

# i.idro



## DRAIN®

### Benefits

- > Respects the natural cycle of water
- > Recycles stormwater
- > Replenishes aquifers
- > Improves urban climate
- > Reduces pollution
- > Improves tree health
- > Enhances safety
- > Facilitates project design
- > Reduces costs

### Applications

- > Sidewalks and pathways
- > Cycle lanes
- > Parking lots
- > Low-traffic roadways
- > Walkways and alleys
- > Pedestrian areas
- > Rest areas
- > Environmentally protected roads
- > Areas subject to fire hazards



## Italcementi Group

A world class local business

**Italcementi S.p.A.**

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www.i-nova.net



### 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

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



## The new draining solution



## i.idro



## DRAIN®



# What if a concrete could drain water?

Discover **i.idro DRAIN** and its very high drainage capacity for continuous pavements

# 25%

percentage of voids that guarantees high drainage rates

# 200

litres/sqm./minute the minimum draining capacity

# -30°C

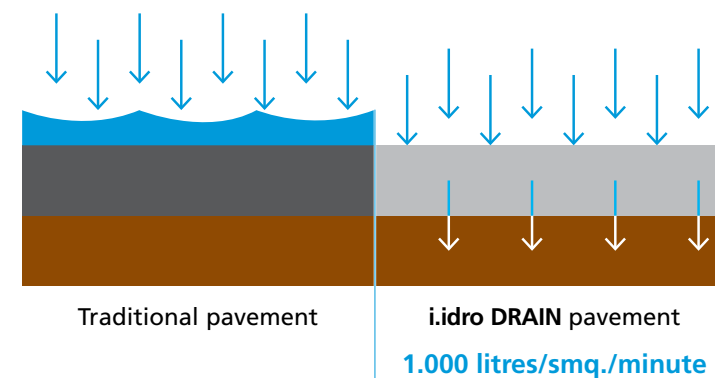
less heat compared to traditional asphalt pavement

## Certified draining ability

**i.idro DRAIN** is an innovative concrete formulation capable of draining water. Thanks to a specially formulated mix, **i.idro DRAIN** combines the strength of a concrete pavement with a drainage capacity 100 times greater than the one of natural soil.

As demonstrated through comparative tests performed by the Politecnico di Milano, the excellent drainage capacity of **i.idro DRAIN** equals or even exceeds the one of naturally-available loose materials like sand, clay and silt, as well as traditional water-draining asphalt pavements.

**i.idro DRAIN**'s drainage capacity varies as a function of the particle size distribution adopted for its formulation. The presence of voids, which may vary from 15% to 25%, ensures flow rates from 200 l/m<sup>2</sup>/min to over 1000 l/m<sup>2</sup>/min. Thanks to its sustainability characteristics, **i.idro DRAIN** can contribute to earning LEED points.



## More nature, less pollution

**i.idro DRAIN** returns rain and stormwater to the ground thus replenishing aquifers and allowing water conveyance through special sub-service drain pipes. Unlike draining asphalt concrete pavements, **i.idro DRAIN** contains neither oils nor other polluting agents that might flow into nearby streams, lakes, rivers, or seas.

## Better micro-climate, greater comfort

Exploiting albedo, i.e. the reflecting power of a light-coloured surface, combined with greater air circulation, **i.idro DRAIN** can help reduce the surface temperature by up to 30°C compared to asphalt pavements, thus ensuring greater urban comfort (heat island effects).

## Less risk, more safety

As compared to an asphalt pavement, **i.idro DRAIN** can resist fire and is specially suited for areas subject to fire hazards. **i.idro DRAIN** makes circulation for both pedestrians and vehicles safer as it lowers hydroplaning and ice-skidding risks by promoting stormwater flow and reducing runoff.

## Less cost, longer life

**i.idro DRAIN** allows reducing cost of stormwater treatment as well as sewage system and pavement surface maintenance. In addition to keeping its aesthetic as well as physical and chemical properties unchanged over time, **i.idro DRAIN** can also prevent such commonly recurring surface deterioration phenomena as channels or ruts, corrugations and shoving.

## Pigmentable

Any pavement made with **i.idro DRAIN** can be custom-made by adding natural pigments that give the mix a smooth homogeneous colour.



## Even more sustainable

**i.idro DRAIN** today is one of the most environmentally sustainable products in the construction market.

Like other Italcementi Group products, **i.idro DRAIN** can be formulated with TX Active®, the innovative photocatalytic principle for cement-based products, developed and patented by Italcementi Group. The resulting product, **i.active DRAIN**, is capable of providing pavements with draining, "smog-eating" and desoiling performance.



Check out other products in the **i.idro** family, to develop specific water-related performance, visiting [www.i-nova.net](http://www.i-nova.net)



**i.idro DRAIN** 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.idro DRAIN**'s technical data sheet or on Italcementi Group websites: [www.italcementigroup.com](http://www.italcementigroup.com) and [www.i-nova.net](http://www.i-nova.net)  
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