



The active photocatalytic principle

Preserving aesthetics: Casablanca

Ciments du Maroc's Headquarters Casablanca, Morocco

Architect: Rachid Andaloussi
Owner: Ciments du Maroc*
Year: 2005

The building houses the headquarters of Ciments du Maroc, the Moroccan subsidiary of Italcementi Group.

The building, whose circular structure recalls the Group's spiral logo, was made with traditional concrete covered with a white mineral coating exerting the TX Active® photocatalytic effect.

Sun, and even the more so at these latitudes, is the staunch ally in the fight against organic pollution.



** Ciments du Maroc is the second largest cement manufacturer in Morocco. It boasts more than 1000 employees and operates 3 cement plants, 1 grinding center and 1 bagging facility. Through the subsidiary Betomar, which operates 4 aggregate quarries and 15 concrete batching plants, Ciments du Maroc is the leader in the ready mix concrete and aggregates industry.*



Italcementi
Italcementi Group

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