

## A novel manufacturing process for photocatalytically activate ceramic tiles by digital printing

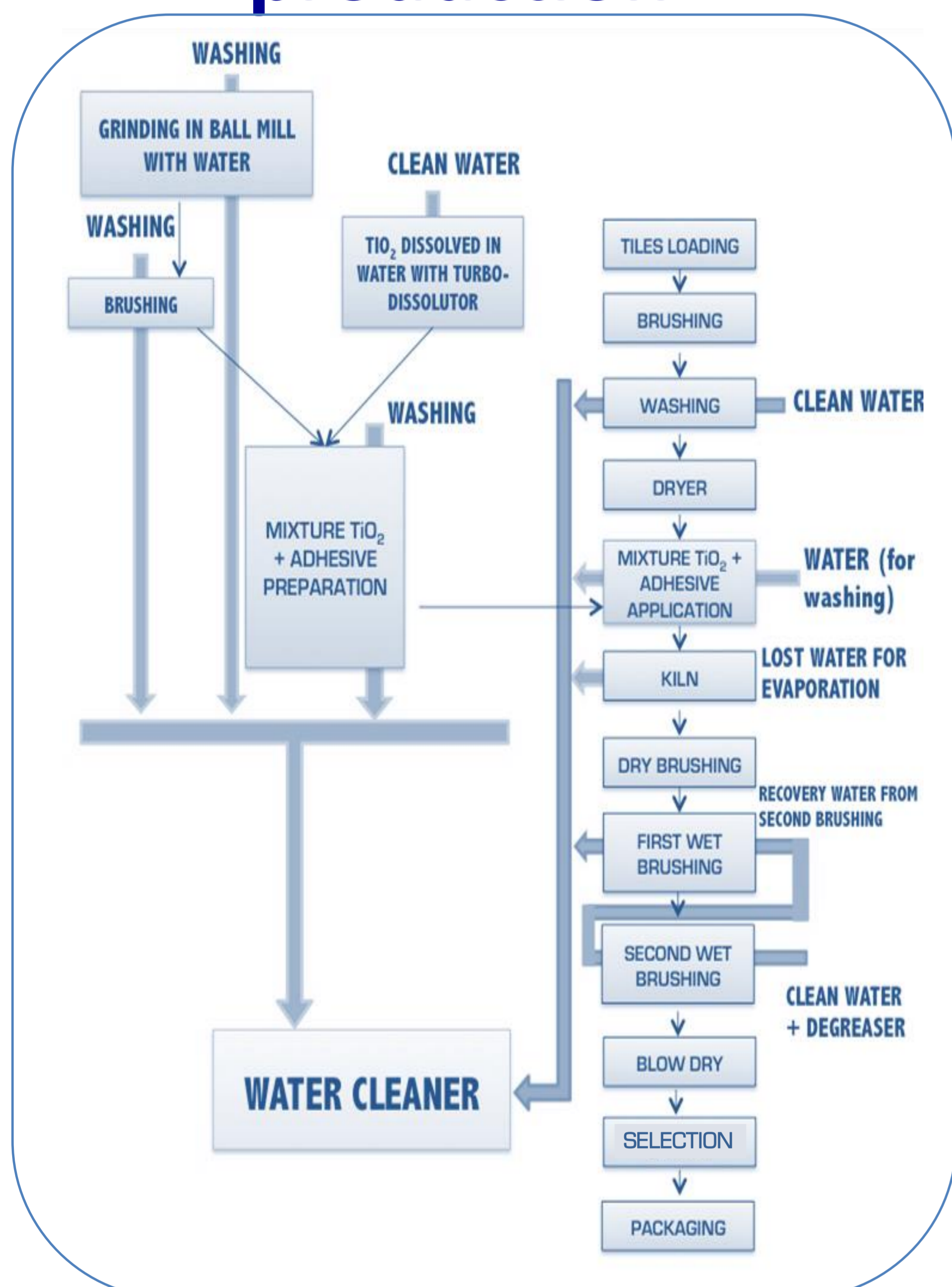


### The Blueprint to Safeguard