



Press kit 2025





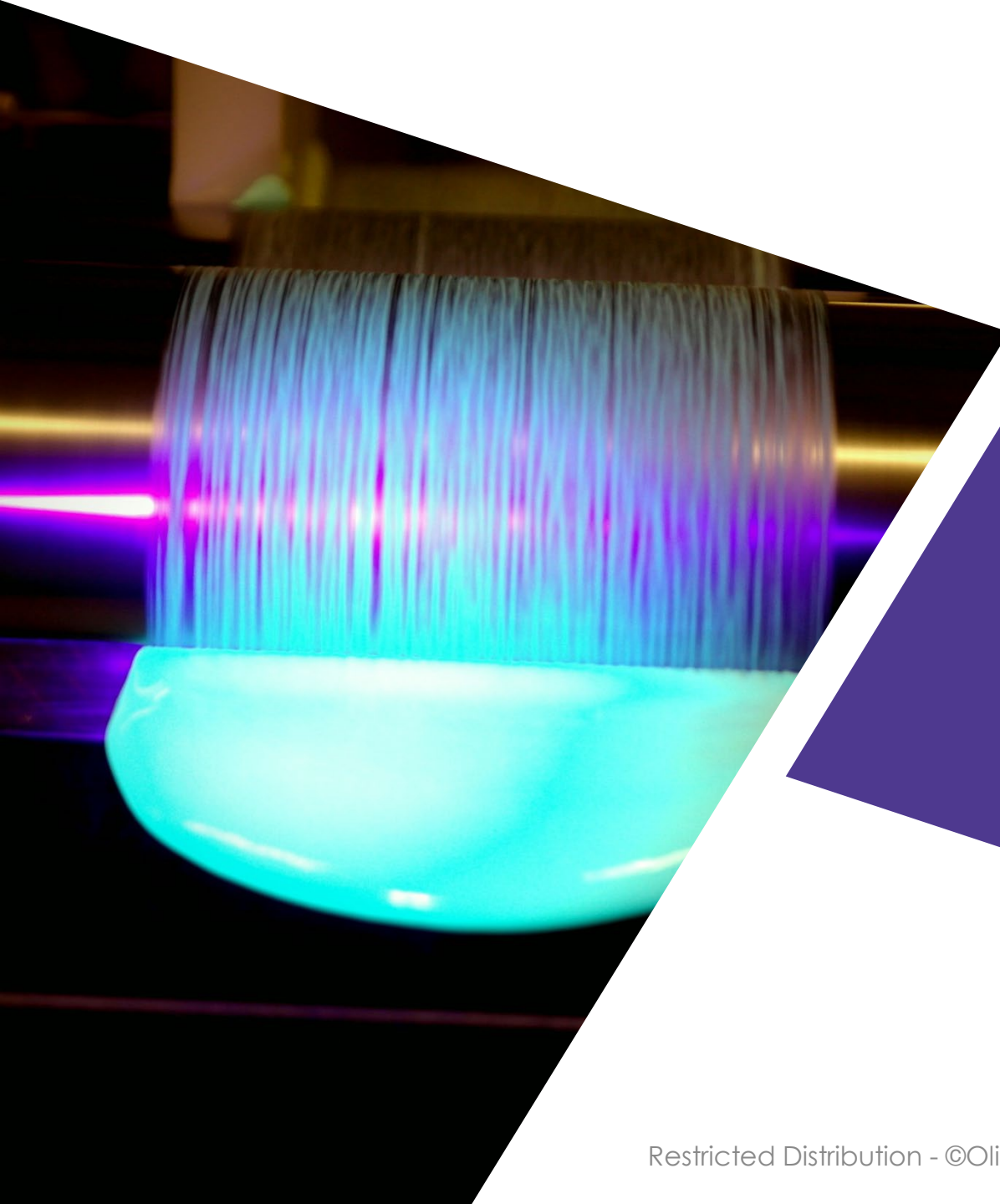
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01

Company presentation



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The OliKrom adventure began with **15 years of fundamental research led by Jean-François Létard** at the French National Center for Scientific Research (CNRS). He quickly registered several patents based on color intelligence,

In 2014, the company was created to provide a solution to the problems faced by manufacturers in the field of smart materials.

”

OliKrom, industry leader in color intelligence

OliKrom develops **custom-made “smart” coatings capable of reacting to external factors** such as variations in temperature, light, pressure or the presence of a solvent/gas.

The company's added value lies in its **ability to use color to convey information** (overheating, danger, impact, misuse, counterfeiting, etc.).

