

LA ZELOISE:



Innovative bio-based groundcovers for agriculture and landscaping

Based on the BIOAGROTEX project results, La Zeloise launched new groundcover products under the commercial name "ZELOTEC". Products are sold to the market as roll material or confectioned into groundcovers for individual plants. The fully biobased groundcover "ZELOTEC" combines intrinsic properties:

- 100 % natural product, biodegradable, biocompostable
- no phytotoxic effects of degradation products
- enhanced durability: doubled lifetime compared to reference jute products
- "longlast" groundcover effects including inhibition of weed growth, enhanced root-growth of planted trees or seedlings, reducing drying out of the soil, buffering temperature changes, ...
- accurate protection of slopes against water or wind erosion

"European projects BIOAGROTEX and SUSTAFOR allowed La Zeloise to develop and launch a range of innovative, eco-friendly ground-cover products and proof their benefits via scientific structured field trials. Products find applications in vineyards, forestation, plantations of fruit trees, public green areas, roadsides, private gardening and other"

The BIOAGROTEX project

The **BIOAGROTEX** FP7 project coordinated by Centexbel, offered La Zeloise a possibility to work with companies and research insti-



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tutes at an international level. In the project the new bioresin formulations were developed by the chemical industrial partners. A resin impregnation and curing process was developed for the jute based groundcovers. Analysis at the institutes proved the enhanced durability due to the resin treatment. Mechanical properties, flexibility, drape ability, fire resistance, UV-stability were retained or improved. The material remains fully biodegradable without generation of toxic side-products.

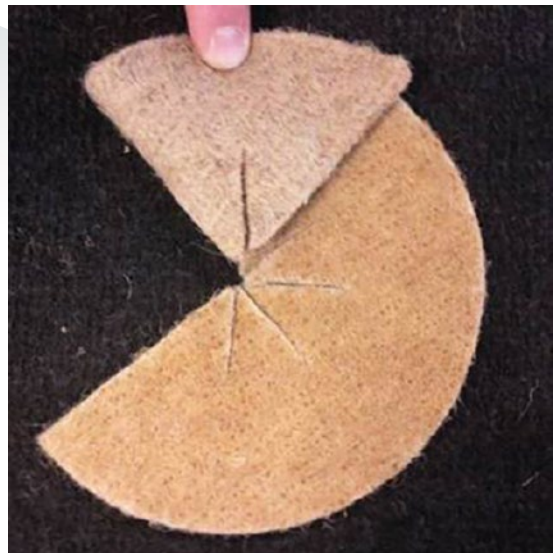


Within another FP7 project **SUSTAFFOR** are organised scientifically elaborated field tests that demonstrate the advantages of the developed ground-covers on plant growth and survival rate of trees in forest plantations in dry areas. At the same time, the synergetic effect between groundcover and innovative, eco-friendly soil conditioners will be highlighted.



La Zeloise – developing eco-friendly fully bio-based products

La Zeloise NV, a family business established in 1868, was initially a jute mill. At present La Zeloise is still focusing on jute-based products like jute cloth, bags, needlefelts of recycled jute, etc. Products are commercialised as agro- and geotextiles in the West-European market. As an SME La Zeloise has built a substantial reputation for flexibility, quality, service and innovation. Company's innovation is focused on the development of eco-friendly, fully bio-based products with enhanced properties.



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