



EASYTO
WORLD SMART INSULATION

ETO

THE SIXTH GENERATION
RARE EARTH FILM

SMART COLOR CHANGE · TARGETED SHIELDING · SUPER THERMAL INSULATION

RARE EARTH & COATING
希土類コーティング

ETO[®]

THE SIXTH GENERATION
RARE EARTH FILM

SMART COLOR CHANGE · TARGETED SHIELDING · SUPER THERMAL INSULATION

RARE EARTH & COATING

稀土膜コーティング



断热 稀土膜

隔热 隔热 不怕 晒



Heatinsulation film **RE**

THE SIXTH GENERATION
RARE EARTH FILM

SOMEONE HAS TO CHANGE

RARE EARTH FILM × 易塗

,SINCE WEBASTO OBTAINED THE FIRST PATENT OF AUTOMOBILE SUNROOF IN 1936 PEOPLE HAVE
BEEN TRYING TO SOLVE THE HEAT INSULATION PROBLEM OF AUTOMOBILE,
SUNROOFTODAY THE EASYTO APPLY AND HEAT OFF RARE EARTH
COLOR CHANGING SOFT SCREEN IS SOLVED

ETO



CAR INSULATION NEW INSULATION

SMART COLOR CHANGE · TARGETED SHIELDING · SUPER THERMAL INSULATION

RARE EARTH & COATING 希土類コーティング

A MAGICAL TRANSPARENT
RARE EARTH GLASS COATING DIRECTLY
COATED ON GLASS



AUTOMOBILE THERMAL INSULATION
NEW SPECIES

CAR INSULATION NEW INSULATION

THE SIXTH GENERATION RARE EARTH FILM

VERY STRONG

SMART COLOR CHANGE · TARGETED SHIELDING · SUPER THERMAL INSULATION

RARE EARTH & COATING 希土類コーティング

A MAGICAL TRANSPARENT
RARE EARTH GLASS COATING DIRECTLY
COATED ON GLASS



RARE EARTH & COATING
希土類コーティング

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THE SIXTH GENERATION
RARE EARTH FILM

SOMEONE HAS TO CHANGE

RARE EARTH FILM × 易塗

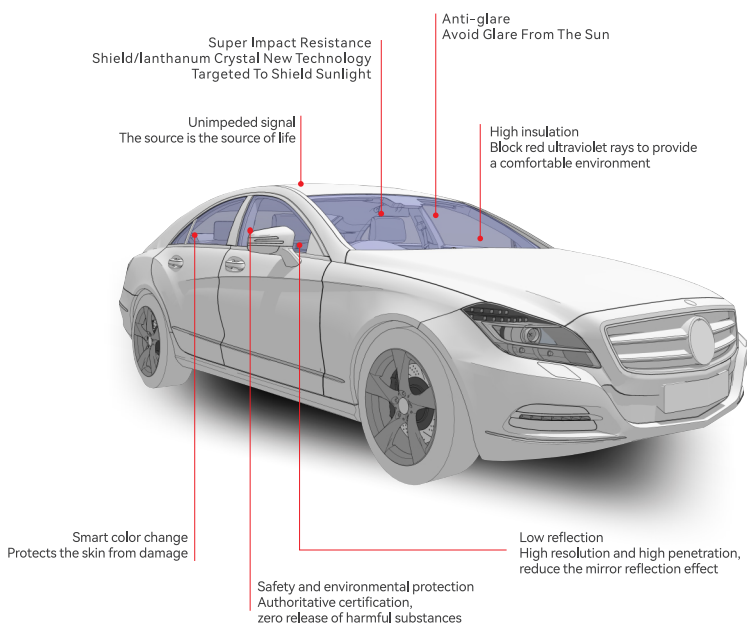
THE WORLD'S FIRST IN VIEW
OF THE DIFFERENT PART OF THE WINDOW,
**DIFFERENT DRIVING THE CROWD TO PROVIDE PROFESSIONAL
CHEMO BRAND VEHICLE OF THE SOLUTION**

