

i.active



COAT®

Benefits

- > Smog-eating/depolluting performance
- > Better air quality
- > Enhanced aesthetics
- > Original colour maintained over time
- > No stain formation
- > Wholly recyclable as aggregate
- > Solvent-free
- > Reduces odours in indoor areas
- > Easy to apply

Applications

Finish coat for indoor* and outdoor vertical surfaces

- > Residential buildings
- > Commercial buildings
- > Industrial buildings
- > Concrete structures
- > Masonry, walls and ceilings
- > Tunnels
- > Multi-storey car parks

* In case of indoor applications, activation of the photocatalytic process needs the presence of sufficient sunlight and/or dedicated artificial light.



Italcementi Group

A world class local business

Italcementi S.p.A.

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Italcementi Group

With sales amounting to about 4.5 billion Euro, Italcementi Group is the world's fifth largest cement producer. The Group's companies combine the expertise, know-how and cultures of 22 countries across four continents.

Italcementi Group is a member of WBCSD, the World Business Council for Sustainable Development, and has adhered to the UN Global Compact, a strategic initiative promoted by the United Nations to align companies' operations and plans with universally accepted principles in the areas of ethics.

The business strategy of the Group is focused on two fundamental assets: research and innovation. This vision, with a multidisciplinary approach to research, has enabled Italcementi Group to develop cutting-edge high-tech products – photocatalytic and transparent cements, for instance - and realize state-of-the-art buildings like i.lab, the Group's new Research & Innovation centre, designed by Architect Richard Meier and certified Leed Platinum.

Investment in new products, materials and services to best meet the needs of the building community as well as customer focus are the Group's strengths. That is why the company is committed to continuously developing new marketing tools able to foster an even more effective and satisfactory relationship with the customer.

i.nova

i.nova is the innovative market approach through which Italcementi Group aims at offering its leadership in innovation to the building community. i.nova groups all products - the various types of cement, concrete, mortar and lime - into 11 Performance Families in order to simplify the purchasing process and guarantee the same readily understandable approach, organized in a common language, to all customers from all world markets. The i.nova Branding System is designed as an explanatory guide using a straightforward and

intuitive visual language to provide customers with clearer and easier guidance on the Group's product ranges so that the right solution is immediately identified. Through i.nova, Italcementi Group confirms its attention placed on customers by putting them at the centre of a strategy focused on delivering solutions (performance) according to their needs instead of simply selling a product (best price - best product approach).

ITALCEMENTI



Photocatalytic coatings



i.active



COAT

What if a coating could reduce dirt and smog?

Discover **i.active COAT**, Italcementi Group's range of photocatalytic coatings.

An **i.active COAT** surface area of 1,000 sqm is equivalent to...

80 

planting **80 deciduous trees***

10 

removing **10 times more** pollution than a leaf area of 1,000 sqm.

30 

eliminating the pollution caused by **30 gasoline vehicles** or 10 diesel vehicles

* With an active leaf area of 160 sqm each.

Estimated values based on the UFORE Model (Urban Forest Effect) - **D.J. Novak** - **USDA** (United States Department of Agriculture) **Forest Service** (USA).

i.active COAT is a new generation of cement-based coatings for both indoor and outdoor use featuring surprising performance thanks to TX Active®, the innovative photocatalytic technology patented by Italcementi.

At long last, a product is available that is truly capable of turning surfaces into active elements.

Thanks to the interaction with either natural or dedicated artificial light, it ensures such properties as:

> **Self-cleaning**

> **Depolluting**



i.active is the new performance family that comprises products containing the TX Active®, thus featuring depolluting and self-cleaning properties.

Check out other products in the i.active family visiting www.i-nova.net



Enhanced aesthetics

The **i.active COAT** range of cement-based coatings products comes in different particle sizes for hand and spray application. Whatever the chosen solution, **i.active COAT** guarantees smooth surface finishing and great aesthetic quality.

Forever white

By combining the action of light with the TX Active® photocatalytic technology, surfaces treated with **i.active COAT** can decompose the organic substances and microorganisms that soil surfaces, thus ensuring aesthetic quality over time combined with greater cleanliness and brilliancy.

Smog-eater

i.active COAT decomposes pollutants produced by human activity (e.g. industrial facilities, motor vehicles, house heating systems) making buildings cleaner and improving air quality. **i.active COAT** proves, therefore, to be particularly helpful at sites where air ventilation is quite difficult, e.g. inside tunnels. For example, measurements made on the Umberto I Tunnel in Rome - fully treated with photocatalytic coat - showed an average NOx reduction of 25%.

Always active

Evenly distributed across the cementitious matrix, the TX Active® catalyst is neither consumed nor used up, and ensures a continuous and enduring photocatalytic process.

Pigmentable

Any coating made with **i.active COAT** can be custom-made by adding natural pigments that give the mix a smooth homogeneous colour.

Easy to apply

i.active COAT is applied like traditional coatings and requires no special application tools.

What is TX Active®?

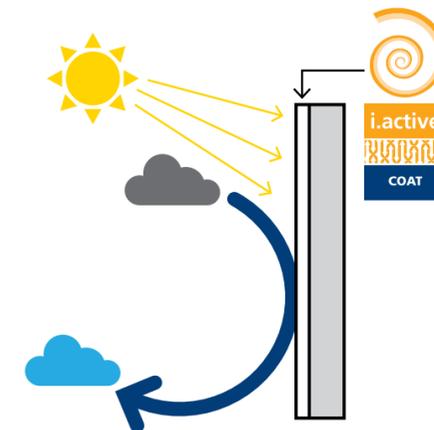


TX Active® is the active photocatalytic principle for cementitious materials patented by Italcementi. Products containing TX Active® reduce the harmful substances present in the air and preserve the aesthetic quality of buildings over time. Thanks to its pollution-reducing and self-cleaning properties, TX Active® is the seal of quality for photoactive cementitious products manufactured to advance the quality of life in our cities.

How does it work?

Photocatalysis is a natural phenomenon in which a substance, known as a photocatalyst, uses either natural or artificial light to activate a strong oxidizing reaction that turns noxious organic and inorganic substances into harmless compounds.

In a nutshell, photocatalysis works as an accelerator of an oxidation process that already exists in nature. It promotes faster decomposition of pollutants and prevents them from accumulating on surfaces.



i.active COAT is one of the products resulting from Italcementi Group's continued commitment to developing innovative solutions for the building & construction industry.

Additional information can be found on **i.active COAT's** technical data sheet or on Italcementi Group websites:

www.i-nova.net

