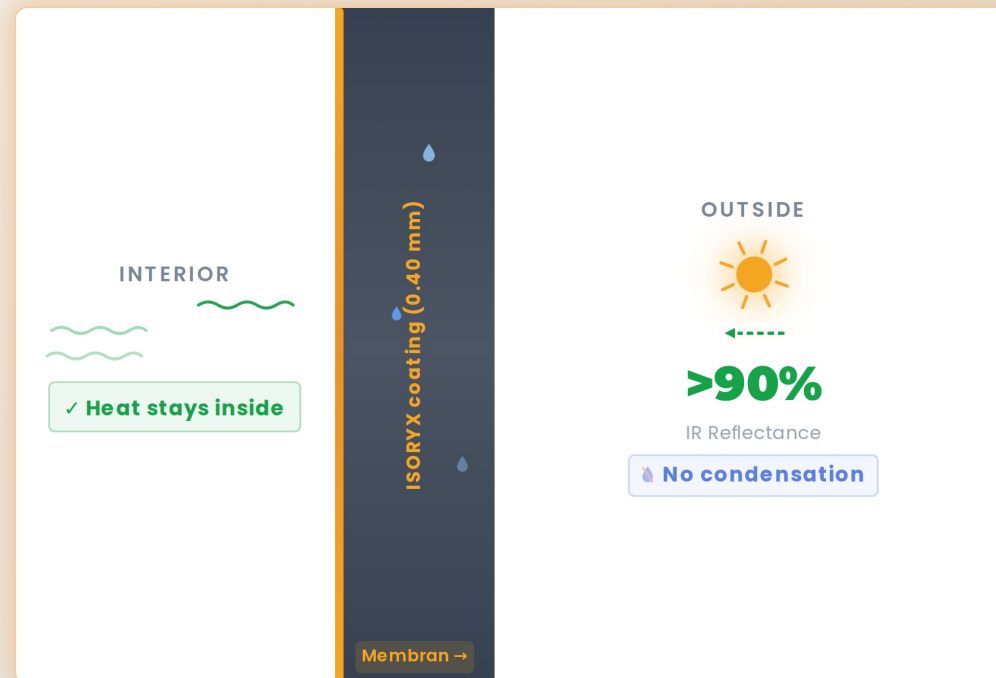


- Heat loss without ISORYX: 100%
- Moisture & toxins accumulate → mould risk
- Condensation forms on cold wall surfaces

⚡ **Up to 50 %**
Energy Savings

☀ **>90%**
IR Reflectance

✓ With ISORYX



• Room stays warm – heating saves up to 50 %

- Micro-membranes actively draw moisture & toxins out of the wall
- IR reflection prevents temperature drop at the wall surface
- Pollutants (VOC, formaldehyde) are continuously discharged
- No dew point reached – mould is impossible

❄ ✓
Winter: heat stays inside

☀ ✓
Summer: heat stays outside

HOW ISORYX WORKS

Insulation Principle

❄ Winter

☀ Summer

⊗ Without ISORYX



- **Overheating risk: room heats up**
- No IR barrier – solar heat penetrates wall
- High air conditioning costs, poor air quality

⚡ **Up to 50 %**
Energy Savings

☀ **>90%**
IR Reflectance

✓ With ISORYX



- **Solar heat reflected – room stays cool & AC saves up to 50 %**
- Micro-membranes actively draw moisture & toxins out of the wall
- IR reflection prevents temperature drop at the wall surface
- Pollutants (VOC, formaldehyde) are continuously discharged
- No dew point reached – mould is impossible

❄ ✓
Winter: heat stays inside

☀ ✓
Summer: heat stays outside

PRODUCT RANGE

Our Products



ISORYX Inside Interior

- A2-s1,d0 · VOC Label A
- Walls, ceilings, kitchens, sanitary
- Antimicrobial · Hospitals



ISORYX Outside Facade

- A2-s1,d0 · Hydrophobic
- UV/IR reflection, weatherproof
- Algae/mold resistant



ISORYX Dry Cool Cold Rooms

- No condensation / ice formation
- Food stays fresh up to 2 weeks longer
- Significantly less cooling energy



ISORYX Primario / Primario PLUS Primer

- For all substrates
- Metal, GRP, concrete, plaster
- Primario PLUS for special substrates

Delivered Like Paint

- ✓ Supplied in standard paint buckets
- ✓ Consumption: ~0.50 L/m² (2 coats)
- ✓ Shelf life: 12 months
- ✓ No special equipment for opening or transport needed

Certified Spray Machines

Specially suited for ISORYX insulation



Wagner SF 23 Plus

Compact model – ideal for interiors & small areas



Wagner SF 33 Plus

Pro model – optimal for large facades

- ✓ Including matching accessories

Partner Certification

Independent application as a certified partner

- ✓ Any partner can become certified
- ✓ Apply insulation independently
- ✓ Official ISORYX partner status

[Become a partner now](#)

