



Italcementi
Italcementi Group

“Urban photocatalysis” comes to city roads and facades with Italcementi

**TX ACTIVE®: PRESENTATION OF THE FIRST ACTIVE SOLUTION
TO THE PROBLEM OF POLLUTION**

After 10 years of research and testing the industrial product is ready to be launched.

In urban use the reduction in pollutants can reach 70%.

Already underway in Italy, the product will subsequently reach France and the United States.

Milan, February 28, 2006 - *“The commitment to sustainable development, which is a feature of the operations of the Italcementi Group, does not end with our industrial management policies. This duty, together with the progress linked to the development of our ‘Innovation Project’, has led us to open up a new horizon for Italcementi. Alongside the production of cement which is of increasingly high performance from a structural viewpoint, we are entering a new sector: that of special cement products aimed at providing a genuine industrialized solution to the problem of pollution in cities”.*

Carlo Pesenti, Italcementi Group CEO, presented the launch of the industrial scale production and marketing of photocatalytic products manufactured with the TX Active® principle, the fruits of the Italcementi Group research laboratory. It is an important, proactive industrial solution which will make a significant impact in the fight against smog.

“We have backed research and innovation since, for a group such as ours, it ensures our development and the ability to be competitive on a global scale; in addition, it is often stressed that innovation is essential for the country’s development, and today I am delighted to underline the fact that this outcome is the result of Italian research. Moreover,” Pesenti added, *“we believe that the mission of a major industrial group also includes meeting the need to improve the quality of life for all of us. With this product we feel we can provide a proactive solution for at least one of those problems which are seen everyday in the air quality of our cities. Thus we offer the public sector and other principals the possibility of opting for structured, long-lasting and targeted solutions as part of their programs to fight pollution”.*



In a large city such as Milan, researchers have calculated – on the basis of test results – that covering 15% of visible urban surfaces with products containing TX Active® would enable a reduction in pollution of approximately 50%.

TX Active® is a photocatalytic principle for cement products which can reduce organic and inorganic pollutants that are present in the air. Its effectiveness has been thoroughly tested and thus certified by important independent research centers (CNR, ARPA, Ispra Research Center). Its formulation is the result of 10 years of research, tests and applications carried out by CTG (*Centro Tecnico di Gruppo*, a company in the Italcementi Group) which has led to the final formulation of the active principle. Italcementi will make this material available to the whole construction sector which will thus be able to offer products with high quality standards under the “TX Active®” brand.

“With what we have termed urban photocatalysis,” explained Enrico Borgarello, Group Research & Development Manager, “in the presence of air and light a natural process of oxidization is created which leads to the decomposition of organic and inorganic substances present in the city. Let us take, for example, nitric oxides and dioxides, sulfur dioxides, carbon monoxide, i.e. some of the elements which we see controlled everyday by air monitoring stations: the photocatalytic reaction which occurs on the surface of the material treated with TX Active®, thanks to its cement matrix transforms these pollutants into salts which have no impact on the environment and health. Laboratory tests have shown that just 3 minutes of exposure to the sun is sufficient to obtain a reduction in polluting agents of up to 75%”.

The tests carried out in recent years with applications in urban settings have shown – outside the optimal conditions of the laboratory – a significant ability to reduce pollutants, between 20% and 70%, depending on atmosphere and light conditions.

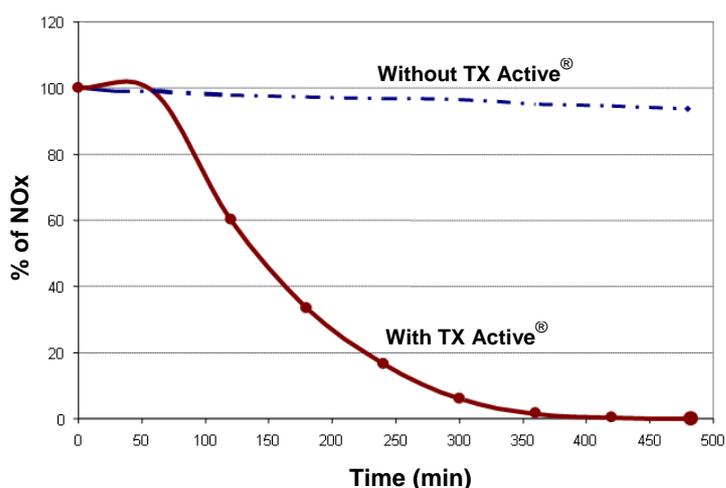
“TX Active®, with the whole family of derived products,” said Deputy General Manager Fabrizio Donegà, who runs the Italian operations, “will initially be marketed in Italy, then in France and in the United States, and subsequently in some other of the 19 countries where the Group operates worldwide. It is an industrial project which allows us to enter the exclusive product market and which gives us the opportunity to underline that cement, which is often popularly associated with environmental decline, is in fact a very environmentally efficient product. It is a natural inorganic product which can be recycled and is the least energy-intensive among the materials used for construction. TX Active® then adds to all of this an active anti-polluting ability that is unmatched by any other material. From now on in new constructions and in the restoration of large urban surfaces it will be necessary to take this new material into account, with projects which in economic terms - taking account of the limited amount of TX Active® cement used and its positive environmental and social impact - are completely compatible with those carried out with traditional materials”.

The most effective use of products made with TX Active® is evident in large-scale works, where the greater surface area exposed to pollutants and light can provide the best return in terms of the reduction in agents that may harm health. In this sense work on road and wall surfaces in urban areas subject to high traffic flow are the main examples of use.

“We started testing the qualities of photocatalytic cement exactly 10 years ago, during the construction of the Dives in Misericordia church in Rome, a project by the architect Richard Meier, which required the long-term preservation of the bright, clean look of the parts of the church built with TX Millennium white cement. It was an important test which produced good results,” concluded Pesenti in launching the new TX Active® advertising campaign by the JWT agency, *“What we are presenting today is the first solid outcome of the Italcementi Group’s ‘Innovation Project’; we will be working to bring many others to public attention over coming years”.*

LABORATORY TESTS ON TX ACTIVE® EFFECTIVENESS

The graph shows the NOx photooxydation action achieved by TX Active®. In the framework of PICADA project, laboratory tests have been performed to compare two cement samples: one was containing TX Active® (continuous line) while the other one was additive-free (broken line). The continuous line indicates a NOx abatement of around 99.5%. This result has been obtained after about 400 minutes in an Indoortron test room (35 m³).



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Italcementi Group is one of the largest cement producers in the world and the biggest in the Mediterranean area.

With 2004 annual sales amounting to 4,528 million Euro (2,398 million as at 30.06.05) Italcementi Group's companies combine the expertise, know-how and cultures of 19 countries. With a staff of over 20,000, the Group boasts an industrial network of 62 cement plants (cement + clinker 48.1 Mt), 12 grinding centers, 4 terminals, 152 aggregates quarries (56.7 Mt) and 570 concrete batching units (20.8 Mm³).