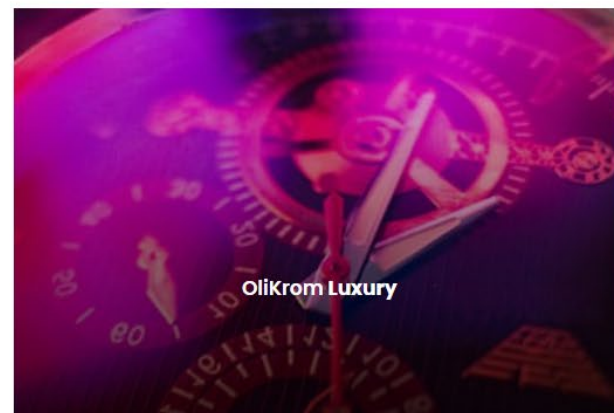
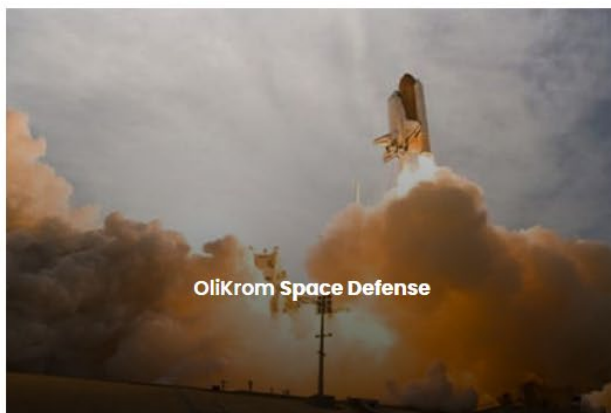
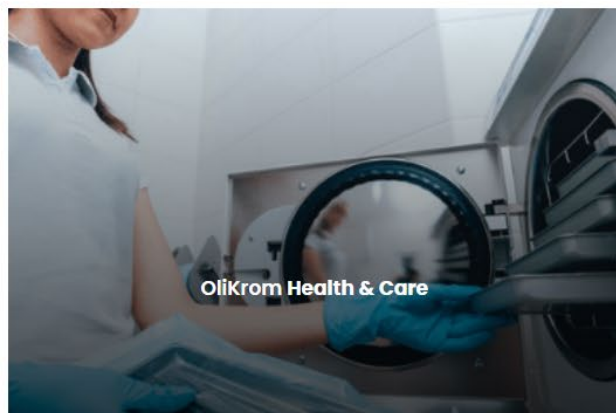
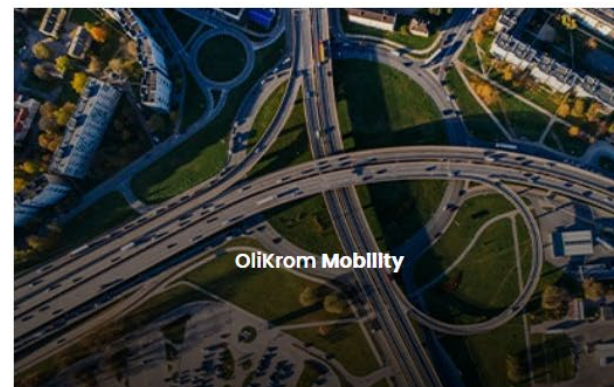
Color change is programmed to be visible to the human eye (operator, consumer), a machine (drone, camera...) or the eye of an animal.

Proven business model, more than 70 customers a year

Today, OliKrom's disruptive innovations are of interest to all industrial sectors. Each year, more than seventy major corporations and mid-sized companies call on OliKrom's unique scientific expertise to **create the products of tomorrow**.

OliKrom is divided into **six strategic application areas**: Industry, Construction, Mobility, Health & Cosmetics, Space & Defense, Luxury Goods.

Six strategic application areas



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OliKrom's ability to turn innovation into a product.

From the start, OliKrom has adopted a **strategy of vertical integration.**

From R&D to manufacturing, OliKrom supports its customers from A to Z in their innovation process.

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From proof of concept to industrialized product

To ensure a smooth transition without any loss of information or technological lock-in, OliKrom is structured around four departments:

- > The **Research Department** carries out proof-of-concept studies and ensures the design and creation of innovative “made-to-measure” intelligent pigments;
- > The **Process Department** has the delicate task of integrating the smart property into the targeted matrix: paint, ink, plastic, varnish, resin... ;
- > The **Production Unit** manufactures smart solutions on an industrial scale, while the Quality Department validates synthetic protocols, integrates new sources of supply, and systematically monitors solution performance;
- > The **technical assistance and consultancy center** offers state-of-the-art scientific equipment for characterizing smart properties and assessing their durability (accelerated aging and climatic chambers, etc.).

