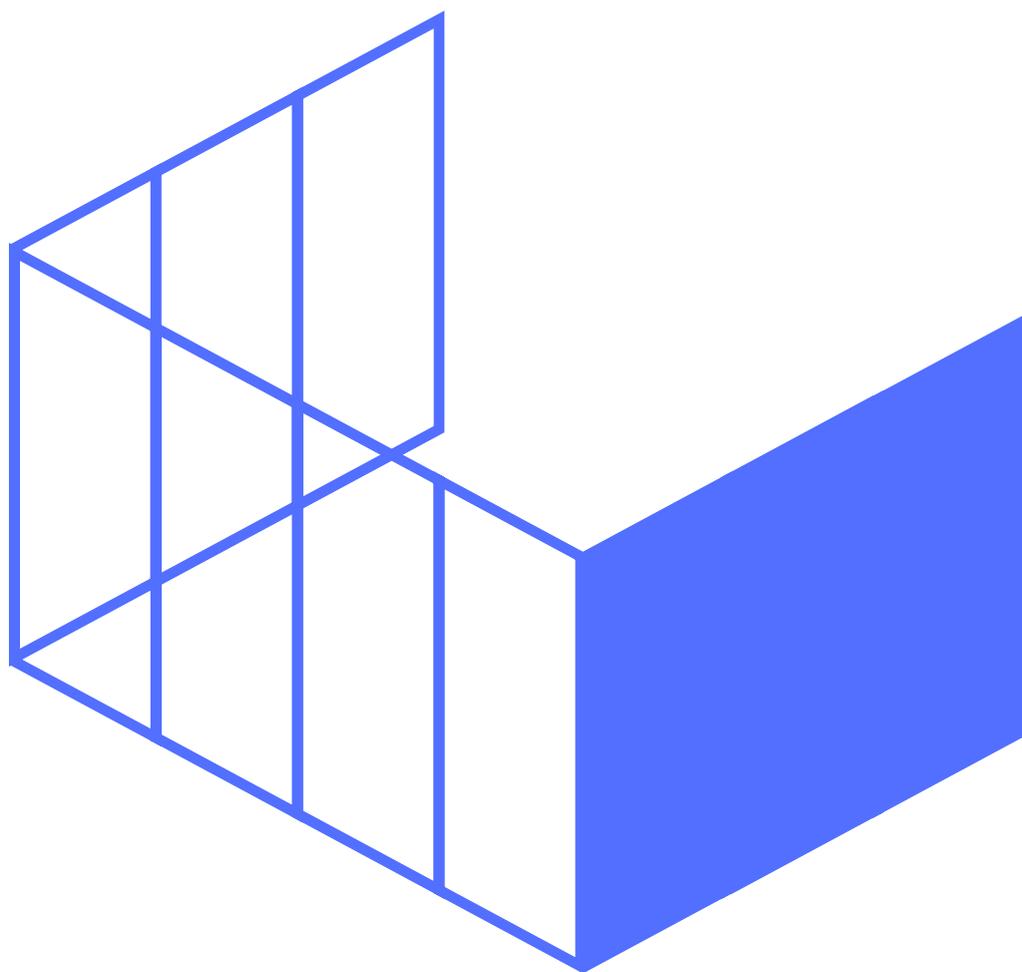


**PRESS FILE**

**JUUNOO**



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# 1 About JUUNOO

JUUNOO makes 100% circular, aesthetic, movable walls for the smart division of spaces. This Kortrijk-based scale-up wants to help reinvent the construction industry and allow organizations such as schools, universities, hospitals and residential care centres to apply more sustainable construction methods. The company aims to help reduce the huge impact of the building industry on the environment and respond to the social evolutions that are increasingly changing today's buildings.

The construction industry is facing major challenges. Around 40% of our total waste mountain consists of construction waste. Every year, 26 million tonnes of building materials are thrown out in Belgium alone. On a global scale, this amounts to €300 billion of building material every year. Flanders and Europe cherish the ambition of accomplishing a 100% circular economy by 2050. JUUNOO wants to help achieve the climate objectives in an economically responsible way.

The world population will continue to grow significantly in the coming decades. The need for houses, schools, offices, hospitals, etc. will only increase. Building and demolishing like there's not tomorrow is no longer an option. If we want to make optimal use of the available space, smart and creative solutions are needed.