A KIND OF MAGICAL HEAT OFF RARE EARTH · CAR FILM

SOMEONE HAS TO CHANGE

RARE EARTH FILM 易塗

RARE EARTH & COATING
希土類コーティング



1098 TIMES
Rare earth formulation debugging

37 KINDS
Raw materials and rare earth elements

15-35%
A large range of rare earth light
intelligent color change

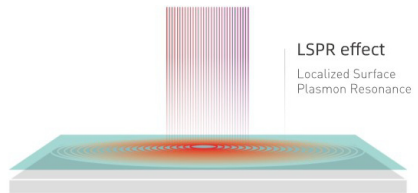
> 95%
RedUV Effective super insulation

TECHNOLOGICAL REVOLUTION AND SUBVERT TRADITION

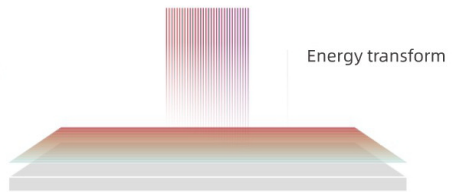
Principle of heat insulation

BY RARE-EARTH ELEMENTS

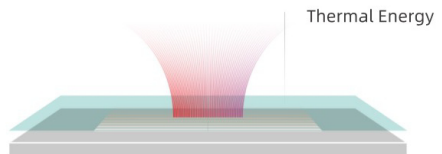
Plasma Resonance Effect between
Near-Infrared Radiation Wave and
Surface of Rare Earth Coating



Radiant of Heat Energy is
converted to Physical Heat Energy



Heat Energy is carried away by
Air Convection, achieve to lower
the temperature.



6

Heat insulation film **RE**

**PRODUCT
SELLING POINTS**

01

SMART
COLOR CHANGE
智能变色

RARE EARTH & COATING
稀土膜コーティング

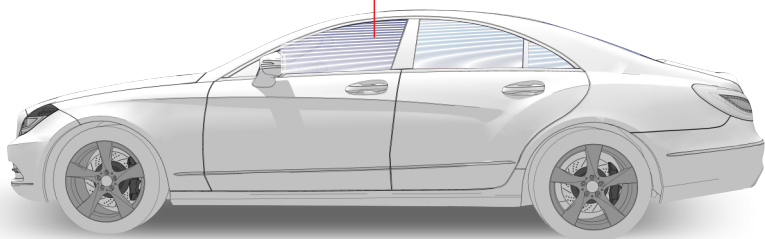
断热稀土 × 易塗

For the first time, we synthesized the rare earth light transfer material into the easy coating film, using natural ultraviolet light as a switch, automatically adjusting the transmittance with the intensity and weakness of light, no electricity/no wiring. It can achieve the effect of anti-glare and privacy protection

*** Only side and rear gear and sunroof, front gear products do not change color**

AUTOMATIC TRANSPARENCY
ADJUSTMENT

NO ELECTRICITY
NO WIRING



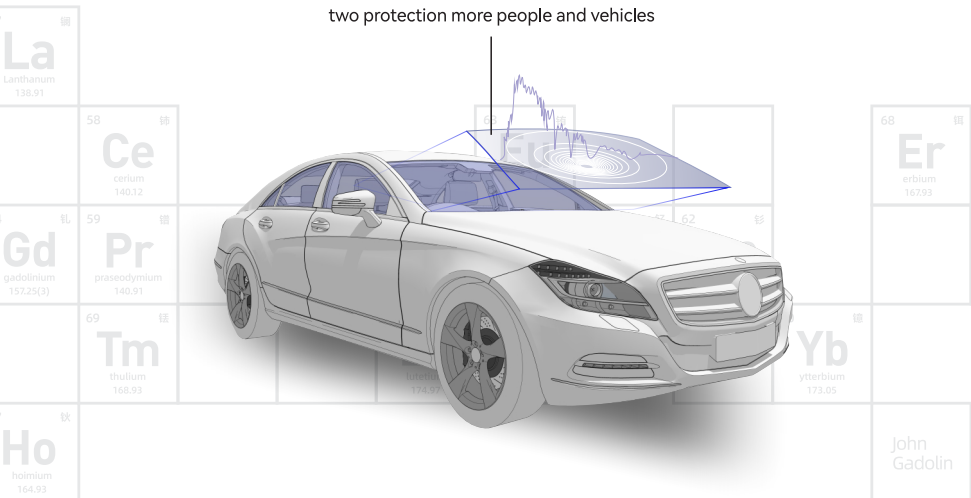
TARGETED
SHIELDING
靶向屏蔽

RARE EARTH & COATING
 稀土膜コーティング

断热稀土 × 易塗

Strong ultraviolet is the main substance that causes skin aging, cataracts and skin cancer. The wavelength range is 200-380nm. The rare earth elements added by easy coating film are paramagnetic, which can effectively isolate strong ultraviolet rays and reject the passage of strong ultraviolet bands. Indirect supplement of calcin, while having the function of sterilization, easy coating film can intelligently screen the weak ultraviolet band, so that it can enter the car smoothly