Europe's Water:

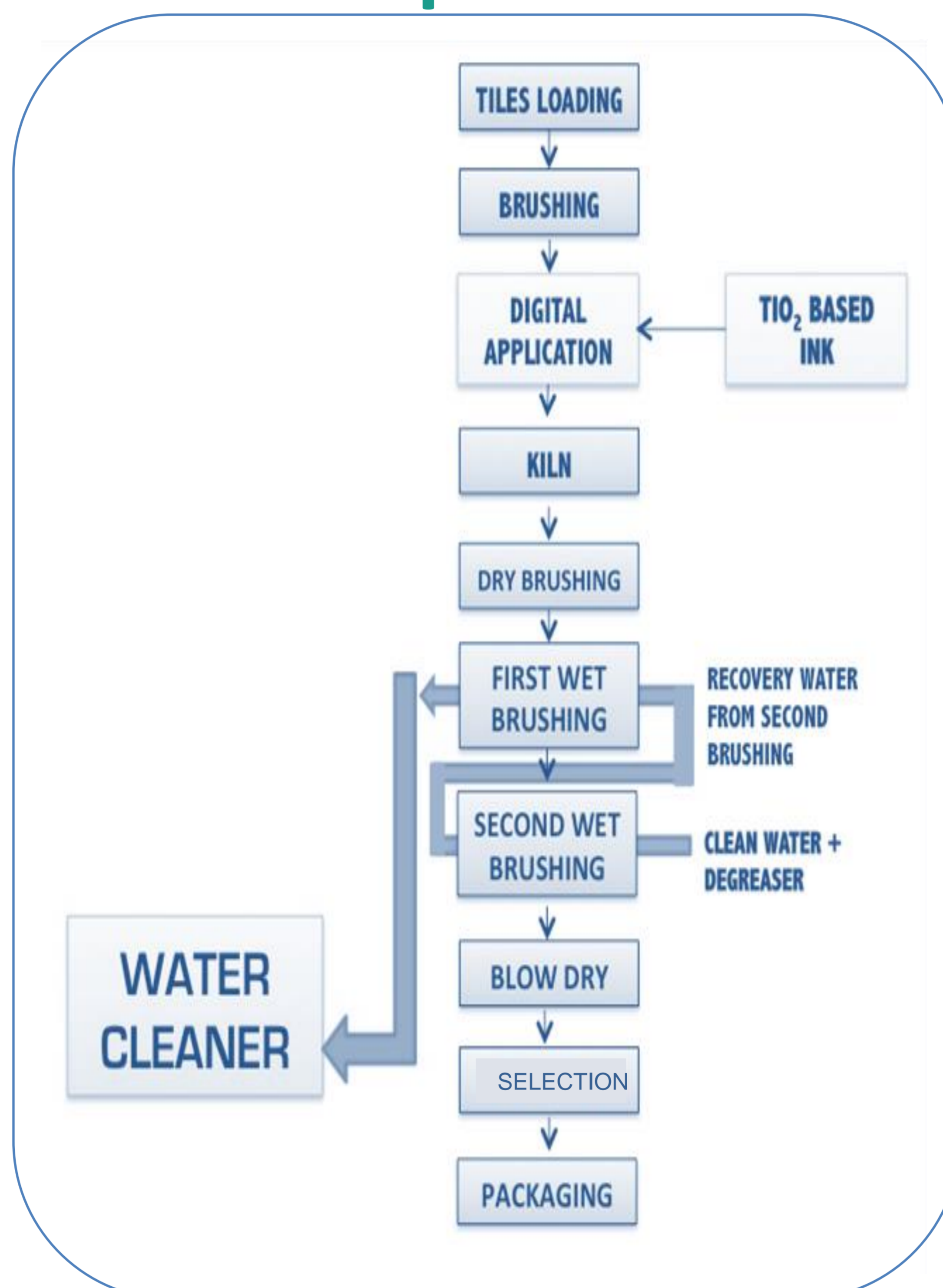
- more efficient use of water
- development of innovative solutions to clean water
- to create market opportunities

