



# REVOLUTIONIZING RESTORATION: NOVOSAN LASER CLEAN AG'S VISION

Cleaning heritage properties without damaging them or using harsh chemicals is a significant challenge. Novosan Laser Clean AG addresses this by developing a non-invasive, environmentally sustainable technology that preserves historical integrity while ensuring effective restoration.

When Martin Schweizer took over the reins of Novosan AG in January 2022, he didn't just step into a new role; he embarked on a journey that merged his extensive technical expertise with an entirely new field. With over 20 years of experience in mechanical engineering, including time spent as a Chief Operating Officer in China and a successful career in consulting for large corporations, Martin was well prepared for challenges. Yet, his move into the world of property restoration after fire and water damage marked a profound shift - a shift that would lead to groundbreaking innovations in the industry.

## The Unexpected Path to Laser Cleaning

"My journey into the world of property restoration was as unexpected as it

was exciting," explains Martin. His life took a pivotal turn when he met Denehini, the woman he plans to marry next year. She had worked at Novosan AG for more than 18 years, and as the company's founder began considering retirement, the opportunity for Martin to take over presented itself.

Initially, Martin believed his contribution would be limited to improving existing processes through his engineering and leadership experience. But in mid-2022, he discovered laser cleaning technology - a tool typically reserved for mechanical industries. "When I first learnt about laser cleaning, I immediately saw its potential beyond its conventional uses. The challenge was to adapt it for property restoration, particularly for heritage-protected buildings and other objects, such as statues, where traditional

cleaning methods can cause significant damage."

## Innovating with Purpose: The Development of Laser Cleaning Technology

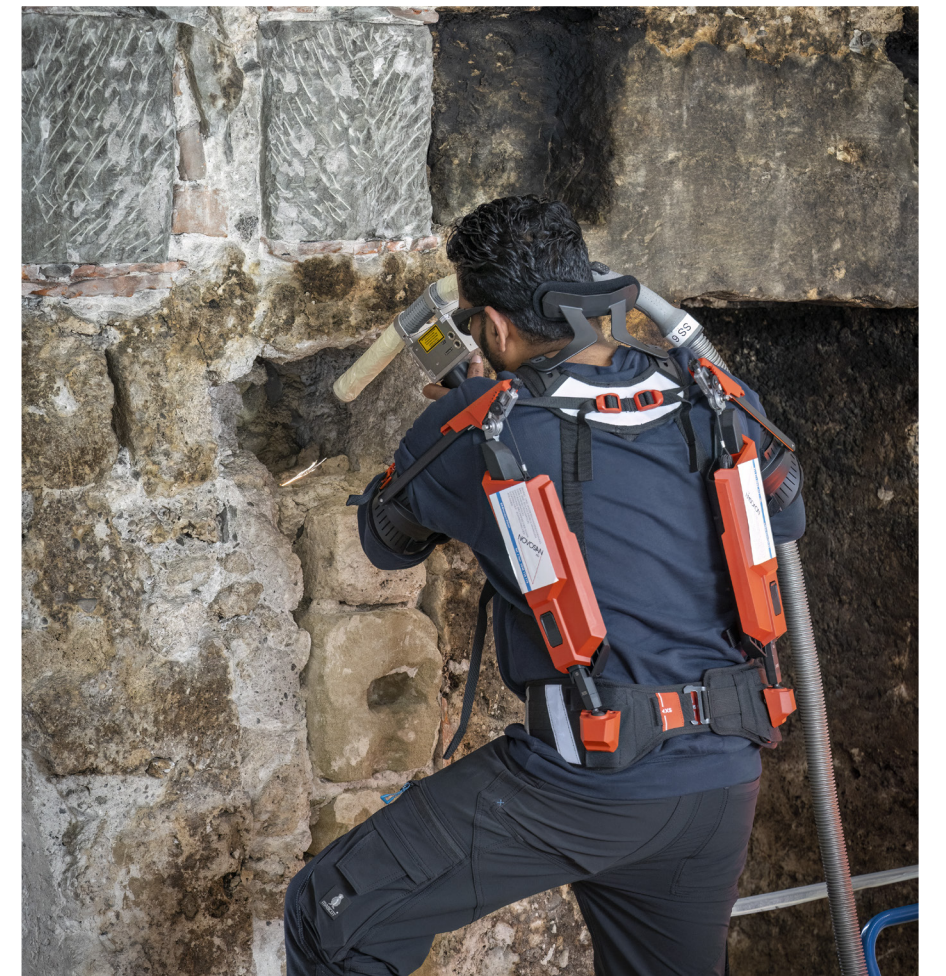
Bringing laser cleaning to the property restoration field wasn't straightforward. It required over two years of development and an unwavering commitment to innovation. Martin founded Novosan Laser Clean AG to focus on this new venture, even producing the laser cleaning machines in-house. "It wasn't just about introducing a new technology though," Martin is keen to highlight. "It was about ensuring that this technology could be applied in a way that preserved the integrity of historical structures while providing an effective cleaning solution."