JUUNOO intends to respond to these two evolutions, which go hand in hand. This scale-up from Kortrijk developed innovative, 100% circular, aesthetic and movable walls for the smart division of spaces. The walls not only look beautiful, they are also seven times faster to install compared to traditional methods. They can be integrated in any space and have excellent acoustic and sturdiness scores.

## **Sustainability, quality and affordability all in one**

It was JUUNOO's ambition from the outset to reconcile sustainability, aesthetics and affordability. Circular business models are the cost-effective response to this aim. With JUUNOO, reusing a wall is cheaper than demolishing it and building a new one. If project developers no longer need certain walls after use, JUUNOO will buy them back at a fixed price, and then sell them again to another project. This cashback guarantee is unique in the building industry. It is JUUNOO's way of responding to the growing global interest in circular economy, while also reducing both the ecological and economic impact.

JUUNOO is currently focusing mainly on the office market and on semi-public services such as schools, universities, hospitals and care centres. Organizations are asking for solutions to divide their offices and rooms differently, better adapted to the different activities of their employees. This will help them be more concentrated and, above all, more productive. Deloitte, Durabrik, Colruyt and RDMB Architects, to name a few, have already (re)designed spaces with JUUNOO's circular walls.

## 2 JUUNOO circular walls



### 100 percent circular

JUUNOO walls are designed to be 100% circular. The entire structure - the panels, modules, insulation, utilities - can be quickly and easily installed and dismantled again. In this way, the walls can get a new purpose each time. In the existing space, elsewhere in the building or in a new building. The setup can be different every time.

This cycle of assembly, use, disassembly and reassembly can be repeated up to 30 times without the need to renovate or replace the wall modules. If something does go wrong along the way, parts can be replaced quickly. In the worst case, if replacement is no longer an option, each component is still 100% recyclable.

When users no longer need the partition walls, JUUNOO buys them back at a guaranteed residual value of up to 30% of the initial purchase price. The system is also perfectly suited for leasing formulas.

### Smooth installation

The installation of a JUUNOO wall can easily be completed in one day. This is up to seven times faster than other, traditional systems. Without construction waste and without dust.

The steel modules fold together for efficient transport. Once on site, the modules can be clicked open and extended. They are fixed between the floor and the ceiling with a single click. With only two types of frames, any type of wall between 1m60 and 5m50 can be built.

The modular system is designed to allow users to rearrange rooms quickly and flexibly. Do you need extra meeting rooms? Do you need quiet rooms where employees can focus on their work? Small enclosed spaces for undisturbed telephone conversations? Companies can easily adapt their offices to new needs or requirements on the shop floor.

### Adapted to fit any space

The movable walls fit into any space. Users choose how they need to be arranged, allowing for endless variations with the frames. Doors and glass can be easily integrated into the system.

JUUNOO strongly focuses on aesthetics. The walls can be finished with different types of panels to match the look and feel of the office space. Those panels can be replaced without the need to replace the entire wall module. Just like you would give a wall a new lick of paint every now and then. Since 2021 JUUNOO has been working together with Gyproc®, which offers extra options and makes it possible to reuse plaster walls.

## 2 JUUNOO circular walls



### Productivity boost

Companies are constantly looking for ways to increase their productivity. In this search, an increasing number of companies are moving away from the open-plan offices which have been the standard on the office market for years. They affect the concentration, reduce productivity by up to 40% and, according to recent studies, even affect the health of employees.

JUUNOO partitions are an innovative solution for the quick and beautiful redesign of offices, to suit the different activities performed by employees.

The partitions are designed and manufactured in a way that allows people to work in the best conditions. The insulation material in the walls was thoroughly tested for acoustic performance. Noise is one of the biggest sources of complaints in the workplace. JUUNOO walls received an excellent acoustics score from the independent engineering firm Daidalos Peutz.

### Affordable price

In the long run, the high-quality JUUNOO wall is not more expensive than a traditional wall. After the order is placed, the JUUNOO walls are prepared in the production centre. All you have to do is click the walls together onsite. This means a considerable saving in labour costs, which compensates for the additional cost of the high-quality, circular material. And remember, the walls can be moved and reused, so you need to purchase them only once. The cash-back guarantee offers an additional economic advantage.

### 3 Technical features



The compact steel modules are efficiently transported and extended on site for assembly.

To ensure that the frames always fit, they can be adjusted between the floor and the ceiling. Once the right fit is in place, they can be fixed with a single click. Each frame clicks into the next one.

All utilities are concealed in the walls, which are equipped with acoustic insulation.

