

**i.nova: a new market approach to offer
the best product for every specific needs.
From classic products to innovative solutions**



i.nova is the Italcementi's new product offer system. The entire Group product portfolio is now available on the market with an innovative approach. The customer is the hub of a strategy which is no longer founded on the simple supply of a single product, but is clearly focused on the ability to offer suitable solutions to satisfy the different requests with different products that guarantee a specific performance.

Each type of cement or concrete is, in fact, grouped according to its performance; this becomes the tool that guides customers in choosing the best product to suit their specific needs.

i.nova is also the interface that summarizes the innovative path of Italcementi and transfers the materials developed in collaboration with the biggest names in contemporary architecture in all markets worldwide and in all sectors of activity through a coded system universal and intuitively organized around the concept of performance.

11 families, 11 performance, a unique market approach

Performance is the central concept around which the Group has rationalized its products range and it represents Italcementi Group Unique Selling Proposition at worldwide level.

All Italcementi products, classic and innovative are grouped, in an easy and intuitive way, into 11 Performance Families able to offer an immediate and complete vision of the entire product portfolio, vertically integrating all sectors of activity (cement, concrete, lime and mortar).

Through **i.nova** it will be easier for customers to distinguish and select, for instance, the acoustic products that are grouped under the i.sound "family", or the thermal products grouped under the i.clime "family" or again, the special products for water, grouped under the i.idro "family".

"i" in the family name stands for Italcementi Group and for innovation. In addition, a distinct colour and graphic texture have been given to each performance "family" to make the visual recognition of the product quicker and easier in all the countries where the Group operates.

i.work – all the classic products with Italcementi Group quality standards and know-how

i.pro – products for professional usage, designed to facilitate the users' work.

i.tech – highly technological products, able to guarantee ultra-high performance in terms of strength and safety

i.speed – quick-setting products to speed up work

i.flow – self-compacting and self-levelling products, able to reduce labour requirements

i.clime – all thermal insulation products for energy-saving

i.sound – all sound-proofing products that improve living comfort

i.idro – all products offering specific water-related performance (drainage and underwater applications)

i.design – all products for highly aesthetic results (architectural, design and artistic purposes)

i.active – products containing the photocatalytic principle TX Active and featuring self-cleaning and depolluting properties

i.light – products able to provide transparency performance

Digital marketing tools

The new **i.nova** web portal - **www.i-nova.net** - is the core tool for commercial communication, aimed at presenting the Group products in a clear and modern way. Designed to work also with new generation smartphones and tablets it can show the entire Group product portfolio at worldwide level by market, by business, by application, by performance and by specific research channels.

An electronic product catalogue, set up following an e-commerce approach, always offering the customer a tailor-made overview of the portfolio, fitting his specific needs.