PRESS RELEASE

August, 2017

FILA turns focus to large formats for Cersaie 2017

In response to the growing trend for large format tiles, FILA will be focusing on the new and correct care regime for these surfaces at Cersaie 2017. Products and innovations ‘in the spotlight’ will include deep cleaners, epoxy removers, and protectors and detergents from FILA’s award-winning Green Line.

The showcased products provide a complete maintenance programme for large format porcelain and ceramic tiles and planks, ensuring a pristine installation and easy ongoing maintenance. For post installation cleaning and maintenance, DETERDEK, FILACR10 and FILAPS87 will be on show. DETERDEK – a safe and fumeless acid solution, that’s free from hydrochloric acid - removes cementitious deposits, building site dirt and rust marks without eroding grout joints or adjacent surfaces. In large format installations, it can be used on the back of a tile, to thoroughly clean the surface and ensure a good adhesive bond. Versatile FILAPS87 can be used at different dilutions to remove organic dirt, stubborn stains and wax. FILACR10 then safely removes new and consolidated epoxy residues.

For ongoing maintenance, FILACLEANER can be used diluted for a no-rinse clean. The concentrated detergent leaves no residue and does not contain a ‘maintainer’, which can attract dirt and make ongoing maintenance difficult. It can also be used at a lower dilution for deep cleaning. Dirty grout joints, in single-fired and double-fired porcelain installations, can then be tackled with FUGAPROOF, completing the care regime.

To find out more and to meet the Fila’s UK team at Cersaie 2017, please visit stand number 28, in Area 45. Or contact Fila UK on tel. 01584 877286, email filauk@filasolutions.com or visit filasolutions.co.uk.

ends -

For further media information, please contact:

Angela Fitzhugh PR Ltd on email enquiries@afpr.co.uk or tel. 01590 622521

Editors’ Note: 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.