

# Berger EcoCoat: A revolutionary solution to combat air pollution in Bangladesh

In Bangladesh, where air pollution is no longer a seasonal headline but a year-round reality, the idea of walls that “clean the air” might sound like science fiction. Yet, that fiction has turned into fact, thanks to Berger EcoCoat – a groundbreaking innovation and South Asia’s first eco-friendly anti-pollution paint. Berger EcoCoat was introduced at the seminar titled “Climate Resilience and Sustainable Development: The Bangladesh Context,” organised by the Institute of Environmentalists, Bangladesh (BIE) on April 25, 2025.

Framed within the broader theme of Climate Resilience and Sustainable Development, the seminar gathered architects, researchers, and environmentalists to discuss urgent environmental challenges and local solutions. Amidst powerful presentations on water security, green building standards, and migration due to climate change, one message stood out boldly: the battle for clean air might begin not on the streets, but on our walls.

At the heart of this message was Dr A S M Obaidullah Mahmud, Chief R&D Officer of Berger Paints Bangladesh Limited, who introduced EcoCoat not just as a product, but as a vision – where paint becomes a public health ally and environmental shield. What followed was more than a technical discussion – it was a wake-up call wrapped in scientific innovation, proving that sometimes, revolution comes in layers.

Developed using Air Purifying Hybrid (APH) Technology, EcoCoat does more than just coat walls – it absorbs and neutralises



harmful airborne pollutants including carbon monoxide (CO), carbon dioxide (CO<sub>2</sub>), sulfur oxides (SO<sub>x</sub>), nitrogen oxides (NO<sub>x</sub>), methane (CH<sub>4</sub>), hydrogen sulfide (H<sub>2</sub>S), and even formaldehyde. Once absorbed, these are transformed into inert compounds, making the surrounding air dramatically cleaner.

In his presentation, Dr Obaidullah explained that the aim behind creating EcoCoat was to offer a product to the consumer that doesn’t just decorate walls – it defends the lungs that breathe within them.

The seminar equally included experts committed to sustainable development. Among the key speakers were Dr Qazi Azizul Mowla, Adviser, Institute of Environmentalists, Bangladesh (BIE),

who delivered the keynote speech on “Water Management for Sustainable Settlement Planning in Bangladesh.” His talk emphasised the role of water-sensitive urban design in climate-resilient city planning.

Md. Nafizur Rahman, Principal Research Officer, Housing and Building Research Institute (HBRI), presented a session on Green ARCH, a green building certification initiative by HBRI. The talk offered a roadmap to promote environmentally conscious construction practices across Bangladesh.

Dr Afshana Parven Shahid, Assistant Professor, Department of Fisheries and Marine Science, Noakhali Science and Technology University (NSTU), explored the National Adaptation Plan (NAP) through the

lens of climate change and migration. Her session illustrated how poor environmental planning is displacing communities.

Most Bangladeshis spend the majority of their time indoors – whether at home, school, or the office. But indoor air can often be more polluted than outdoor air, especially in humid conditions where mold, bacteria, and allergens thrive. EcoCoat combats this with built-in anti-bacterial protection and mold resistance, creating a safer environment for children, the elderly, and people with respiratory conditions.

Tested and validated by international bodies like SGS, Rudolf (Germany), and BUET, EcoCoat reduces indoor air pollution by up to 90 per cent. Its matte finish also adds a modern aesthetic touch, proving that beauty and health can go hand in hand.

Berger EcoCoat is more than a product – it’s a paradigm shift. At a time when environmental challenges often feel overwhelming, EcoCoat represents something rare: a simple, affordable solution with the power to create measurable change. Whether it’s in classrooms, homes, hospitals, or corporate buildings, this anti-pollution paint offers everyone a chance to be part of a cleaner, healthier future.

As the seminar concluded, one message resonated deeply: true innovation doesn’t always require building something new – it requires reimagining the old. In Berger’s case, a wall is no longer just a wall. It’s a line of defence against a polluted world.

**Photo: Collected**

যে রং সুস্থ করে ঘরের দূষিত বাতাস

নতুন **BERGER**

**ECO COAT**

Anti-Pollution Paint

এর APH প্রযুক্তি ৯০% পর্যন্ত বাতাসের দূষিত গ্যাস শোষণ করে\*

ঘরের বাতাস সুস্থ হোক

বাংলাদেশের প্রথম

TESTED BY

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