

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.



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

The products containing the photocatalytic principle TX Active and featuring self-cleaning and depolluting properties



i.light

products able to provide transparency performance

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**

