PRESS RELEASE

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Stone & Ceramic surfaces get FILA treatment at 190 Strand

FILA surface treatments have been specified, by Stone & Ceramic, for its most extensive project to date at 190 Strand. The flagship development, by St Edward, includes a collection of bespoke suites, penthouses and apartments set in London’s cultural heartland. FILAPROJECT worked alongside Stone & Ceramic to provide ‘initial clean’ and maintenance solutions for the multiple tile designs specified, including a dramatic stone feature wall within the development’s private spa complex.

Situated within Westminster’s world-famous ‘Strand’, the development spans six iconic buildings, designed by Grid Architects and set within a private, landscaped square. Natural stone and porcelain surfaces feature throughout the luxurious kitchens and bathrooms, and residents’ Business and Leisure Suites. Stone & Ceramic’s installation includes mosaics and porcelain tiles for the stunning pool surround and stone for the imposing 70m2 feature wall. A variety of porcelain and natural surfaces were also installed throughout ‘The Colonnade’ business centre, including a five-metre long stone feature desk.

Working alongside Stone & Ceramic, FILAPROJECT recommended a range of treatments for the different surfaces and their specific locations. They included concentrated acid detergent, FILA Deterdek, which has a safe, buffered formulation; degreasing and stain removing FILAPS87; universal, ph-neutral FILACLEANER; organic stain remover, FILASR95, and water-based gel cleaner, FILANOPAINT STAR. All treatments provided high performance whilst safe-guarding the surface characteristics.

Fila solutions are recommended by over 220 leading tile brands. For more information, please contact Fila UK on tel. 01584 877286, email filauk@filasolutions.com or visit filasolutions.com. To find our more about the installation, please contact Stone & Ceramic on tel. 020 8855 5400 or visit stone-ceramic.co.uk.

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For further media information and photography, please contact Angela Fitzhugh PR Ltd on email enquiries@afpr.co.uk or tel. +44 (0)1590 622521

Editors’ Notes: Established in 1943, Fila is a global, eco-focused company. It specialises in surface care products for marble, natural stone, porcelain, terracotta and wood. Combining the traditional values of a family-run firm with innovative product development, Fila products are recommended by over 220 floor manufacturers throughout the world.