Italcementi Group

Via G. Camozzi, 124
24121 Bergamo
Italy

Tel. +39 035 396 111
info@italcementi.it
www.italcementigroup.com

TX Active®: live cement for a sustainable future

Since the product's launch in 2006, more than 1,600,000 square meters of photocatalytic surfaces, equivalent to about 250 football fields, have been installed in Italy.
The biggest project ever to use **TX Active®** is currently under construction in Milan: an eco-technological complex in the city's Lorenteggio district. Three towers measuring 60, 55 and 42 meters high, flanked by an auditorium, will be completed by the end of 2011.
The 67 thousand square meter complex designed on the basis of environmentally sustainable criteria will house about 3 thousand Vodafone employees from all over northern Italy.

Architecture, research, innovation and sustainability: today's cement is a new material guaranteeing outstanding performance.

The cement of the new millennium is also an **environmentally friendly material** used in forward-looking architectural projects. Cement and concrete are **living materials** capable of adapting to the new construction techniques. Cements containing **TX Active®**, internationally patented by the Italcementi Group, help improve quality of life by reducing airborne pollutants.

The first project to use TX Active® white cement was **Dives in Misericordia** church in Rome, designed by American architect **Richard Meier**.
In this project technical partner Italcementi perfected **TX Active®**, the product of an important laboratory research project aimed at optimizing the aesthetic durability of top quality cement manufactures.

TX Active®'s photocatalytic properties, now in use all over the world, qualify it as a solution to a wide range of problems. More and more public administrators are choosing it to build or renovate roads and buildings. Major European cities such as Geneva, Paris and Malaga are already using photocatalytic cements containing TX Active®.