BENEFITS & SYNERGIES

Health, Protection & Infrared Synergy

Room Climate & Health

Uniform Temperature

- Max. 1°C gradient floor to ceiling
- No thermal convection – dust stays on the floor
- Ideal for asthma sufferers

Mold Prevention

- Vapor-diffusion open
- Active moisture drainage
- No basis for mold growth

Pollutant Absorption

- Absorbs VOC, formaldehyde, ammonia
- VOC emission label A

Antimicrobial

- >99.9% germ reduction (ISO 22196)
- Hospital certified

Environment & Protection

Odor Reduction

- Neutralizes kitchen/pet odors
- Ideal: restaurants, care homes

Sound Insulation

- Hollow bodies dampen sound
- Improved room acoustics

Insect Repellent

- IR reflection acts as natural barrier
- Insects perceive IR as fire
- No bees/mosquitoes near the building

Fine Dust Reduction

- Less convection = less airborne dust
- Measurably better air quality

The Unbeatable Combination

ISORYX + Infrared Heating

Infrared Heating – Advantages

- Extremely low operating costs
- Lifespan >30 years, maintenance-free
- Invisible installation in walls/ceiling
- Pleasant radiant heat – no dry air
- Fewer respiratory issues in winter

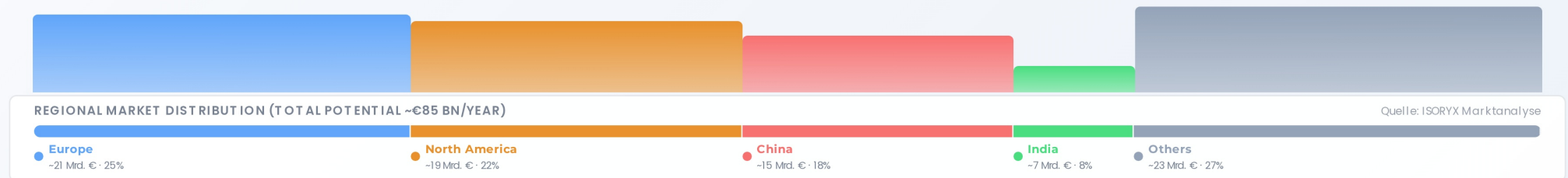
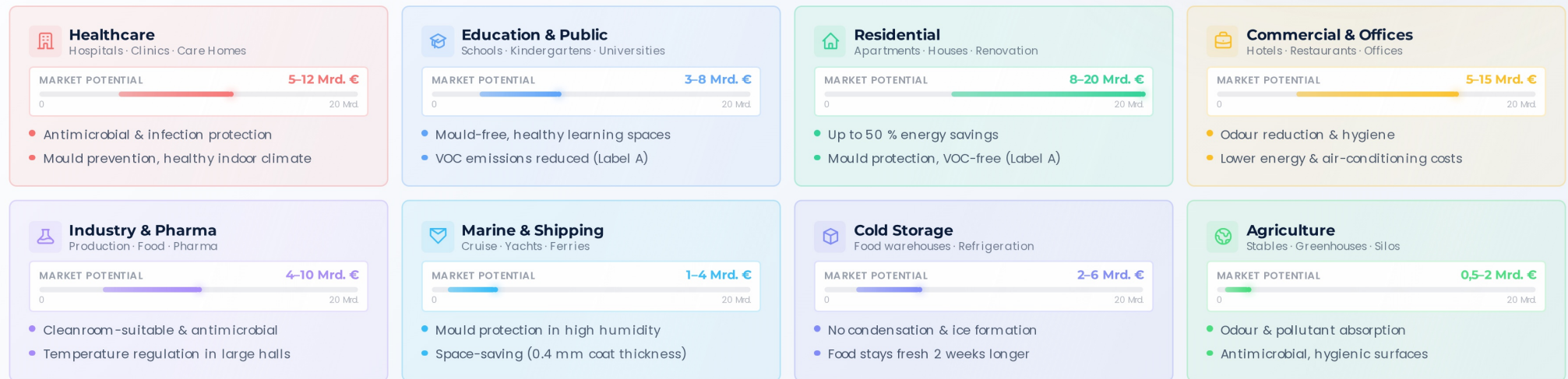
Perfect Synergy

- ISORYX reflects IR heat back into the room
- Heating needs to work less
- Payback: 9–13 years (ISORYX alone)

APPLICATION AREAS

Top Application Areas

39–105 Mrd. € / Jahr GESAMT MARKT POTENZIAL · 16+ Segmente · ISORYX Analyse



CERTIFICATIONS & REFERENCES

Certifications & Reference Projects

A2-s1,d0

Fire Safety A2-s1,d0

Highest EU fire safety class for coatings



✓ No burning dripping (d0)

🔥 THR 600s: 0.9 MJ – Minimal heat release

ⓘ SMOGRA: 0.0 m²/s² – Zero smoke production

📅 Valid: Inside + Outside · until Feb. 2031

Ref. 26-00919 (Inside)

Ref. 26-00922 (Outside)

EN 13 823 · EN ISO 1716 · EN 13 501-1:2018

FIGRA Inside: 41.5 W/s

FIGRA Outside: 0.0 W/s



ISO 22196

Antimicrobial >99.9%



VOC Label A

Low emissions



DIN EN 13300

EU Standard



Antimicrobial

>99.9% Pathogen Reduction



Residential Health Cert.