Target Shield strong ultraviolet,
 two protection more people and vehicles



SIGNAL
UNOBSTRUCTED
无阻信号

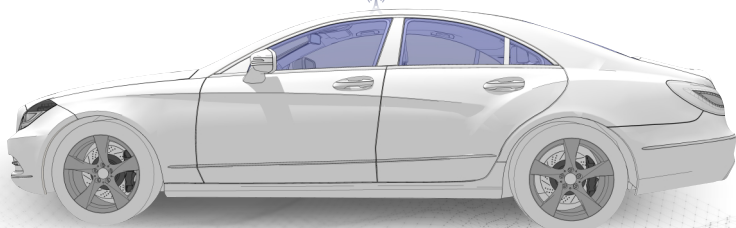
RARE EARTH & COATING
稀土膜コーティング

断热稀土 × 易塗

The traditional so-called high-end imported car film is to attach certain metals such as gold, indium, tin and other substances to the car film through multi-layer magnetron sputtering technology, to achieve the purpose of heat insulation in the form of metal reflection, the reflection principle can not screen the light and communication signal frequency band, and most of the communication signals will be shielded under the dense metal cover

With the popularization of 5G communication technology, intelligent vehicles are increasingly relying on the stable transmission of signals, and the signal source is the source of life
The easy coating film uses the unique crest characteristics of rare earth elements (nanoscale) to prevent the passage of 5G communication signals (millimeter wave)

NO BLOCKING 5G SIGNAL,
SAFER DRIVING



04

SUPER HEAT
INSULATION
超强隔热

RARE EARTH & COATING
稀土系コーティング

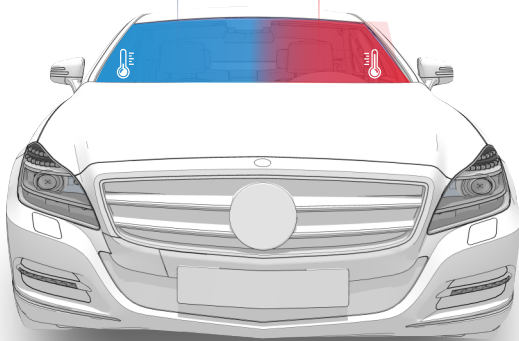
断热稀土 × 易塗

Using the 4f electron layer orbit rich in rare earth elements, plasma resonance effect (LSPR phenomenon) occurs with the incident solar photons, which has a higher thermal insulation experience than the traditional car film

COOL DOWN FAST NOT AFRAID OF SUN

Thermal rare earth · car film

Ordinary car film



05

HIGH IMPACT

RESISTANCE

高抗冲击

RARE EARTH & COATING
稀土膜コーティング

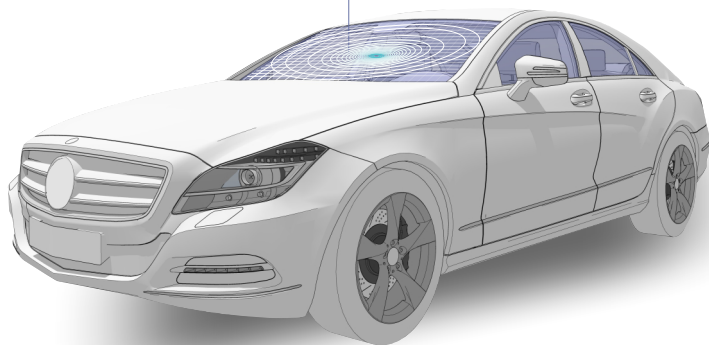
断热稀土 × 易塗

Easy to apply the unique front windshield outer shield film technology, the thickness of the shield is up to 3.0mil, protecting the glass on the outside to prevent flying stone sputtering, effectively reducing the secondary damage of glass fragments

FOR THE FAMILY ONE MORE PROTECTION

Super impact resistance

One more piece of protection for the family



06

降温快 不怕晒

RARE EARTH & COATING
稀土膜コーティング

断热稀土 × 易塗

**COOL DOWN QUICKLY
CAN TOLERATE BASKING**

Using the 4f electron layer orbit rich in rare earth elements, plasma resonance effect (LSPR phenomenon) occurs with the incident solar photons, which has a higher thermal insulation experience than the traditional car film