The walls can be decorated with different types of panels, such as paintable click panels, decorative panels and plaster walls, and can also be completely finished with circular glass. Doors and windows are also easily integrated into the system. The solid system can carry television screens, book racks, worktops, etc. without any problem.

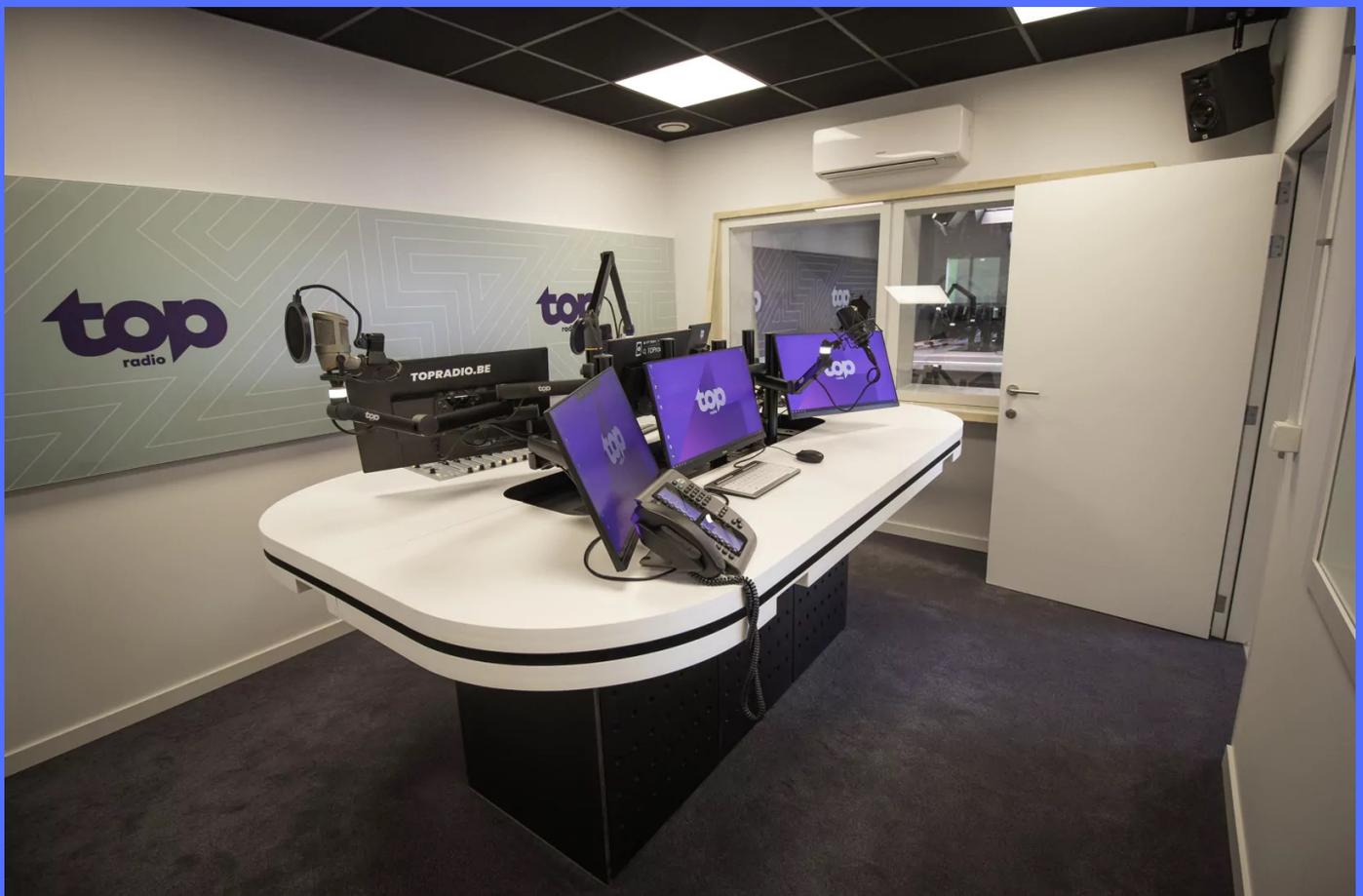
If necessary, the panels, frames, insulation and utilities can be quickly and easily dismantled and reassembled.



# 4 Applications

## TOPradio Studios - Ghent

At the end of last year, TOPradio moved to a brand new studio in one of the hippest neighborhoods in Ghent. Because acoustics were central to this project, we worked together with Ideal Acoustics to make this studio completely soundproof! Custom-made acoustic panels, absorbent walls and even acoustic fabric made the project complete!



