Innovative anti-graffiti product for application in the Cultural Heritage of Europe

EFFACEUR

ECTP Conference 2011

Warsaw, 4-5 October 2011
PROBLEM TO BE SOLVED

• Many Cultural Heritage objects are attacked by graffiti

• Graffiti cleaning costs Europe nearly 90M€/year

• Anti-graffiti protection: none of the coatings currently available on the market presents the necessary characteristics for Cultural Heritage materials
PROBLEM TO BE SOLVED

• Need to develop urgently efficient anti-graffiti products for their application in Cultural Heritage

• However, SMEs often lack of the necessary R&D infrastructures

• Besides, the financial risk is high

• European SMEs urgently need innovative technology to produce an anti-graffiti product which fulfils the requirements of the Cultural Heritage market
EFFACEUR OBJECTIVES

• To develop a novel industrial anti-graffiti formulation and its associated production process

• To develop the most adequate application method

• To develop a specific graffiti cleaning procedure for this anti-graffiti product

• To validate the behaviour and suitability of the new product in 5 case studies
• GRAFFITAGE EU project: development of a new anti-graffiti formulation for Cultural Heritage (anti-graffiti prototype)

• The project attracted much attention of many SMEs worldwide
OPPORTUNITY FOR SMEs

• In EFFACEUR SMEs will outsource research activities to RTD institutes

• EFFACEUR is a clear opportunity for SMEs involved in the field to increase their competitiveness and benefit in Europe by designing, distributing, marketing and applying new anti-graffiti coatings for Cultural Heritage application
• Aqueous formulation containing 2 polymeric components which form a pH-sensitive complex when applied onto a porous substrate.
Properties of the new anti-graffiti formulation:

- Hydrophobicity
- Good adhesion to substrates of different porosity
- Low colour and gloss variations after application
- Improved water vapour permeability and drying behaviour in comparison to current commercial products
- Resistance to natural weathering
- Reversible but resistant to cleaning agents
- Good cleaning efficiency
- Environmentally friendly (based on an aqueous emulsion)
IMPACTS OF EFFACEUR

• The successful market transfer of the anti-graffiti product will stimulate and enhance the whole Cultural Heritage sector
• Research results will enter the Cultural Heritage market
• This will motivate other SMEs to use previous research results to develop a marketable product
• EFFACEUR will contribute to the requests from the European Parliament that money for research needs to be converted into money generated by markets

• Important for the European Commission to increase visibility for successful Cultural Heritage research and to reach Lisbon goal of a knowledge-based society

• Help to stay Europe Nº 1 in Cultural Heritage research by offering high-tech products and services to the rest of the world
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<tr>
<td><strong>Contract number:</strong></td>
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Thank you very much for your attention.