THREE HOURS OF EXPOSURE THREE MINUTES OF COOLING





PANORAMIC SUNROOF THE HOT ISSUE HAS BEEN RESOLVED

Automotive heat insulation new species of rare earth intelligent car film
For the first time, rare earth light-converting materials were synthesized into easy-to-paint intelligent car film
The transmittance is automatically adjusted with the intensity of light
Photochromic discoloration and uniform discoloration effectively block strong light anti-glare



6

Insulating filmRE

PANORAMIC SUNROOF THE HOT ISSUE HAS BEEN RESOLVED

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ETO



**TERMINAL PANORAMIC SKYLIGHT
THE SCORCHING SUMMER HEAT IS UNBEARABLE**

Automotive heat insulation new species
of rare earth intelligent car film

ETO

THE SIXTH GENERATION RARE EARTH FILM

PRODUCT LIST

RARE EARTH & COATING

A MAGICAL TRANSPARENT
RARE EARTH GLASS COATING DIRECTLY
COATED ON GLASS

DISHEATING RARE EARTH PHOTON DISCOLORATION

QCM98

Automatically Adjust The Light
Transmittance With The Intensity Of Light

HOT OFF RARE EARTH LANTHANUM CRYSTA

QCM95

Unique Rare Earth Crystal Anti-glare Blue
More Beautiful Heat Insulation

THERMAL RARE EARTH SHIELD AND ARMOU

QCM97

High Insulation, Super Impact Resistance

THEAMAL RARE EARTH AND BLACK CRYSTAL

QCM15

Create privacy inside the car

THEAMAL RARE EARTH AND GREY CRYSTAL

QCM35

Create privacy inside the car

THERMAL RARE EARTH COLOR-CHANGING SKYLIGHT SOFT SCREEN

TCW98

Panoramic sunroof insulation perfect solution for shading



THE VISION IS SUPER CLEAR

Due to the principle of rare earth coating used in military stealth, the 4F electron layer rich in rare earth resonates with the infrared ray in solar light waves. The coating is formulated to block 99% of UVA and UVB*2 in sunlight and block 95% of the infrared rays of sunlight, thereby reducing thermal radiation.

THERMAL RARE EARTH PHOTON DISCOLORATION

QCM98

RARE EARTH & COATING
稀土コーティング



The transmittance is automatically adjusted with the intensity of light. Professional drivers are not afraid of the sun. Female drivers no longer need to be 'fully armed' in summer.



— 侧后挡内贴 —



38-23 ± 2%
Visible Light
Transmittance(%)



10 year
Expire date



92±2%(950nm)96±2%(1400nm)
Blocked
Infrared-light (%)



≥99%
Blocked
UV-light(%)



60 ± 2%
Solar
insulation rate



2.5mil
Thickness



ANTI-GLARE MORE TRANSPARENT

Due to the principle of rare earth coating used in military stealth, the 4F electron layer rich in rare earth resonates with the infrared ray in solar light waves. The coating is formulated to block 99% of UVA and UVB*2 in sunlight and block 95% of the infrared rays of sunlight, thereby reducing thermal radiation.

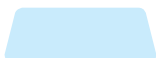
HOT OFF RARE EARTH LANTHANUM CRYSTA

QCM95

RARE EARTH 8 COATING
稀土晶コトシツク



Unique Rare Earth Crystal Anti-glare Blue
More Beautiful Heat Insulation



— 前挡内贴 —



72 ± 2%
Visible Light
Transmittance(%)



10year
Expire date



92 ± 2% (950nm) 97 ± 2% (1400nm)
Blocked
Infrared-light (%)



≥ 99%
Blocked
UV-light(%)



46 ± 2%
Solar
insulation rate



2.0mil
Thickness



4/5°C

Even when it's hot outside

DARE TO TURN THE CANOPY OPENED

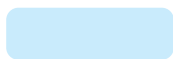
Due to the principle of rare earth coating used in military stealth, the 4F electron layer rich in rare earth resonates with the infrared ray in solar light waves
The coating is formulated to block 99% of UVA and UVB*2 in sunlight And block 95% of the infrared rays of sunlight, thereby reducing thermal radiation

THERMAL RARE EARTH COLOR-CHANGING SKYLIGHT SOFT SCREEN TCW98

RARE EARTH & COATING
レアアースコーティング



Panoramic sunroof insulation perfect solution for shading



— 天窗外贴 —



32-20 ± 2%
Visible Light Transmittance(%)



