



A NEW DIMENSION OF WOOD FOR SUSTAINABLE INTERIOR DESIGN



Ultiwood®

Innovative Decorative
Thermal-Insulation Coating
in Olive Wood



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INNOSTART SRL is an innovative Italian start-up focused on the bio-economy and sustainable materials derived from waste and by-products of the agri-food sector.

ULIWOOD®, our flagship innovation, is a patented bio-based composite material with a wood component made of olive stone fragments. Its unique composition contains **85% renewable materials** by weight, offering **high thermal mass, efficient vapor regulation and fire resistance**.

Designed for **Green Building** applications, **ULIWOOD®** serves as a **decorative, thermal and sound-absorbing coating for interior walls**, enhancing **comfort, health and energy efficiency** in buildings while aligning with **Circular Economy** principles and **Environmental Sustainability**.

MAIN FEATURES

- **Bio-based composite material protected by patent**, composed of olive stone fragments and resins from renewable sources in aqueous dispersion.
- The transparent resin allows decorative use, highlighting the **natural beauty of olive wood**.
- **85% bio-based content by weight**, offering **low density and low VOC emissions**.
- **High thermal inertia and sound-insulating properties** improve indoor comfort and energy efficiency.
- **High breathability** promotes air circulation, preventing condensation and prolonging durability.
- **Fire-resistant** (Euroclass E) and compliant with UNI EN 15457:2022, making it **highly resistant to mold and algae**.



Very fine grain



Fine grain



Medium grain



Large grain

Embrace the future of Green Construction with ULIWOOD® where Design meets Sustainability

WHY CHOOSE ULIWOOD®?

- **85% bio-based content** from renewable sources.
- **Thermal & acoustic insulation** for enhanced comfort.
- **Breathable & vapor-regulating** to prevent condensation.
- **Fire-resistant** (Euroclass E).
- **Mold & algae resistant** (UNI EN 15457 compliant).
- Low VOC emissions for **healthier indoor environments**.
- **Unique decorative finish** highlighting olive wood fragments.
- **Made in Italy with zero deforestation guarantee** (EUDR Reg. 2024).

APPLICATION & PERFORMANCE

ULIWOOD® is designed for interior wall coatings, applied with a stainless steel spatula or trowel. Its high thermal mass and sound-absorbing properties create comfortable, healthy and energy-efficient living spaces. The material's breathability supports natural air exchange, prolonging durability and insulation performance.

TECHNICAL DATA

	Value	Unit of Measure	Test Method
Specific Weight	0,59	Kg/l	UNI EN ISO 2811-1
Brookfield Viscosity	Paste-like appearance (40000-800000)	cp (spindle 4)	ASTM D2196
Adhesion by Direct Tensile Strength	0,51	MPa	UNI EN 1542
VOC (Volatile Organic Compounds) Content	1,71	gr/l	Directive 2004/42/CE
Thermal Conductivity ($\lambda_{10, dry}$)	0,10 (P=50%) 0,11 (P=90%)	W/mK	UNI EN 1745
Fire Reaction	EuroClass E	-	UNI EN 13501-1
Water Vapor Permeability	Class V1 (high)	-	UNI EN ISO 7783-2
Water Absorption	Class W1 (high)	-	UNI EN 1062-3
Acoustic Insulation (α)	< 0,1	-	ISO 10534-2
Resistance to Mold Growth	0 (no fungal growth)	-	UNI EN 15457

ULIWOOD® is a registered trademark

