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Press release

Purenat, a deeptech startup, to showcase its innovative activated textile at IFAT 2024 in Munich

Purenat, an industrial deeptech startup, will present its disruptive innovation at IFAT Munich 2024 : the first of its kind activated textile that eliminates air pollutants without activated carbon, entirely sustainable, using a newly patented biomimetic material. This activated textile can be integrated into various fixed or mobile air treatment systems. A multi-award-winning innovation in France, which will be showcased at the IFAT 2024 exhibition, thereby marking its European ambitions. (Land-Hesse Pavilion).

Following a second funding round of over 1.5 million euros in March 2024, Purenat is about to start the production of its innovation and promote it to industrial actors and air quality professionals across Europe.



This disruptive technological and public health advancement was developed by its founder and president, Natacha Kinadjian Caplat. With a Ph.D. in Materials Physico-Chemistry, she has spent over 14 years researching Indoor Air Quality. She partnered with Manon Vaillant, a Biotechnology engineer, to create **Purenat**, positioning itself as a semi-finished product manufacturer.

Their integrable technology can be tailored to meet the air purification needs of industries across various sectors:

- Waste/Recycling
- Wastewater Treatment Plants (WWTP)
- Soil Decontamination
- Surface Treatment
- Methanization
- Buildings (fixed and mobile ventilation/aspiration systems and air purifiers)
- Aerospace
- Automotive

And many other application domains.

A major technological breakthrough in pollution control

Purenat's innovation is eagerly anticipated by industrial and construction sectors because **it completely "destroys" pollutants, viruses (e.g., COVID-19), and bacteria**, unlike traditional materials used in air filtration and purification devices that merely store pollution. **Numerous studies have shown that indoor air quality can be of significantly lower than outdoor air.**



In addition to its pollution control capabilities, Purenat's activated textile does not saturate and regenerates itself through its photocatalytic properties. **This reduces waste, energy consumption, and maintenance costs, making Purenat's innovation truly sustainable.** This new technology represents a revolution in volatile organic compound (VOC) (including odors, solvents, gaseous pollutants, etc.) and microorganisms (bacteria and viruses, including COVID-19) treatment.

About Purenat

Purenat is an industrial deeptech startup founded in 2020 by Natacha Kinadjian Caplat (PhD), in partnership with Manon Vaillant. It has developed the market's first activated textile capable of destroying organic air pollutants, entirely sustainable and integrable into various fixed or mobile air purification systems, using a newly patented biomimetic material. The company plans to commercialize its technology with air treatment equipment manufacturers across all industrial sectors in 2024. Based in Bayonne (France), the ESS (Social and Solidarity Economy) company is supported by ADEME, ADI Nouvelle Aquitaine, the Nouvelle Aquitaine Region, BPI, Communauté d'Agglomération Pays Basque, and is a member of numerous essential ecosystem networks, including French Tech, UIMM, PBI, Réseau Entreprendre Adour, and FIMEA. Purenat was awarded at the Global Industrie Awards 2023 and the Pollutec Innovation Awards 2023. Natacha Kinadjian Caplat has been recognized as one of the inventors of 2024 by Le Point magazine in the Greentech category.

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