

A solution for the sponge city

Technical and ecological arguments for Greenovation as a functional building block of climate-resilient buildings.

WATER

COOLING

AIR QUALITY

LONGEVITY



GREENOVATION MOSS FAÇADE · FOOD RETAIL

FOREST MOSS · OUTDOOR PLUS

01 · EFFECT

Technical & ecological arguments

Greenovation as a functional building block for climate-resilient buildings.

**WATER BINDING**

Mosses absorb moisture from the air, store it and release it slowly.

**COOLING PERFORMANCE**

Evaporative cooling noticeably lowers the temperature of façade and surroundings.

**AIR QUALITY**

Mosses filter particulate matter, nitrogen oxides and CO₂ – they act like a natural air conditioner.

**COLOUR & UV RESISTANCE**

Thanks to the special Druckpräparationsverfahren+ moss walls remain stable and lightfast.

**RESISTANCE**

Unlike competing products: no mould in damp conditions, no disintegration in dry conditions.

Store, cool, filter — care-free and permanent.



02 · SPONGE CITY

From rain to evaporation

Façade greening as an additional sponge body.

Greenovation in the urban water cycle

- ◆ Rainwater management: Façade greening as an additional sponge body.
- ◆ Reduced heating: Relief for cities in hot summers.
- ◆ Energy efficiency: Building cooling saves electricity costs.

THE BUILDING AS A SPONGE BODY

The moss façade absorbs rain and humidity, retains it and releases it later through evaporation — cooling for façade, surroundings and urban climate.

◆	RAIN	Moisture · H ₂ O
◆	FOREST MOSS	stores
◆	EVAPORATION	releases slowly
◆	COOLING	Façade & surroundings
◆	URBAN CLIMATE	less heating
◆	BUILDING	Sponge body

03 · URBAN BENEFIT

Added value for city and property

Ecological function meets design and economy.

1 | Rainwater management
Façade greening as an additional sponge body.

2 | Reduced heating
Relief for cities in hot summers.

3 | Energy efficiency
Building cooling saves electricity costs.

4 | Design & image
A visible sign of sustainability, enhancing properties & cityscape.

5 | Low maintenance
Longevity (≥ 6 years warranty) ensures economy.

Five effects — one façade.



GREENOVATION MOSS FAÇADE · RESIDENTIAL BUILDING

Nº 02

04 · COMPETITIVE ADVANTAGES

Greenovation moss walls

Durable, lightfast and made for sustainable urban infrastructure.

- ◆ 6-year minimum warranty
- ◆ Druckpräparationsverfahren+ — ensures durability & stability
- ◆ Lightfast cosmetic dyes — no fading
- ◆ No mould, no disintegration under changing climatic conditions
- ◆ Made for the sponge city — meets the requirements of sustainable urban infrastructure

MADE FOR THE SPONGE CITY

6-YEAR MINIMUM WARRANTY



FOREST MOSS · LIGHTFAST · CARE-FREE

Nº 03

05 · CONCLUSION

A building block for climate-resilient cities

Greenovation moss walls are an essential building block for sponge cities:

◆ They store water	◆ They cool cities	◆ They improve air quality	◆ They are durable, low- maintenance and aesthetic
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*With moss façades we shape the
climate-resilient cities of tomorrow.*

MADE FOR THE SPONGE CITY