# 4 Applications



## Showpad - Ghent

The entire floor of Showpad in Ghent was given a makeover and is now equipped with practical meeting rooms where colleagues can call, meet or work in peace. When necessary, Showpad can easily rearrange the meeting rooms with the same JUUNOO walls.



# 4 Applications



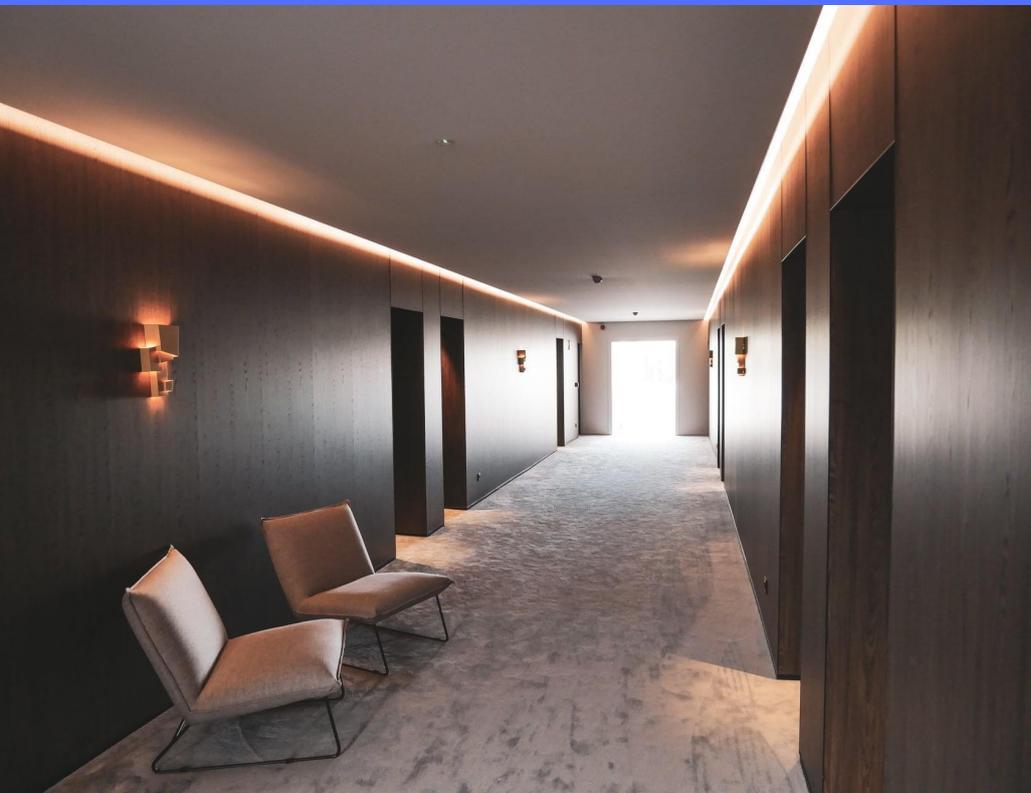
## Lightyear One - Eindhoven

Dutch car manufacturer Lightyear One developed the very first electric car with solar panels in 2019. To enhance the concentration of their employees on the Automotive Campus in Eindhoven, they installed a large number of Probox Mini. Employees can now call, work or video conference in peace and quiet, without disturbing their colleagues. The Proboxes are equipped with highly absorbent materials for excellent acoustics. The box can be locked and has CO<sub>2</sub>-driven ventilation.

# 4 Applications

## Hotel Astoria - De Haan

Hotel Astoria in De Haan had to open for the quickly approaching summer season. The hotel made it happen thanks to the speedy installation of qualitative and beautiful JUUNOO walls. This was the decisive factor for Hotel Astoria to choose JUUNOO. As a major plus, the JUUNOO modules make it possible for Hotel Astoria to easily adapt the walls, should this ever be necessary.



# 5 The JUUNOO team



**Chris Van de Voorde**  
Founder & Inventor

With JUUNOO, Chris Van de Voorde wants to reduce the ecological footprint of the construction industry, and thus contribute to a sustainable world. That is why he named his start-up after his two children, Juul and Noor, as a constant reminder of the main reason why he is in business. He wants to be able to give a clear answer to the simple question his children will ask him in 30 years' time: 'Dad, you were aware of the climate crisis, what did you do about it?'

