

Wall-ACE

Deliverable

D7.4: Videos presenting detailed technical outcomes of each technical workpackage with associated paper package material for key stakeholders

WP	7	Dissemination and exploitation
Task	7.1	Dissemination Activities

Dissemination level¹	PU	Due delivery date	30 September 2019
Nature²	R	Actual delivery date	7 November 2019

Lead beneficiary	Enersens, ATC
Contributing beneficiaries	Industrial partners

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V0	10/09/2019	Brice FIORENTINO	Creation
V1	27/09/2019	Laurence LAPÔTRE	Review
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V final	07/11/2019	Tina OERTEL	Validation

¹ Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the Commission services), **RE** = Restricted to a group specified by the consortium (including the Commission services), **CO** = Confidential, only for members of the consortium (including the Commission services)

² Nature of the deliverable: **R** = Report, Document, **DEM** = Demonstrator, Prototype, pilot, **DEC** = Websites, patent filings, **O** = Other

³ Creation, modification, final version for evaluation, revised version following evaluation, final

Deliverable abstract

This deliverable is part of the Subtask 7.1.1: Website and core dissemination tools.
 A video promoting the developed products and their technical performances has been produced and published. Marketing materials have also been prepared: a generic brochure, an installation guide for Quick-Mix render, and technical datasheets.
 The purpose is to prepare the commercialization of the innovation for industrial patterns aiming at the key stakeholders of the construction market.

Deliverable Review

Reviewer #1: Coordinator			Reviewer #2: Brice Fiorentino		
Answer	Comments	Type*	Answer	Comments	Type*

Is the deliverable in accordance with

the Description of Action?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
the international State of the Art?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a

Is the quality of the deliverable in a status

that allows it to be sent to European Commission?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
that needs improvement of the writing by the originator of the deliverable?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
that needs further work by the Partners responsible for the deliverable?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a

* Type of comments: M = Major comment; m = minor comment; a = advice

In order to strengthen our communication about the project towards the stakeholders, including industrials, citizens and future customers, ATC prepared a video easy to understand and informative about the Wall-ACE developed products through the project.

ATC worked with an external company, Francesco Lopomo (a freelance artist), to set up a playful format delivering an impacting message.

The video was prepared with the industrial partners and validated by all the partners before being published.

This 2'22 minutes' video presents:

- the project partners and their role in the project,
- the 5 developed products with their key parameters and benefits, and with some videos showing their production and application: aerogel granulates and powders, external high performance insulating render, internal high performance insulating plaster and thermal coating finishing, insulating patching filler, insulating bricks,

The video is available on Youtube (<https://www.youtube.com/watch?v=xMZziUyQDD0&feature=youtu.be>) and on the project website (<https://www.wall-ace.eu/>).

Other channels used to disseminate the video are: <https://www.youtube.com/user/ATCRedazione> (the ATC's YT channel), BRE channel, ENERSENS channel, TOUPRET channel, Quick-Mix channel, Vimark channel and Leipfinger Bader channel.



Figure 1: Wall-ACE final video screenshots

Besides this final video, some paper marketing materials have also been prepared within the Work Package 5: a generic brochure, an installation guide for Quick-Mix render, and technical datasheets (see D5.8: Creation of the marketing support materials, for further details).



Figure 2: Wall-ACE brochure – First page



vimark **WallACE**

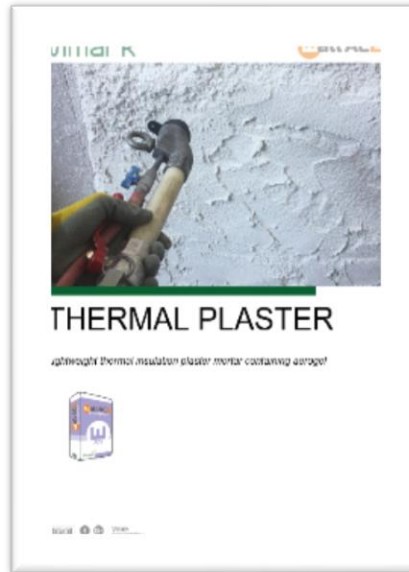


THERMAL COATING


lightweight thermal insulation coating containing aerogel



114




vimark **WallACE**



THERMAL PLASTER

lightweight thermal insulation plaster mortar containing aerogel



115



vimark **WallACE**



THERMAL FILLER

lightweight thermal insulation filler containing aerogel



116



SCHWENK **Activa**

quick-mix
Einfach cleverer Baustoff

Exterior insulating render

Mixed concrete insulation with high performance insulating properties

- Excellent thermal insulation properties
- Minimal expansion
- Long-term stability (up to 100 years)
- High strength (up to 10 MPa)
- Excellent fire resistance (up to 120 min)
- High resistance to impact and abrasion
- High resistance to weathering
- High resistance to acid rain
- High resistance to salt crystallization
- High resistance to mold and mildew
- High resistance to graffiti

APPLICATIONS

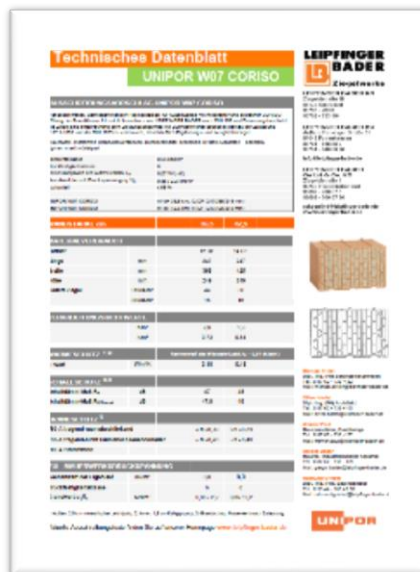
- For exterior wall insulation
- For interior wall insulation
- For ceiling insulation
- For floor insulation
- For roof insulation
- For foundation insulation

INSTALLATION

- Apply in 10-20 mm layers
- Apply in 10-20 mm layers
- Apply in 10-20 mm layers
- Apply in 10-20 mm layers

COMPOSITION

- Special formulation with high performance insulating properties
- High resistance to weathering
- High resistance to mold and mildew
- High resistance to graffiti



Technisches Datenblatt
UNIPOR W07 CORISO

LEIPFINGER BADER **UNIPOR**

Produktbeschreibung

UNIPOR W07 CORISO ist ein hochleistungsfähiges, aerogelhaltiges Dämmmaterial für den Innen- und Außenbereich. Es zeichnet sich durch eine extrem niedrige Wärmeleitfähigkeit und eine hohe mechanische Stabilität aus.

Technische Eigenschaften

Parameter	Werte
Wärmeleitfähigkeit λ ₁₀ (mW/mK)	0,017 - 0,020
Dichte ρ ₁₀ (kg/m³)	100 - 120
Bruchdruck (kPa)	100 - 150
Wasserdampfdiffusionsäquivalentwert μ	100
Wärmedehnungskoeffizient α _m (1/K)	0,0001
Wärmeausdehnungskoeffizient β _m (1/K)	0,0001
Wärmeausdehnungskoeffizient γ _m (1/K)	0,0001
Wärmeausdehnungskoeffizient δ _m (1/K)	0,0001
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UNIPOR

Figure 3: Wall-ACE technical datasheets



Figure 4: Wall-ACE installation guide – First pages