



i.150
Italcementi
1864 · 2014

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 Group 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.

La "i" nel nome delle performance indica la "i" di **Italcementi** e la "i" di **innovazione**. Ad ogni "famiglia" di performance è stato inoltre associato un colore e un segno grafico differente in modo da rendere il riconoscimento visivo del prodotto ancora più facile e immediato per il cliente in modo omogeneo in tutti in Paesi in cui il Gruppo opera.



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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.

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.



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From Italcementi, innovative solutions for architecture, construction and the building community

All of Italcementi's innovative products are conceived and developed within **i.lab**, the Group's LEED Platinum certified Research and Innovation Centre designed by Richard Meier, where over one hundred people engage every day in the research and development of construction materials. Italcementi researchers also partner with world-class **scientific and university institutions** to meet the new demands of architecture and building in terms of versatility, design, aesthetics, safety and energy efficiency.

The Company pursues two veins of research in developing products and applications for more efficient and cost effective construction of buildings that are:

- Sustainable and safe**
- Valuable in terms of aesthetics and creativity.**

Sustainability and safety



The attention to the issue of water as a resource not to be wasted, led to the finalization of **i.idro DRAIN**, the new **concrete draining solution** that respects the natural water cycle. This product guarantees a drainage capacity 100 times greater than that of natural soil. **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.



Italcementi's green products include **ALI**, a range of sulfo-aluminium products based on a low-environmental impact technology, intended for the production of quick and semi-quick setting glues, mortars and screeds. Two of these products, **i.tech Alipre** and **i.tech Alicem** have obtained, among others, the Environmental Product Declaration, better known in the world of construction as **EPD**, highly respected and requested by international markets.



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i.active is the new performance family that comprises products containing TX Active, the photocatalytic principle ensuring self-cleaning and de-polluting properties and contributing to a better quality of life.



i.active COAT is a new generation of cement based coatings for both indoor and outdoor use. **i. active COAT**, for example, is a skim coat that, if appropriately lighted, makes the walls of tunnels resistant to pollutants, and therefore cleaner, brighter and safer for travellers.

i.active TECNO cements instead feature great versatility thanks to excellent physical-mechanical performance. They have different applications, from prefabrication to cast-in-place structures, from high-quality panelling and paving to the creation of urban furnishing elements, always ensuring self-cleaning and de-polluting properties.



High creativity and aesthetic value

i.design is the family of products for applications requiring high aesthetic value, specifically intended for architects and designers. In particular:

i.design EFFIX is a pre-mixed, ready for use mortar that becomes highly malleable simply by adding water. Easy to work, it is especially suitable for the creation of small, thin, elongated architectural elements, with smooth or textured surfaces. Plasticity and performances allowing for a wide range of applications.



The **i.design** family also includes the new **biodynamic cement** developed by Italcementi for the branch-like structure of Palazzo Italia at Expo 2015. The fluidity of this material enables the construction of complex shapes with outstanding surface quality.



Among the new solutions offered by Italcementi to the building community, there are also the **i.light SHANGHAI** transparent cement panels.

Suitable for exteriors and interiors. The panels allow the passage of light thanks to a special formulation whereby cement and resins are bound in a panel that has the same resistance and durability as a similar concrete structure, while featuring the exclusive ability to let the light through.

