

Vélizy-Villacoublay, 27 April 2017

## Press Release

### **Eiffage signs a strategic cooperation agreement with the start-up OliKrom, specialised in smart pigments**

Through its subsidiary Eiffage Route, Eiffage has just signed a strategic cooperation agreement with OliKrom, a start-up from Bordeaux and a key player in smart pigments.

The partnership will give Eiffage Route and its roadside equipment subsidiary AER access to smart pigmentation technologies to offer innovative solutions particularly in horizontal marking, in order to improve road safety. A first application currently being trialled uses photoluminescent pigments for improved road-marking visibility, especially at night and in poor weather conditions.

Numerous other opportunities should emerge in Eiffage's other areas of activity.

Eiffage and OliKrom have also been working together for several months on the I-Street programme (systemic innovations for the environmental and energy transitions of road transport infrastructure) alongside the French institute of science and technology for transport, development and networks (Ifsttar) and Total, to respond to the "Road of the Future" call for projects launched by the French Environment and Energy Management Agency (Ademe) and the *Commissariat général à l'investissement* (CGI, the French investment commission).

#### **About Eiffage**

Eiffage is one of Europe's leading construction and concessions companies. The Group's activities are organised on the basis of the following business lines: construction, real estate and urban development, civil engineering, metal, roads, energy and concessions. Thanks to the experience of more than 63,000 employees, Eiffage generated revenues of €14 billion in 2016, of which nearly 20% outside France.

#### **About Eiffage Route**

Eiffage Route is part of the Group's Infrastructures division and designs and builds transport infrastructure. It has taken part in the construction of thousands of kilometres of roads and motorways in France and worldwide, a great many railway tracks – for both national and urban networks –, and in the creation of numerous port, airport and industrial roads, which it today maintains.

#### **About OliKrom**

Founded in 2014 in Bordeaux, OliKrom designs and produces innovative solutions based on the intelligence of colours for industrialists across all sectors. These smart coatings react to changes in their environment (colour changes under the action of temperature, light, pressure, a solvent or gas). Extremely resistant and programmable, with the option of reversible colour changes, OliKrom pigments offer a vast range of potential applications to enhance safety and traceability. Founded by Jean-François Létard who heads up the company, the start-up already boasts some fifty customers and generates more than half of its revenues abroad.

#### **Press Contact Eiffage**

Sophie Mairé  
Tel: +33 1 71 59 10 62  
[sophie.maire@eiffage.com](mailto:sophie.maire@eiffage.com)

#### **Press Contact OliKrom**

CTer&co – Claire Iglesias-Valdes  
Tel: +33 5 56 23 25 00  
[olikrom@cter-co.com](mailto:olikrom@cter-co.com)