2 year
Expire date



94±2%(950nm)97±2%(1400nm)
Blocked Infrared-light (%)



≥99%
Blocked UV-light(%)



61 ± 2%
Solar insulation rate



3.0mil
Thickness



CAN'T SEE OUTSIDE IT'S SUPER CLEAR INSIDE

Due to the principle of rare earth coating used in military stealth, the 4F electron layer rich in rare earth resonates with the infrared ray in solar light waves
The coating is formulated to block 99% of UVA and UVB*2 in sunlight and block 95% of the infrared rays of sunlight, thereby reducing thermal radiation

THE AMAL RARE EARTH AND BLACK CRYSTAL

QCM15

RARE EARTH & COATING ✕
稀土膜コーティング

Create privacy inside the car



— 侧后挡内贴 —



16 ± 2%

Visible Light
Transmittance(%)



10 year

Expire date



92 ± 2% (950nm) 97 ± 2% (1400nm)

Blocked
Infrared-light (%)



≥ 99%

Blocked
UV-light(%)



64 ± 2%

Solar
insulation rate



2.0mil

Thickness



CLEAR INSIDE DARK OUTSIDE

SAFER

Due to the principle of rare earth coating used in military stealth, the 4F electron layer rich in rare earth resonates with the infrared ray in solar light waves
The coating is formulated to block 99% of UVA and UVB*2 in sunlight and block 95% of the infrared rays of sunlight, thereby reducing thermal radiation

THEAMAL RARE EARTH AND GREY CRYSTAL

QCM35

RARE EARTH & COATING
稀土膜コーティング



Create privacy inside the car



— 侧后挡内贴 —



35 ± 2%

Visible Light
Transmittance(%)



10year

Expire date



92 ± 2% (950nm) 97 ± 2% (1400nm)

Blocked
Infrared-light (%)



≥ 99%

Blocked
UV-light(%)



59 ± 2%

Solar
insulation rate



2.0mil

Thickness



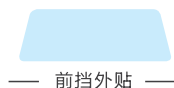
NOT ONLY EXPLOSION PROOF
ALSO INSULATE

Due to the principle of rare earth coating used in military stealth, the 4F electron layer rich in rare earth resonates with the infrared ray in solar light waves
 The coating is formulated to block 99% of UVA and UVB*2 in sunlight and block 95% of the infrared rays of sunlight, thereby reducing thermal radiation

断热稀土·盾甲QCM97

RARE EARTH 8 COATING
 断热稀土·盾甲

Panoramic sunroof insulation perfect solution for shading



- | | | |
|---|---|--|
|  $72 \pm 2\%$
Visible Light Transmittance(%) |  1year
Expire date |  $92 \pm 2\%$ (950nm) $97 \pm 2\%$ (1400nm)
Blocked Infrared-Light (%) |
|  $\geq 99\%$
Blocked UV-light(%) |  $46 \pm 2\%$
Solar insulation rate |  3.0mil
Thickness |

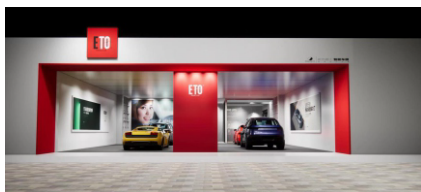
ETO[®]

CREATE A CHINESE CAR MEMBRANE BRAND

THE SIXTH GENERATION RARE EARTH FILM

SOMEONE HAS TO CHANGE

RARE EARTH FILM × 易塗



WHAT ARE THERMAL RARE EARTH

SOMEONE HAS TO CHANGE

RARE EARTH FILM × 易塗

Rare earth is the chemical periodic table of lanthanides and scandium, yttrium a total of 17 metal elements, generally exist in the form of oxides, because the color and earth are similar and insoluble in water, so they are collectively called rare earth.

Rare earth has excellent photoelectric magnetic physical properties, and can be combined with many materials to synthesize a variety of different new materials to improve the quality and performance of products.

Therefore, rare earth is also known as the mother of new materials and industrial vitamins, and is the life door of high-end manufacturing/laser guidance/intelligent manufacturing and other fields.



RARE EARTH & COATING

A MAGICAL TRANSPARENT
RARE EARTH GLASS COATING DIRECTLY
COATED ON GLASS

SOLAR SPECTRUM

UNDERSTAND THE SOLAR SPECTRUM ENJOY HEALTHY SUNSHINE!

