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Unical Drain: the evolution of "intelligent drainage"

THE LAUNCH OF THE NEW UNICAL DRAIN RANGE MARKS AN IMPORTANT STEP FOR UNICAL, NOT ONLY IN TERMS OF ITS COMMERCIAL OFFERING, BUT ALSO AS A DEMONSTRATION OF OUR ABILITY TO DRIVE INDUSTRIAL INNOVATION BY "USING OUR HEADS." IN A MARKET THAT REQUIRES INCREASINGLY PRECISE RESPONSES TO URBAN WATER MANAGEMENT, WE CHOSE TO INVEST IN CERTAINTY OF PERFORMANCE.

The Unical Drain project was created not only to expand the catalog, but to highlight an increasingly important aspect that distinguishes Unical in the market: the expertise behind product quality.
Pervious concrete is often described as a mix that allows water to pass through. That definition is correct, but it's not enough to describe its true nature. Speaking generically about water passing through means overlooking more interesting aspects: pervious concrete is a material designed to ensure permeability and mechanical performance that are measurable and consistent with the application.
This is where properly designed pervious concrete differs from an improvised solution: not only in its ability to let water filter through, but in the correct balance between voids, toughness, and load capacity.
For this reason, pervious concrete cannot be considered a poor or simplified product. On the contrary, it is a technology that requires mix formulation, control, and design awareness.
This technical effort, invisible in many respects, today allows us to be recognized for our ability to guarantee the product's drainage capacity from the moment of delivery, regardless of the variables that may arise on site.

A specialized range for every context

The engineering of the range is now divided into distinct lines, designed to meet the most demanding specification requirements:

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1. THE BANNER FOR THE UNICAL DRAIN LAUNCH CAMPAIGN

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- **ADVANCED range**: includes six specific solutions — **BIKE** (bike paths), **PARKING** (parking lots), **SPORT** (sports subgrades), **GARDEN** (pedestrian areas), **ROAD** (local roads), and **DEEP** (deep drainage bodies) — each calibrated for different bearing capacity and runoff needs.
- **CLASSIC range**: represented by the **EASYDRAIN** product, a consolidated solution for general-use drainage slabs.

A campaign with a "technical" face'

In addition to the physical characteristics of the material – such as extended durability, limited drying shrinkage, and color customization with mineral pigments – we focused on transparent storytelling. For this reason, the Unical Drain web page does more than describe technical data: it hosts three video clips in which our own specialists (represented by Marco Francini) illustrate the stages of research and the system's potential. It's a way to highlight the internal expertise behind every cubic meter produced. This clear marketing approach has guided a major investment in visibility through the main trade publications, so that in these months Unical Drain can reach the broadest and most qualified target audience of professionals.
The campaign is aimed at designers and specifiers, to whom Unical guarantees specially designed

ISO-certified products with clear performance references for every type of project requirement: a new, effective approach that moves away from a certain empiricism present in the market.

2. THE UNICAL DRAIN RANGE OFFERS A WIDE VARIETY OF SHADES THROUGH THE USE OF MINERAL PIGMENTS, WHICH MAKE IT POSSIBLE TO CUSTOMIZE PERVIOUS CONCRETE ACCORDING TO THE PROJECT

3. A FRAME FROM ONE OF THE THREE PRESENTATION VIDEOS IN WHICH MARCO FRANCINI ILLUSTRATES THE FEATURES OF THE NEW RANGE. THE VIDEOS ARE AVAILABLE ON THE LANDING PAGE CREATED FOR THE LAUNCH CAMPAIGN