The laser cleaning process works by using precise nanosecond pulses to heat and remove unwanted material from surfaces layer by layer, without damaging the underlying structure. This is especially critical for heritage-protected properties, which are often too delicate for traditional chemical cleaning methods. "Today's restoration projects demand a solution that doesn't rely on harsh chemicals or abrasive techniques," says Martin. "Our laser cleaning technology meets this need by offering a non-invasive, highly controlled process that is both effective and environmentally friendly."

## Addressing the Challenges of Heritage Restoration

The preservation of heritage properties is fraught with challenges, particularly







**MARTIN SCHWEIZER**  
CEO AND OWNER  
NOVOSAN AG

when it comes to cleaning. Traditional methods can be too abrasive, risking damage to irreplaceable structures. Martin's solution – laser cleaning – addresses these challenges head-on. "Heritage-protected properties require a level of care that traditional methods simply can't provide," he notes. "Our technology allows us to clean these properties without the risk of damaging them, ensuring that they can be preserved for future generations."

The technology's versatility is another key advantage. It can be used on various materials, including wood, stone, plastic, and metal, making it an ideal solution for a wide range of restoration projects. And because the process is chemical-free, it aligns with Novosan Laser Clean AG's commitment to environmental sustainability. "We're not just cleaning buildings," Martin emphasizes. "We're preserving history in a way that respects both the past and the future. In my opinion, laser cleaning is the first real

revolution in the cleaning industry since the lye was invented."

## A Strategic Approach to Innovation

Investing in such cutting-edge technology was a bold move in an industry where high-tech solutions are rare. "A 200-watt laser machine costs between 70,000 and 160,000 euros," Martin explains. "It's not an investment most cleaning companies would make, but I knew it was the right direction for us to take." Martin's background in engineering provided him with the strategic insight necessary to make this leap. By carefully calibrating six critical parameters, Novosan Laser Clean AG has achieved results that are both precise and effective. "Finding the right parameters was like solving a complex puzzle," Martin, smiles, adding that his experience in engineering helped him to approach this challenge strategically, ensuring that the business would be able to achieve the best results in a reasonable timeframe."

But Martin's success isn't just about technical expertise. "One thing I've learnt

over the years is that you can't be afraid of making mistakes," he states. "The difference between success and failure often comes down to trying one more time, learning from your errors, and keeping your focus on the ultimate goal." This philosophy has guided him throughout his career and is now driving Novosan Laser Clean AG's innovative approach to property restoration.

## The Future of Restoration with Laser Cleaning

Looking ahead, Martin sees even greater potential for laser cleaning technology in the restoration industry. With the launch of a new website and informative video material, Novosan Laser Clean AG is poised to share this groundbreaking technology with a broader audience. "We're just scratching the surface of what's possible with laser cleaning," Martin says. "Our goal is to continue refining our processes, expanding our reach, and setting new benchmarks for restoration quality."

Under Martin's leadership, Novosan Laser Clean AG carries out more than the mere act of restoring properties but redefines exactly what restoration can be about. "For me, it's about making a meaningful impact," Martin reflects, "preserving our heritage, and doing so in a way that's sustainable and forward-thinking."

As Novosan Laser AG continues to innovate, Martin's vision is clear: to lead the industry in restoration technology, ensuring that the past is preserved with the care and precision it deserves. "While innovation does require the best technology available for the specific industry, it's also about using that technology to make a difference – and that's exactly what we're doing at Novosan Laser Clean AG," Martin concludes.

**For further information about Novosan Laser Clean AG's innovative restoration solutions please visit the company's website - <https://novosanlaserclean.ch/> Enquiries can be sent directly to Martin via LinkedIn at <https://www.linkedin.com/in/martin-schweizer-novosan/> or alternatively via the company's email address: [info@novosanlc.ch](mailto:info@novosanlc.ch)**