

Non-toxic building products from clay

Key words: **chemical-free, building products, sustainable**



Solvita Kostjukova

CEO and Co-founder of ALINA | Main product: ALINA LIFE

Aim

To produce clay mineral materials that replace toxic chemicals in building products

EIT Community connection

EIT RawMaterials

The project

The idea

ALINA challenges how things are made. We use innovative production technology to make state-of-the-art clay mineral materials that can replace the toxic chemicals and heavy metals normally used in building materials. Our products take responsibility for the health of people and the environment.

Inspiration

My inspiration comes from my family and my daily life. My goal was to reduce indoor air pollution, which affected my children by provoking different allergies and asthma. In partnership with the University of Latvia, we defined a challenge and set out to find a realistic alternative to the toxic chemicals used for building material production.

Unique selling points

Given that toxic chemicals (biocides) are our main competitors, ALINA LIFE products have several major advantages: they are human and nature friendly, they use low energy manufacturing and produce zero waste, and the raw materials are widely available in Europe.

EIT Community support

The EIT Community has supported us with networking, helped to find corporate partners, and provided a grant of EUR 60,000.

Teamwork

ALINA has an outstanding management team of three experienced professionals who cover the main competencies: sales and marketing, product and technology, and manufacturing and finances. The management team is well supported by leading northern European scientists specialised in the field of mineral materials.

Venture development

ALINA is an early stage start-up company, established in December 2015. Our product has been introduced to a number of regional and global industry manufacturers, and as a result we have signed contracts for R&D and co-creation projects. ALINA LIFE has also received the Sustainable Build Award in Denmark and is the first product of its type to receive the prestigious Cradle2Cradle certification. Today ALINA is developing a scalable business model, and is building partnerships with manufacturers and distribution channels across Europe and globally.

The nominee

The beginning

My interest started in Brazil, while I was interning at the Ecological Engineering Laboratory at UNICAMP. I was severely affected by the herbicides and pesticides that were used to grow vegetables. I recognised and experienced the damaging and

degrading effects of toxic chemicals. It pushed me to investigate the main sources of pollution that are having a dangerous effect on human health.

Entrepreneurial flair

Ambition, execution, and a great team.

Learning from experience

The EIT Community is an excellent springboard to grow and scale your business.

Ideal advisor

William McDonough, the founder of Cradle2Cradle. Cradle2Cradle design, also called regenerative design, is a biomimetic approach to the design of products and systems. It models human industry on nature's processes, viewing materials as nutrients, and suggests that industry must protect and enrich ecosystems.



Our products take responsibility for the health of people and the environment.