After his studies - and a thesis on mass customization in housing - Chris Van de Voorde spent seven years as head of R&D at beMatrix, the world leader in modular walls for exhibition stands and events. He also saw opportunities in the construction industry, where the impact of 100% circular walls could be exponentially greater. Stand construction is a global market of around €200 million a year, while interior walls account for over €33 billion a year in the construction industry annually.

As a born entrepreneur, Chris saw opportunities to turn the traditional building industry, where innovation is slow to take hold, upside down. By embracing the circular economy, the total cost of ownership can be reduced by up to 70%. Thanks to this financial incentive the building industry will transform and become truly sustainable.



*'JUUNOO wants to make circularity the norm in the construction industry. Setting up smart business models is, in my opinion, the only way to achieve this. Accelerated by external capital, we want to be active in 70 countries with JUUNOO by 2030. Our JUUNOO walls must become the no. 1 alternative to the current disposable wall.'*

# 6 Milestones

## **OCTOBER 2017**

Starting point for the development of JUUNOO's innovative, circular walls.

## **DECEMBER 2017**

JUUNOO launches the first proof of concept for the wall modules, and tours interested companies with a demonstration project.

## **MARCH 2019**

The JUUNOO wall system is certified by the Scientific and Technical Centre for the Building Industry (STCB). The independent research institute tests the partition walls on a whole range of criteria: fire safety, acoustics, thermal insulation, durability, assembly and disassembly, etc.

## **2019**

JUUNOO's customer base has grown significantly in the past year. By the end of 2019, JUUNOO will have reached the mark of 50 completed projects.

## **MARCH 2020**

JUUNOO completes a first €1.5 million capital round. The capital injection comes from Belfius, PMV/z and two West-Flemish investors, Laurence Levrau and Stefaan Vanassche. JUUNOO wants to use the money raised to launch the smart, circular partition walls in other European markets after Belgium.

JUUNOO wins the international Red Dot Design Award for Innovative Products.

## **JULY 2020**

JUUNOO continues to grow and moves to a larger office and warehouse in Zwevegem (West Flanders). Interested parties can now visit the permanent showroom.

## **AUGUST 2020**

CEO Chris Van de Voorde wins the Entrepreneurship World Cup final in Belgium and advances to the global competition. Read more in Made in West-Vlaanderen.

## **OCTOBER 2020**

The team grows and four additional employees come on board. The sale of the JUUNOO Proboxes starts with a second pilot project at Renson.

# 6 Milestones

## **NOVEMBER 2020**

An additional investor, Philippe Meert, gives JUUNOO a financial push to accelerate the roll-out of the existing plans. JUUNOO starts its first sales abroad.

## **DECEMBER 2020**

JUUNOO closes the year with strong figures and achieves its pre-covid targets, resulting in a 400% sales growth.

## **FEBRUARY 2021**

Chris Van de Voorde reaches the final of the JCI West-Flemish Entrepreneur.

## **APRIL 2021**

Colruyt Group selects JUUNOO and thus focuses on circularity and sustainability within their supermarket chain.

## **OCTOBER 2021**

JUUNOO goes international and recruits its first employee in the USA.

## **DECEMBER 2021**

Saint-Gobain Gyproc and JUUNOO join forces for a sustainable and circular construction industry and together enable the reuse of plasterboard walls.

## **FEBRUARY 2022**

Chris Van de Voorde wins the first Aureus Prize in Luxembourg. JUUNOO schedules a USA Investor Roadshow for June 2022.

## **APRIL 2022**

JUUNOO closes a new Series A round with a final total of EUR 6.6 million thanks to the support of Saint-Gobain Gyproc, Vlaio, Finindus, BNP Paribas Fortis and the existing investors.

# 7 Testimonials

## **Guy Wollaert**

Former CIO of The Coca Cola Company

'There is only one way to achieve sustainable growth in our world of finite resources. That is to ensure that the products we put in the market are designed to be taken back and reused. This is exactly what JUUNOO does. They have a product and business model built on the principles of circularity: endless reuse, and striving for zero waste. For those reasons, I am happy to commit to helping JUUNOO scale their business in a sustainable way.'

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## **Rini Quirijns**

former Managing Director of Gyproc -  
Saint-Gobain Benelux

'The flexible system is extremely easy to build and rebuild, which makes JUUNOO a very innovative product. As the importance of circularity in construction is rapidly growing, the JUUNOO system is very promising.'

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## **Dirk Roose**

HBS

'Both at HBS and at Vanhout, we are convinced that we all have to contribute to the sustainability of our planet. That is why we opt for circular materials. When renovation work was needed at Vanhout, we decided to test out the JUUNOO system. That choice proved to be very successful.'

