

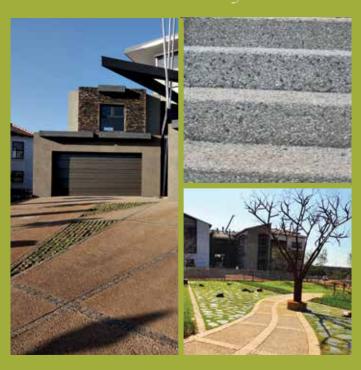




THE ART OF CONCRETE



# Exposed Natural Beauty



**Artevia<sup>TM</sup> Exposed is a trustworthy and robust exterior concrete.**Thanks to the multiple combinations available, it offers a large variety of colours and effects to fit any environment. Its gravelled finish makes it

#### Colour

Colourful through and through



Artevia™ Colour is a collection of concretes in a broad palette of tones. Soft or bright, natural or intense, Artevia™ Colour allows you to create colourful designs with concrete as never before. The concrete itself is coloured throughout and will not fade or wear away.

### Polish

Smooth as silk



Artevia™ Polish has a smooth texture like polished marble that is silky to the touch and elegant.

Designed for use indoor and outdoor, it offers luxurious comfort that your bare feet will love.

### Stone



Artevia $^{\text{TM}}$  Stone looks and feels like natural stone in every detail. Elegant and impressive, it has all the character and beauty of premium quarried stone at a fraction of the cost.

## Print Create an impro



Artevia<sup>™</sup> Print is an incredibly lifelike range of textured pavements, stone and natural effect finishes.

They are durable and low maintenance, and with proper care, stay as beautiful as the day they were set.

# Sand Dust-free perfection



Artevia<sup>™</sup> Sand looks just like sand, but doesn't shift or blow about, remaining stable and dust-free whatever the weather.

#### Seeing is believing.

**Artevia™** by Lafarge is a collection of decorative concretes for indoor and outdoor applications that combine freedom of design with low maintenance and durability. **Artevia™** offers great aesthetics and outstanding performance.

Artevia™ is more than just concrete. A stunningly beautiful design material with all the advantages of concrete, it is not only hard wearing but also long lasting. Available in an array of amazing colours, patterns and textures, Artevia™ brings any location to life with vibrant colours and realistic textures.

Ideal for home owners, architects and landscapers alike, **Artevia's** exciting patterns and textures offer unrestricted creativity on any project. It can be moulded when fresh like any concrete, or pounded like stone when hardened to create new textures.

**Artevia™** is the perfect match for any environment. Combine it with brick, metal, wood or grass for a wealth of possibilities!

#### **Products offered:**

- Artevia<sup>™</sup> Exposed
- Artevia<sup>™</sup> Colour
- Artevia<sup>™</sup> Print
- Artevia™ Polish
- Artevia<sup>™</sup> Stone
- Artevia<sup>™</sup> Sand







# Customer driven innovation

Each second Lafarge delivers concrete to one of countless construction projects around the world. Every day 1,200 technical sales representatives from Lafarge interact with customers at over 6,000 different sites. Innovation is our way of addressing the needs we encounter through these interactions. Our research and development teams are dedicated to innovation, exceeding even the greatest demands of our clients. Our new concretes attain new levels of technical performance and anticipate changing industry requirements. Each new product is designed to be more effective in the construction process and help our clients achieve greater success.



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