

DIRECTIONS FOR SUSTAINABLE DEVELOPMENT OF ECO-FINISHES BASED ON NATURAL RAW MATERIALS - EXPERIMENTAL RESEARCH ON APPLICABILITY AND PRODUCT OPTIMIZATION

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ROMANIAN CONTEXT

Residential
market
dynamics

- significant increases starting with 2014, as a comeback after the 2008-2012 crisis and the 2015-2020 period follows the trend and shows increases of 25-30% every year;
- 2020 was in line with trends, with increased focus on **houses located in rural areas**, mostly due to Covid 19 pandemic.

Sustainable
development
strategies



Increase of market share
for natural, recycleble
finishing products



The general context offers a real encouragement to the development of the ranges of natural and recyclable products



Traditional Romanian house refurbished with adequate materials for preserving the architectural specificity (Mailat village, Arad county, Romania)

Initial research for product development



Starting with 2017, within ECOLIVING SRL in collaboration with INCD URBAN-INCERC, consistent research started for developing a range of finishing products – mainly plasters, based on natural clay, intended for both traditional houses.

ECOLIVING brand for recyclable finishing products, 2021



ECOLIVING finishing range products, 2019



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