Healthy Housing · Indoor Hygiene

CONTAINEX – U-Value

-96%

5,88

0,24

W/m²K

ohne

ISORYX

U-value measurement Prof. Sohn

Pizza Taxi Wunstorf – Cold Room

- ✓ Food fresh 8-12 days longer
- ✓ No condensation, no ice formation
- ✓ Significantly less cooling energy needed

Medicare Nursing Home

- Cold room + kitchen coated
- Reference for surrounding businesses

Siemens Production Hall China

- Hall no longer overheats
- Air conditioning costs significantly reduced
- More stable production conditions

Villa Palm Island Dubai, UAE

- No more mold after coating
- Colors do not fade
- Pleasantly cool – AC switched off

Toha Tower Tel Aviv, Israel

- Construction time reduced with ISORYX
- Lower overall project costs
- Sustainable building technology applied

MARKET & COMPARISON

Material Comparison & Market Potential

Criteria	ISORYX	ETICS (EPS)	Liquid Ceramic	Conv. Paint
IR Reflection	>90%	n/a	30–80%	<5%
Layer Thickness	0.40 mm	160 mm	0.5–3 mm	0.1–0.5 mm
Energy Savings	Up to 50 %	~10%	up to 30%	<5%
Payback	9–13 yrs	75 yrs	variable	n/a
Fire Safety	A2-s1,d0	B2 (EPS!)	variable	variable
Antimicrobial	✓	✗	✗	✗
Vapor Diffusion	Open	Risk	Moderate	Blocked
Mold Protection	Natural	Risky	Biocide	No
Sound Insulation	Yes	Low	No	No
Insect Repellent	✓	✗	✗	✗
Hospital Use	✓	✗	✗	✗
IR Heating Combo	✓	✗	✗	✗

Investment Comparison (230 m² facade)

€27,505

ISORYX · 9–13 years

€45,013

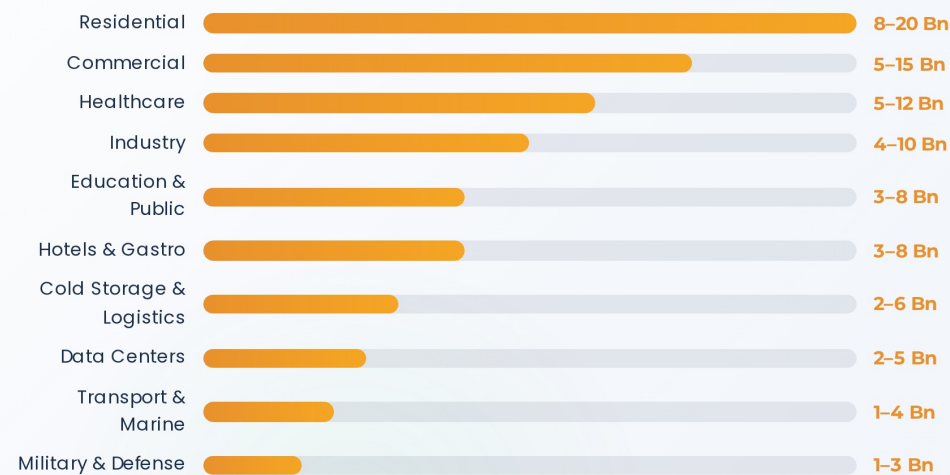
WDVS · 75 years

MARKET & COMPARISON

Global Market Potential

€39–105 Bn / year

Top 10 Sectors (of 16+ segments)



Strategic Conclusion

ISORYX addresses a theoretical market potential of ~€85.4 Bn/year globally

1 Short-term (1–3 years)

€238 M – €955 M / year

EU focus · Distributor network · Reference projects

2 Mid-term (5–10 years)

€3.25 – €11.8 Bn / year

Global expansion · Strategic partnerships

3 Long-term (10+ years)

€10 – €25 Bn / year

Technology platform · Licensing model · Industry standard

Top 5 Priority Markets

1

Healthcare

Highest need, least competition, regulatory support (HAI prevention)

2

Residential

Largest volume, EU Renovation Wave, mold as mass-market driver

3

Containers

Global scalability, China manufacturing, unique positioning

4

Education & Public Sector

Political backing, public tenders = plannable revenue

5

Cold Storage

True uniqueness (Dry Cool), 13% CAGR, no comparable competitor

„ISORYX has the potential to evolve from a European niche product into a global technology platform for functional coatings.“

YOUR EXCLUSIVE DEALER FOR ISORYX IN GERMANY

Solar Germany EOOD

• EXCLUSIVE DEALER • ISORYX •



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We are happy to advise you – arrange a free initial consultation today.

KONTAKT

ISORYX