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NANOREPEL™



Nanorepel Make Your Surface Dirt Repellent

Ecocorp Asia announced the launch of Nanorepel, a surface protection system from Germany that uses nanotechnology to provide a reliable 'do-it-yourself' coating for every household in Sri Lanka.

The system uses an incredibly thin layer of 'liquid glass' or quartz glass to coat surfaces. In addition to the positive properties of glass such as temperature resistance or resistance to acids and alkalis, these layers are characterized by high flexibility and extensibility as well as excellent dirt repellence due to its anti-adhesive effect. Thus, a simple water or light detergent rinse can help regain the original appearance of any protected surface.

Speaking on the product to the Real Estate Partner, Malik Fernando, CEO & Managing Director of Ecocorp Asia, the exclusive agent for Nanorepel for Sri Lanka and Maldives said that this system has been in Sri Lanka for over 5 years.

"The patent holder is from Germany and we work directly with that German partner.



From 2011, we have been providing industrial coatings. The consumer product range has been in existence, maybe for six months, but we have been testing it for about two years to see how it works with the local environment. That is the reason we had not launched it. The climate in Sri Lanka and Europe is different. As such, when the product is used here, it could have behaved in a different way. Now we know that these coatings work in the Sri Lankan environment," said Mr. Fernando.

"This product is marketed in most European countries as well as USA. But when it comes to the Asian region, only a few big countries have it. China has already launched it. We are actually looking into going to the Indian market. The Middle East market too has been talking to us because we market this product for the whole region and we are looking at the Indian and Middle East markets as well," added Mr. Fernando.

He also said that in Asia, Sri Lanka is the first country to get this product whereas China has been marketing this for the last three months.

Mr. Fernando also pointed out that the product is actually so new. "Because of the fact that we have been working together with our German partner to test and develop industrial products in other countries we had the opportunity to bring this product to Sri Lanka first. We are also thinking of going to India. India of course is much bigger but we wanted to introduce this in Sri Lanka first."

Response from clients

Commenting on the response from the clients, Mr. Fernando said it is actually very good. "Up to now, people have responded very positively and coming back asking for more. It's a German product and the quality is superb. It's a user friendly German product. Up to date, we have only received positive feedback.

He also said that he was convinced that with the quality of the product, they can do wonders in the Sri Lankan marketing.

"When I look at it, one of the uses for Nanorepel is for school children they spend a good amount for their shoes and if they can protect it, it's a great advantage. With a single bottle you can coat about 8 pairs of shoes. I see this as a good saving because you can make it last for much longer, which is a very good advantage. Sri Lankans want to look after their things because these are price sensitive items. The fact that the lifespan of your personal items will increase is one of the greatest advantages of this product" said Mr. Fernando.



"If something is protected by our outdoor coating, when you go through dust and dirty water the item you have protected like your shoes, jackets or bags will be water repellent. There could be mud as well as dust. The beauty of our product is you take some water, just clean it and it will look brand new"

On shoes one wears every day, the coating will last for at least three months and one bottle can be used for a long time. We have been testing this product for the last two years and now we are marketing it," Mr. Fernando added.

Nanorepel's Car Care range provides a comprehensive surface protection system that covers all surfaces of your car (interior and exterior). Whether it is rims, seats, windshields, or car body paint, Nanorepel has a specifically designed product for each surface.

The home coating surface protection system can be used on several surfaces throughout the home, including glass and ceramic, textile and leather, and natural stone surfaces. From your upholstery to your grout lines, the variants in this range make daily cleaning easy, increasing the lifespan of your valuable surfaces and making replacement less necessary.

The Outdoor range offers added water repellent properties that prevent liquids such as rainwater from penetrating the surface. Coated clothes, shoes or bags remain

breathable while mud and dirt can be easily removed with a simple water rinse.

The Nanorepel products are set to become a regular item on the shopping list for many Sri Lankans through its authorized distributor, Greenwich Capital Management and Sawy Care, who plan to make the product available throughout the country.

According to Chathura Semaratne, Chief Operating Officer and Managing Director, they want to use their wide distribution network to take Nanorepel across the island to make it a household name for Do-It-Yourself (DIY) coatings. "We are confident that by partnering with Ecocorp Asia we are bringing a high quality and revolutionary product to every home," he said.

At an age where technology moves at an incredible pace, this ingenious product seems set to impact the market in surface protection solutions in Sri Lanka. The product is now available in all leading supermarkets or for delivery by purchasing at www.nanorepel.lk

Ecocorp Asia Private Limited, a joint venture with Aitken Spence PLC, that is committed to environmental conservation and the introduction of innovative solutions for industries and consumers. The solutions would enable the customers to decrease consumable spending and maintain a healthy lifestyle while joining the global effort to improve the overall wellness and conservation of the country's ecosystem.

