



TX Active Photocatalytic Cement

TX Active Makes TIME Magazine's Top 50 Inventions of 2008

TIME's Best Inventions of 2008

37. Smog-Eating Cement

Take ordinary cement. Mix in an agent called a photo-catalyzer (titanium dioxide, if you really want to know), which speeds up the natural process that breaks down smog into its component parts. Now start paving things with the stuff. That's what they're doing in Segrate, an Italian town near Milan. The smog-eating cement is called TX Active, and the Italian firm Italcementi spent 10 years developing it. Now there's a busy street in Segrate that's covered with it, and Italcementi claims it has reduced nitric oxides in the area by as much as 60%. Bonus: buildings made with TX Active stay cleaner too.



Illustration by
Christoph Niemann

Considering that TX Active is on the same list with earth-friendly innovations like the Chevy Volt, the Biochemical Energy Harvester, Airborne Wind Power and Thin—Film Solar Panels, Essroc Italcementi Group is proud to be in such good, green company.

Along with reducing smog by 60% on the Segrate street cited by TIME, there are numerous architectural projects built with TX Active throughout Europe and North America. For profiles on these projects, please visit www.essroc.com.



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1. The Retail DNA Test
2. The Tesla Roadster
3. The Lunar Reconnaissance Orbiter
4. Hulu.com
5. The Large Hadron Collider
6. The Global Seed Vault
7. The Chevy Volt
8. Bullets That Shoot Bullets
9. The Orbital Internet
10. The World's Fastest Computer
11. Green Crude
12. Housing Funds
13. The Memristor
14. The Bionic Hand
15. The Direct-to-Web Supervillain Musical
16. The Dynamic Tower
17. The Mobile, Dexterous, Social Robot
18. The New Mars Rover
19. Montreal's Public Bike System
20. The Everything Game
21. The Synthetic Organism
22. The Shadowless Skyscraper
23. The Branded Candidate
24. Bionic Contacts
25. Thin-Film Solar Panels
26. The Speedo LZR Racer
27. Bubble Photography
28. The Invisibility Cloak
29. The 46th Mersenne Prime
30. The Internet of Things
31. Einstein's Fridge
32. Facebook for Spies
33. Biochemical Energy Harvester
34. Made-in-Transit Packaging
35. Airborne Wind Power
36. The New Ping-Pong Serve
- 37. Smog-Eating Cement**
38. The Baseball Instant Replay
39. Enhanced Fingerprints
40. The Seven New Deadly Sins
41. The Peraves MonoTracer
42. Disenvoweling
43. High-Tech Running Shoes
44. Sunscreen for Plants
45. The Short Refinance
46. Aptera Electric Car
47. Google's Floating Data Center
48. The Time Eater Clock
49. Sound-Enhanced Food
50. A Camera for the Blind

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