



Effix Design®: cement for creativity



Effix Design is a mortar featuring high strength and enhanced aesthetic properties, capable of ensuring great attention to details of trendy designers and of opening new creative paths to designers of décor elements.

Effix design has been developed to produce non-structural cement elements for use as outdoor or indoor furnishing pieces, such as urban furniture, lamps and spotlights, kitchen toppings, sinks, bathtubs, tiles, art objects and much more.

After TX Active, the smog-eating cement, and i.light, the transparent cement, Italcementi's long-established innovation efforts now include also Effix Design, a tangible proof of the Group's expertise in developing top-quality and high-tech products to the market.

Effix Design allows obtaining slim and decorative elements made with the greatest attention to detail. The high surface yield of the pieces produced, which may also have polished glossy surfaces, is perfect for high range design needs.

This innovative product is also easy to use: Effix design is sold as a dry ready-mix product that requires only the addition of water. Available in white base, it can be coloured by adding mineral pigments to obtain a broad range of different colours.

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Already successfully tried in France by renowned architects and designers, Effix Design is an environmentally sustainable product that, in the version incorporating the TX Active photocatalytic principle, can ensure a de-polluting and de-soiling action. Effix Design is the outcome of Italcementi's research in a continued effort to be mindful of the market needs and committed to offering the widest possible range of products to customers.