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## **Rein De Pooter**

Ecomat/Circomat

'The biggest advantage of the JUUNOO walls is that the entire system can be disassembled. The walls can be easily disassembled and put up again somewhere else.'

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## **Bruno Stas**

Eskimofabriek Gent

'For us it is important to always respect the wishes of our tenants and customers, so we often have to adapt our spaces. We chose JUUNOO for the adaptability of the system and for its smooth installation. In addition, the JUUNOO walls perform very well in terms of acoustics.'

## **Tim Ost**

VK Architects & Engineers

'I am very impressed by the speed with which a JUUNOO wall is installed. It is a very big advantage that if you only want to renew the wall covering you can just leave the structure as it is.'

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## **Valérie Vermandel**

Chief Development Officer at Whitewood

'The JUUNOO walls fit perfectly within the circular ambitions we are pursuing with the Brouckère Tower in Brussels. We chose JUUNOO because the product is not only aesthetically pleasing, but it also gives us the flexibility to quickly and easily move our showroom to other floors over the course of the renovations. Reuse and reusability are key, without being more expensive than the traditional solutions available on the market.'

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## **Kjell Verley**

Credit analyst PMV/z

'The investment in JUUNOO fits in perfectly with the role that PMV/z wants to play in the Flemish economy: every company with a good plan and a competent team should be able to find financing for its plans. Both the books, the plans and the team at JUUNOO convinced us to come up with financing. The fact that it is a company with local production in the circular economy is an additional advantage. The first sales figures and the confidence of other financiers are also encouraging.'

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## **Laurence Levrau**

investor

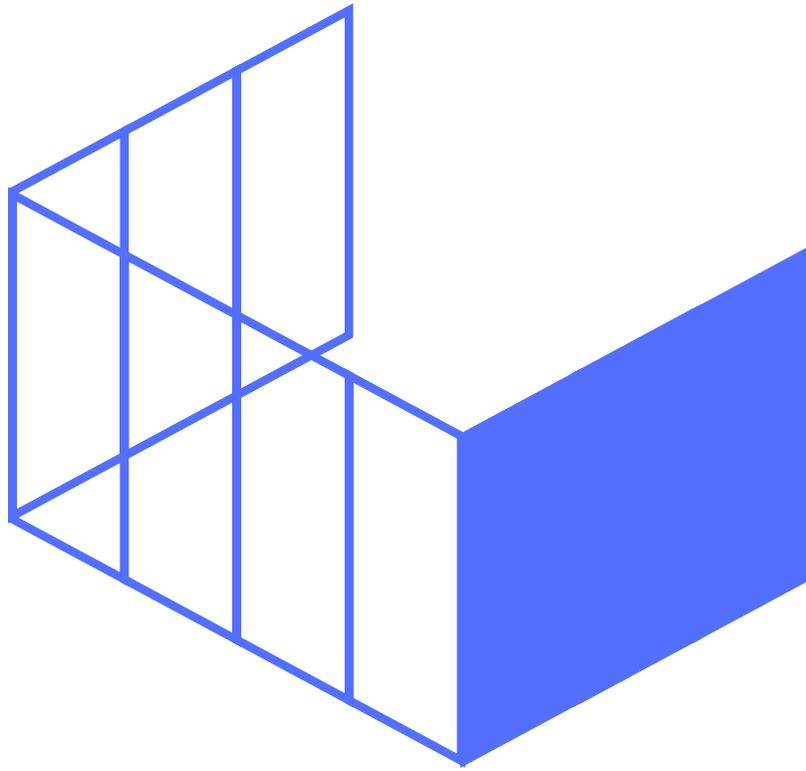
'Today, companies are constantly looking for ways to optimize their productivity. But it is often unaffordable or impractical to adapt spaces to different activities. JUUNOO responds perfectly to this evolution: the walls are a combination of quality, affordability and flexibility. The circular aspect is an added bonus.'

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## **Roel Callebaut**

Finnidus, investor

'JUUNOO's growth trajectory has impressed us. The company is driven by the urge to make an impact, but the team also understands that economic logic is the best way to convince consumers to become more sustainable. As a result, it succeeds in selling circular walls that pay for themselves. JUUNOO shows the whole construction industry that circular business models are the future.'



## 8 Links

**Website**

**Facebook**

**Blog**

**Instagram**

**LinkedIn**

**Pinterest**

## Media

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