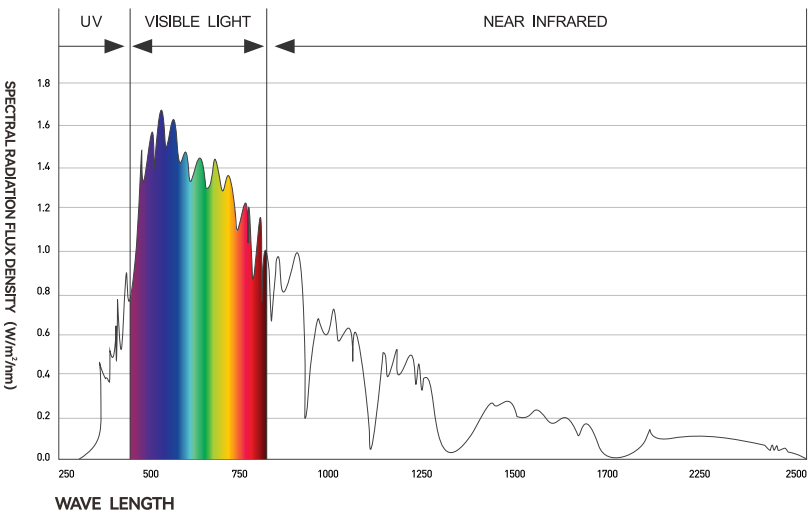
Sunlight is a continuous spectrum of different wavelengths
There are two parts: visible light and invisible light

VISIBLE LIGHT

Wavelength:400-700nm
Scattered into red, orange, yellow, green, green, blue, purple seven colors
Aggregation is white light

INVISIBLE LIGHT

The area outside red light is called infrared, Wavelength700-5300nm
The area outside violet light is called ultraviolet light, Wavelength250-400nm



1mm=100nm

5%UV 300-400 nm

UV(290-380nm)The culprit of all objects aging and skin aging
UV(380-400nm)Promote the absorption of vitamin D and antifungal and mildew

VIS 400-700nm

Visible light: promotes photosynthesis and improves mood
Strong visible light: makes people dizzy

IR 700-2500nm

Near infrared: with directional, irradiated place will produce burning sensation and a lot of heat energy
Far infrared(beyond 3900nm): send blood circulation, enhance immunity



ABOUT THE COMPANY PROFILE

A new high-tech enterprise integrating research and development, production, promotion and sales, focusing on the research and development of rare earth application and conversion from military to civilian. Its wholly-owned subsidiary "China Rare Earth Industry Development (Tianjin) Group Co., LTD." focuses on the transformation of rare earth industry achievements. Its holding subsidiary, "Zhongxi Easy Coating (Wuxi) International Trade Co., LTD.", focuses on the global promotion and sales of heat-breaking rare earth products, and the BRIRE rare Earth Research Institute of North Rare Earth established a joint laboratory basic research and development center located in Tianjin.

Application research and development center and national brand operation center are located in Chengdu, Sichuan Province

EASYTO易涂（中国）& BRIRE稀土研究院 断热稀土·联合实验室

Yi Tu (China) &
Brire Rare Earth Research Institute
Joint Laboratory for off-heat Rare Earth



RARE EARTH & COATING

A MAGICAL TRANSPARENT
RARE EARTH GLASS COATING DIRECTLY
COATED ON GLASS

权威媒体报道

一种神奇的稀土断热玻璃涂层在津问世
标志着我国在稀土高附加值下应用领域实现新的突破!

光明日报

易涂（中国）联合稀土研究院开发出稀土玻璃节能产品
三项技术填补国内节能领域空白!

经济日报

易涂（中国）& 稀土研究院的断热稀土玻璃产品
实现了中国在稀土高科技技术领域对欧美日国家的弯道超车!

人民网
people.cn



国家“十三五”科技创新成就展



2020年内蒙古自治区首批次新材料



工信部第十七届中国专精特新中小企业/新材料领域单项冠军



万吨级高附加值稀土采购战略合作协议

专利证书及报告

PATENT & HONOR

Aluminum wood symbiosis
 heritage thousands of years of human culture,
 love of woodFit today's technology is the most advanced
 energy-saving concept overall bridge
 In extreme detail without publicity process
 requirements Highlighting people really understand
 the taste of home



RARE EARTH & COATING

A MAGICAL TRANSPARENT
 RARE EARTH GLASS COATING DIRECTLY
 COATED ON GLASS



ETO[®]



EASYTO (SINGAPORE) PTE LTD

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ACE @ Buroh
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