

## **TX Active Cement Utilized in “Green” Affordable Chicago Housing Complex**

**Highland Park, Illinois, November 14, 2008** – Applying innovative products to green building does not necessarily translate into higher costs, as demonstrated when using high-end solutions in an affordable housing project in Highland Park, a municipality in the outskirts of Chicago.

The recently completed 500 Hyacinth Place project of 14 townhomes is the result of a commitment to affordable green housing made by the City. The 3 bedroom, 2.5 bath units feature geothermal heating and cooling, wind turbine energy generation and renewable flooring.

One of the most innovative of the project's environmental assets is the use in its courtyards of paving stones which clean themselves and reduce air pollution through photocatalytic interaction with sunlight.

At the heart of these self-cleaning, smog-eating courtyards are permeable concrete pavers formulated with TX Active photocatalytic cement. When exposed to sunlight, TX Active destroys several atmospheric pollutants common to urban areas; the same pollutants which can dull and streak conventional concrete surfaces over time. While the photocatalytic properties of the pavers clean the air on a clear day, on a rainy day their permeable solution allows rainwater to flow through their surface. Meaning, polluted rainwater filtrates naturally back into the ground, rather than pond or discharge into nearby streams.

The high end pavers in the Hyacinth Place were manufactured by Unilock's Aurora, Illinois facility. Unilock, a manufacturer of paving stones for over 35 years is an approved producer of photocatalytic pavers. The cement used in the concrete is TX Active, produced by Essroc Italcementi Group, a leader in sustainable cement manufacturing and research, headquartered in Nazareth, Pennsylvania.

"Concrete formulated with TX Active contributes significant environmental advantages along with lower life-cycle maintenance requirements," explained Essroc's TX Active Product Manager Dan Schaffer. "More members of the North American architectural community are taking a longer-term vision when it comes to the real ROI of green design. TX Active with its self-cleaning, pollution-reducing properties definitely fits into that vision." In addition to concrete pavers, TX Active can be used cost-effectively in a variety of application techniques, including architectural precast panels and finish coat renderings. Not surprisingly, TX Active was recently named as one of the top inventions of 2008 by TIME magazine.

TX Active, primarily used in Europe but gaining acceptance within the US is favored by designers seeking clean, bright concrete surfaces, particularly in urban settings subject to high atmospheric pollution levels. Rome's soaring Dives in Misericordia Church, designed by renowned architect Richard Meier, and the new Air France headquarters at Charles de Gaulle International Airport in Paris are just a few of the landmarks built with TX Active cement.

For more information see: [www.essroc.com](http://www.essroc.com), [www.cemstone.com](http://www.cemstone.com), [www.figgbridge.com](http://www.figgbridge.com)

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**Essroc**, based in Nazareth, PA, is the North American company of the **Italcementi Group**, the fifth largest cement producer in the world. The Group companies combine the expertise, know how and cultures of 22 countries in 4 Continents, boasting an industrial network of 63 cement plants, 15 grinding centres, 5 terminals, 134 aggregates quarries and 613 concrete batching units. In 2007, Italcementi Group had sales amounting to over 6 billion Euro while sales volumes and internal transfers by business were: cement and clinker 64.6 Mt, aggregates 56.3 Mt and ready-mixed concrete 20.5 Mm<sup>3</sup>.

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