DIGITALIFE is in line with the EU policies

### ACTIVE old production



### NEW DIGITALIFE ACTIVE production



ALMOST 100%  
WATER SAVING

-12% ENERGY  
CONSUMPTION  
SAVING

-50% USE OF RAW  
MATERIALS SAVING

NO USE OF  
HARMFUL  
MATERIALS

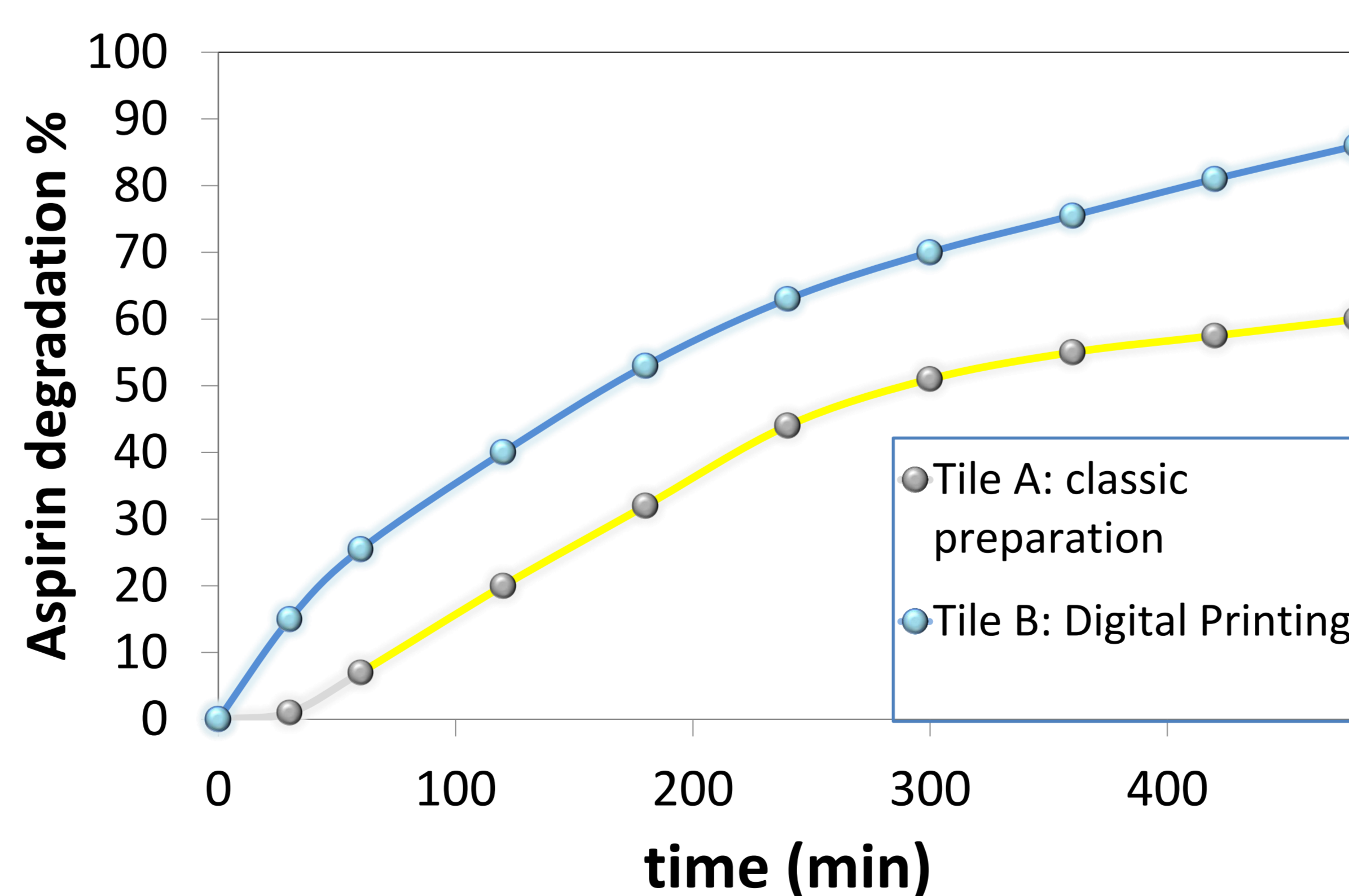
MONEY SAVING

**LIFE+ DIGITALIFE** = novel TiO<sub>2</sub> deposition technology  
reduce water consumption

**- 52 tons water per year**



### CLEAN WATER...SAVE LIFE



The graph shows the aspirin degradation in contaminated water using Active tiles under irradiation by UV light.

Active tiles are able to purify water: the photocatalytic effect of TiO<sub>2</sub> makes them efficient against pollutants and organic compounds, such as drugs.

Aspirin: model molecule related to the pollution of rivers.