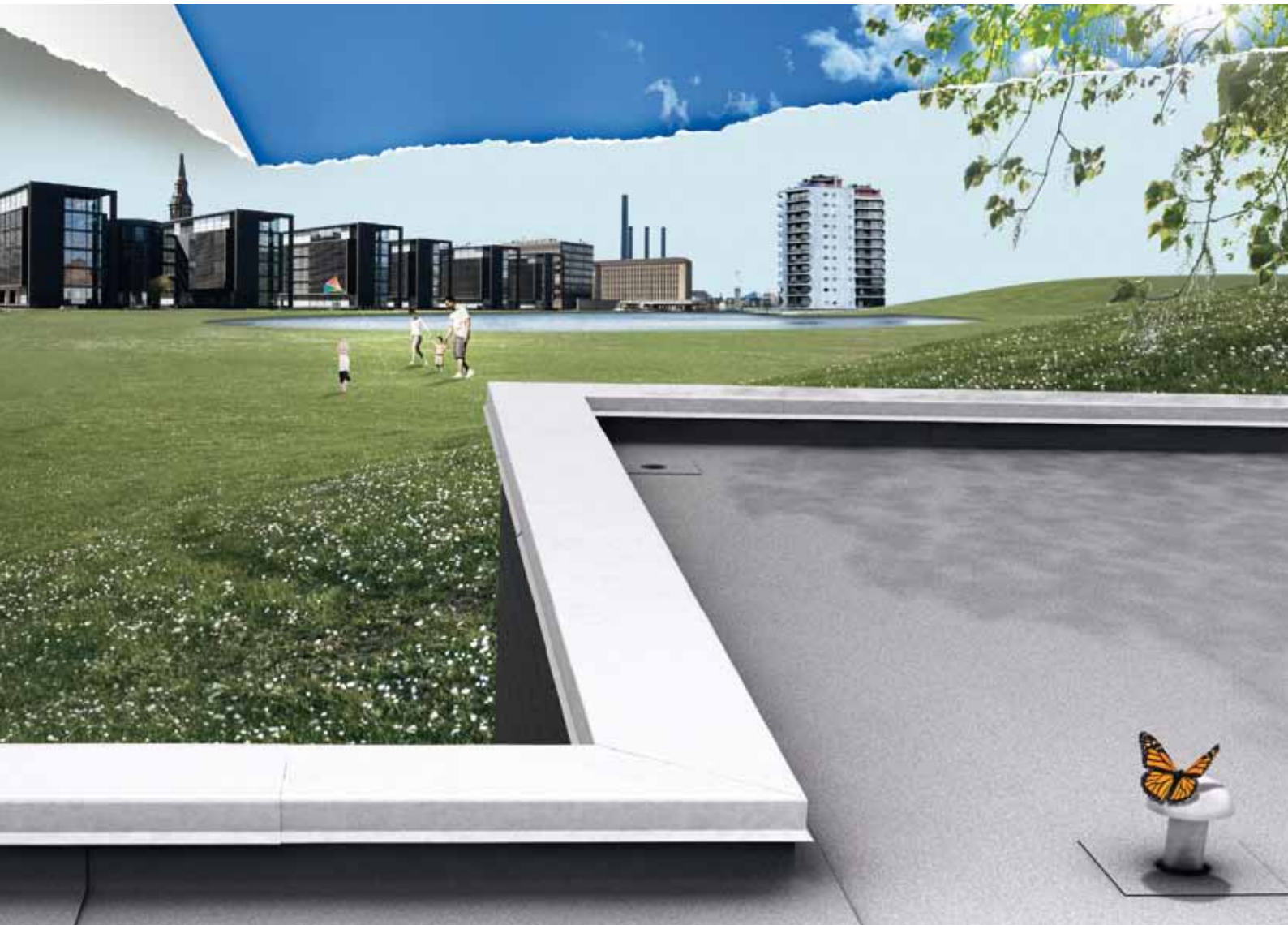


Let Noxite® clean the air ...  
And do the environment a favour

**Noxite®** - an eco-activ® solution



# Noxite<sup>®</sup> is good news for the environment!

If you are looking for a way to make a long-lasting contribution to a cleaner environment, the new revolutionary Noxite<sup>®</sup> roofing membrane is very good news indeed. Efficiently cleaning the air of harmful Nitrogen Oxide (NOx) particles, this unique roofing membrane offers a major benefit to the environment. In fact, a Noxite<sup>®</sup> covered