Innovation at the heart of OliKrom's strategy

OliKrom puts scientific innovation and expertise in smart color-changing materials at the heart of its strategy. Each year, over **30% of the company's investments are dedicated to Research & Development.**

The Research Department is dedicated to demonstrating scientific excellence and creativity to develop the best-performing smart color-change materials and optimized luminescence properties.



This unique expertise in color intelligence enables the company to innovate on a daily basis in response to new uses, by implementing new synthetic paths (organic, hybrid, inorganic) to create **new safety features and innovative solutions in response to environmental or performance challenges.**

Technologies for the ecological transition

Since the company was founded in 2014, OliKrom has been **supporting the eco-innovation strategies** of numerous manufacturers, both in France and internationally.



Peinture routière photoluminescente LuminoKrom®

The innovative solutions developed by OliKrom enable :

- > **reduce heat islands in urban areas** (adaptive surfacing, sun-blocking effects);
- > **preserve our resources** (substitution of raw materials);
- > **support the development of smart cities** (LuminoKrom® photoluminescent road markings);
- > **secure the decarbonization of transport** (detection of hydrogen leaks, impact on composite materials, etc.).



02

From idea to product



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LuminoKrom® is OliKrom's first breakthrough product.

LuminoKrom® is the only photoluminescent road paint on the market capable of lighting up at night for 10 hours to **make pedestrian and cyclist traffic safer.**

LuminoKrom® paint helps meet the challenge of energy sobriety. It charges in the sun during the day and lights up at night, with **no electricity consumption and no CO₂ emissions.**

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Some examples of industrial collaborations



Gas leak detection and corrosion visualization on overhead pipes.



Piezochromic paint that changes color under pressure to anticipate mechanical damage.



Impact detection and overheating indicator.



Heat-sensitive coatings (mapping the temperatures of integrated components in complex environments).



LuminoKrom® photoluminescent road marking, a solution developed as part of the I-STREET "Road of the Future" call for innovation projects operated by ADEME.

... not forgetting that 9 out of 10 projects are carried out on a white-label basis: hydrogen leak detection, wear indicators, security keys, anti-counterfeiting solutions, visibility enhancement or camouflage, raw material substitution, sunlight-adaptive coatings, UV-resistant materials...





03

OliKrom in a few dates

OliKrom en quelques dates

- > **2025** – OliKrom launches its range of color-changing products.
- > **2023** – The team and industrial site expand to support the increase in production and the arrival of new products on the market.
- > **2021** – OliKrom obtains ISO 9001 certification.
- > **2020** – OliKrom raises its third round of financing of 5 million euros to accelerate the industrialization and marketing of LuminoKrom® marking.
- > **2019** – OliKrom launches LuminoKrom® photoluminescent paint that glows at night to make travel safer.
- > **2018** – OliKrom finalizes a second financing round of 4.5 million euros with Starquest Capital and BPI France to open its first production plant in Pessac (33, France).
- > **2015** – OliKrom raises its first round of financing with 300,000 euros from Starquest Capital and Pertinence Invest.
- > **2014** – OliKrom SAS was created to develop, integrate and produce smart color-changing paints, inks and masterbatches.
- > **2009** – The OliKrom transfer cell has been created to support the maturation of this new generation of revolutionary materials.
- > **2005** – An international patent is registered. The first in a long series.
- > **1998** – Color-change pigments are mastered on a laboratory scale.



04

Key figures

15 years of color intelligence expertise

97 %

of our customers
are satisfied

90 %

success rate for
our proofs of concept

70

clients per year
in all sectors of activity

+30 %

of investments
devoted to R&D

90 %

of projects produce
under white label

+40 %

of international
developments

5 %

of capital held
by employees

+10

million of funds raised

+20 %

growth per year on average
since inception



05

Press review

Press review - Extracts 2024/2025



February 2025

OliKrom's challenge: innovation and safety through color intelligence

[> Read the article](#)



January 2025

OliKrom: from deeptech to industrial SME

[> Read the article](#)



November 2024

Civil Service Minister Guillaume Kasbarian visits Gironde

[> Read the article](#)



November 2024

OliKrom, in full development, wins its industrial bet

[> Read the article](#)



November 2024

OliKrom in the running for the final of the Trophées de l'Inpi 2024

[> Read the article](#)

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