



The FireWell Ecosystem

Together with the industry - in favour of the industry

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Problems of the Wood Stove Industry

- up to 25% of particulate matter emissions are produced by fire places
- more than 300,00 people in Europe suffer from illnesses caused by particulate matter
- more than 70% of fireplaces will be subject to significantly stricter regulation in the future.



We see fireplaces as an important part within the transformation of the energy system. Climate-neutral heating and a sustainable source of energy are convincing arguments, but the industry has fallen into dispute because of the pollutants it produces.

The Challenge:

More sustainable and ecological heating for all

With our **FireWell** ecosystem, we offer an approach that involves all market participants. Why? Because **everyone benefits** from reducing pollutants!

The preservation and profitability of the industry is subject to government regulations and increasingly stringent guidelines. With **FireWell**, we offer the optimal solution that has been proven to reduce pollutants, provide a better environment in the long term and allow the woodburning stove **to remain a part of people's homes**.

Solution

Revolutionize heating with FireWell - Optimize the heating process and reduce particulates with **additive** and **app**.

- Add a tablespoon of **FireWell additive** to the burning process.
- Open the app, record the fire with the mobile phone and use AI to optimize the burning process.

→ **Reduce up to 90% of particle matter emissions** by adding additive and using the FireWell app.

By adding the FireWell additive, which is made from naturally occurring clay minerals, volatile compounds, which are the main source of particulate matter emissions, remain bound in the ash. The ash is thereafter disposed of in the conventional way. Meanwhile, by analysing the flame pattern, the FireWell app ensures that the user has optimum combustion at all times during the entire firing process.

*This process, researched and developed at renowned institutions such as the Technical University of Hamburg and the OTH Amberg Weiden, ensures that your wood-burning stove runs **cleaner** and more **efficiently**.*

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This ensures:

- significantly fewer pollutants in the environment
- fewer illnesses due to particulate matter emissions
- cleaner air and environment



Tested with leading universities

Under the supervision of the Institute of Environmental Engineering and Energy Economics (IUE) at the Technical University of Hamburg and with the support of leading industry experts, several studies and tests have been conducted over the last few years.

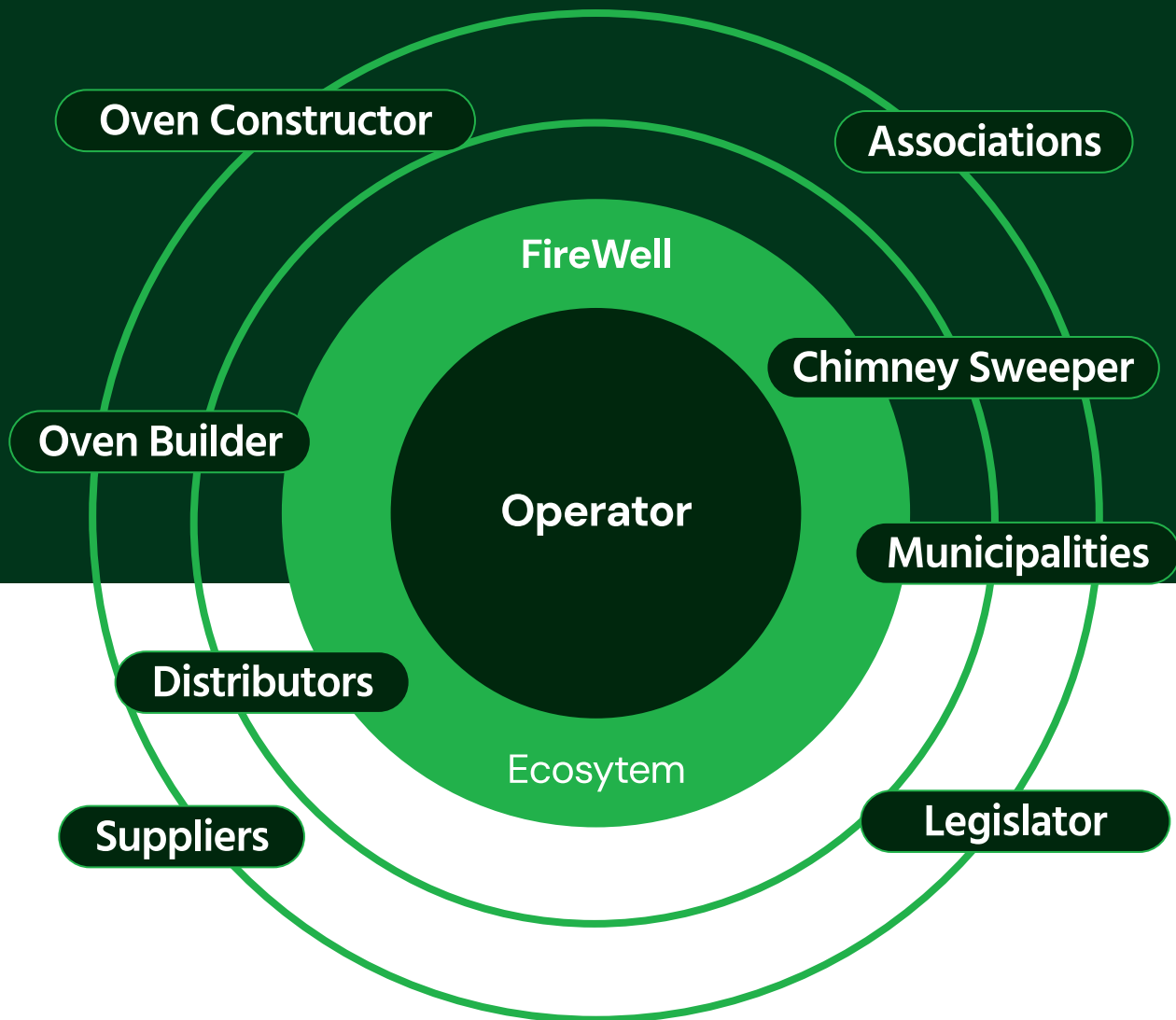
During the measurement, **under real operating conditions** and using **FireWell (Additive+App)**, the PM emissions of a fireplace fired with timber (YOC 2023 with a tested value of 20 mg/m^3) could be **reduced to values between 0.4 mg/m^3 and 2.6 mg/m^3** . This is far below the particulate matter thresholds set by the 1st Federal Immission Control Act (1. BImSchV) in Germany.



*Our contribution
to society – for
cleaner air and a
fire without any
particulates.*

The FireWell Ecosystem

Particle matter pollution as an industry challenge



Cooperations for a better future

We believe in a future without particulate matter and with clean air. But such a major undertaking cannot be achieved alone. Therefore, with **FireWell** we want to offer a concept for particulate matter reduction for the industry, which can only be achieved sustainably and in the long term in collaboration with the industry. However, **FireWell** is only the first step on a long path, which is why it is important for us to involve all market stakeholders and to create new innovative products together with everyone. In cooperation with SiO2 Ventures, we invite you to become a part of this movement and work together with us on the problems of today and the future.



Start Cooperation

Small Ritual



Great Effect

The fireplace stays part of our home.



Together with the industry - in favour of the industry

SCAN WITH PHONE



*Get in contact with us now
for a collective future without particulate matter*

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