roof of 1,000 m<sup>2</sup> is capable of neutralising 52 million m<sup>3</sup> of polluted air annually. And all you have to do to make a positive effect on your sustainable procurement is to use Noxite<sup>®</sup> roofing membrane for your building and let the sun, the wind and the rain do the rest.



# noxite®

an eco-activ® solution

Icopal is Europe's leading manufacturer of products for the protection and waterproofing of building constructions, particularly roofing materials and waterproofing membranes. Icopal invests in the development of sustainable and innovative roofing solutions.

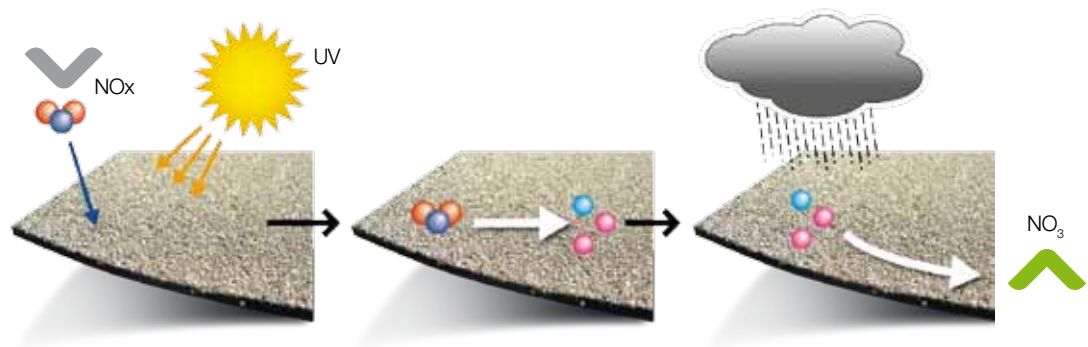
# Put the wind, the sun and the rain to work - and reap the benefits of **cleaner air**

Everyday, increasing amounts of harmful NO<sub>x</sub> particles are being emitted from households, traffic and industry. The use of Noxite® can help to reduce the negative impact on the environment. The surface of the Noxite® membrane is covered with titanium dioxide which functions as a catalyst in the process of changing the NO<sub>x</sub> particles into harmless

nitrates. The process is activated when the ultraviolet radiation from the sun hits the roof. Polluted air passes over the Noxite® membrane where the NO<sub>x</sub> particles are converted into harmless levels of nitrates and washed away by the rain. It is that simple to clean the air. And the best part is that the Noxite® effect lasts for the entire life of the roof.

## **The Noxite process**

From harmful NO<sub>x</sub> particles to clean air.



noxite®

# Extra environmental advantage: CO<sub>2</sub> reduction

The Noxite® roofing system consists of the BiELSo membrane covered with a protective layer of Noxite®. Icopal's BiELSo membrane is manufactured from recycled roofing with maximum CO<sub>2</sub> reduction.

## What is BiELSo?

BiELSo – Bitumen End of Life Solutions- is a process created by Icopal to recycle bituminous roofing membranes and process them into premium quality roofing membranes suitable for new applications.

## What is the environmental advantage of BiELSo?

The recycling process reduces the amount of new bitumen required saving on scarce raw materials. Old roofing membranes no longer add to landfill sites. We save on energy required, raw materials and emissions, which are part of the production chain from raw material to roofing product.

**In short: a large CO<sub>2</sub> reduction in the entire production chain!**







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