



A Functional Surface Additive Platform for the Global Coatings Market

Company

PureZone is developing a proprietary additive for paints, coatings, and building materials that turns passive surfaces into functional systems. It enables surfaces to capture CO₂ and improve air quality without changing standard production or application processes. We are building a broad functional-material platform, with paints as the entry point and expansion into automotive, industrial coatings, and infrastructure.

Why Now

In the built environment, CO₂ is becoming a growing business and regulatory challenge. Climate regulation, green building standards, ESG reporting, and net-zero targets are driving demand for measurable decarbonization solutions.

The Problem

Billions of square meters are painted every year, yet these surfaces remain carbon-passive. The coatings industry still lacks an effective, scalable carbon-functional solution.

Our Solution

A low-loading additive, about 5%, that integrates into existing formulations. Captures and retains CO₂, reduces VOCs, and fits current manufacturing and application workflows.

Business Model & Value Creation

B2B model through manufacturers in paints, additives, and building materials. For manufacturers, a small input-cost increase can unlock premium functional-coating pricing and stronger margins. For end customers, value comes through green building positioning, ESG reporting support, healthier indoor environments, and asset differentiation.

Competitive Advantage

- ~5x higher CO₂ capture than competing approaches
- Only ~5% additive loading
- No light or external activation required
- Compatible with existing paint properties and processes

Validation

In controlled testing with commercial formulations, PureZone demonstrated meaningful CO₂ reduction across multiple substrates: about 31% in commercial wall paint, 50% in automotive metal coating, and 57% in automotive plastic coating.

Market Opportunity

PureZone targets a ~\$435B surface opportunity by 2033. We estimate a ~\$65B carbon-capturing surfaces market and an approximately ~\$11B additive opportunity at the formulation level.



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