PRESS RELEASE

**AT MARMOMAC 2017, THE FULL VALUE OF FILA’S RESEARCH**

**TO PROTECT MARBLE AND NATURAL STONE**

**#BeOneBeUnique**

At MARMOMAC 2017, FILA Surface Care Solutions – a specialist in cleaning, protecting and maintaining natural stone and ceramic materials – is presenting the **FILA Research Centre's** most advanced solutions for treating floors and surfaces.

In collaboration with National and International Research Institutes, the FILA Research Centre analyses and investigates all types of materials currently on the market or those being developed by manufacturing companies. The R&D team develops around 20 projects per year with the aim of creating high-performing and eco-friendly solutions that anticipate market needs.

Through its three specialised divisions, FILA provides its partners with the most cutting-edge solutions, treatment systems and innovative technology for technical support and consulting:

* the pre-installation protector, FILA**PW10**
* the innovative acid and stain-resistant treatment for marble and natural stone, FILA**MARBLE AID;**
* the scientific method of analysing stain resistance for natural stone **SCM Staincheck Method,** a key analysis and consulting tool for all operators in the stone sector.

Seminars FILA at MARMOMAC 2017:

* **Thursday 28 september, 12.25-12.50**

Gallery Pad. 2 e 3 – “**Stone Design & Stone Technology Conference”**

Denis Tessaro, Manager della divisione FILATech

* **Friday 29 september, 10.00**

Gallery Pad. 2 e 3 - **“Caring for Stone”**

Marco Galliozzi, Sales Manager FILA Americas, Francesco Pettenon, Managing & Commercial Director FILA, Jeff Moen, Sales & Marketing Director FILA Americas.

* **Friday 29 september, 14.30 -16.30**

Hall 1 Forum Area - **"Stone meets design"**

Veronafiere in collaboration with New Business Media - Area Magazine

Paolo Zuliani, Responsabile FILA Service e FILA Consulting.

1. FILA**PW10, the pre-installation efflorescence-blocking protector**

FILA**PW10 is the pre-installation protective treatment** that combats rising damp and other polluting agents. It is ideal for natural stone, granite, marble, agglomerates, as well as terracotta and other absorbent materials, laid on floors, stairs and surfaces. The product is specifically designed for installation and post-installation professionals and should be applied to the back of tiles and slabs: it permanently prevents salts, tannin or ferrous substances from rising through the substrate to the top surface, and prevents the formation of streaks and stains.

FILA**PW10** lets the treated material breathe as it doesn’t form a surface-level film and doesn’t affect the adhesion of glue and grout, as confirmed by the tensile strength tests under UNI EN 1348-2009 carried out by the Ceramic Centre in Bologna.

The treatment is ready to use and should be applied to the back of a clean and dry surface, continuously and evenly with a flat paintbrush or airless pump. After drying for 24 hours, the tiles and slabs can be laid.

It is available in five-litre cans. With a litre of product, you can protect 10/15 m2 of surface area.

FILA**PW10** is a water-based protector from the FILA Green Line – the range with a low environmental impact that features water-based products with extremely low VOC emissions, i.e. no volatile organic compounds.

# Marble shines with FILAMARBLE AID, the new acid and stain-resistant Protective treatment with a polished finish for professionals

# Marble is the most highly-used stone in construction: its aesthetics, veins, delicate colours and unique brightness make it one of the most sought-after materials for covering various types of surfaces.

Kitchen and bathroom worktops are naturally more exposed to acidic substances, which corrode the polished finish, leaving the surface looking dull and deteriorated. To make the most of the aesthetic qualities of this material, with total peace of mind, FILA Surface Care Solutions has developed FILA**MARBLE** **AID**, the acid and stain-resistant protective agent with a polished finish – ideal for marble and natural stone worktops.

FILA**MARBLE** **AID** provides high acid and stain resistance for delicate surfaces subject to daily wear and tear, such as tables and areas that are frequently in contact with food or acidic substances. Its technical properties mean that it is very safe and suitable for contact with food stuffs.

It can be used on both new and pre-treated materials, including outdoor surfaces, as it is resistant to UV rays and thermal shocks.

The FILA new treatment is based on *Micro Coating Technology*, whereby it generates a thin coating that can withstand acid exposure and absorption of dirt. It does not discolour or go yellow with age or sun exposure; it also gives the treated surface a highly polished finish, improving on the gloss of untreated materials.

FILA**MARBLE** **AID** is a water-based **bi-component** product, made up of an activator and acid-resistant protector. It is **easy to apply** and can be easily removed and restored when the film on the worktop looks worn, and can be easily reapplied.

In the event of contact with staining agents, FILA**MARBLE** **AID** protects the surface from acid and stains, without damaging the material or showing visible changes.

This innovative FILA product protects both the environment and people, in full compliance with VOC regulations (Volatile Organic Compounds): the new low-VOC acid and stain protector helps to create safe living and working conditions.

**HOW TO USE IT**

Pour the whole contents of the ACTIVATOR bottle into the ACID PROTECTOR bottle, shake and then wait a few minutes; repeat the operation after waiting for 2-3 minutes. On a clean, dry surface, spread a thin and even layer of the product with a clean, short-haired fleece (we recommend a mohair fleece).

For highly-absorbent surfaces, apply a coat of FILA**MP90** **ECO PLUS** before treating with FILA**MARBLE** **AID**.

When the film is damaged, you can restore the acid protection treatment after simply removing the coating with the gel water-based cleaner FILA**NOPAINT** **STAR**.

**The product is available to order by contacting your FILA sales representative for the relevant market.**

1. **fila project creates a stain resistance test method for natural stone (SCM Staincheck Method).**

Stone is a sustainable, natural and unique material which – in most cases – is susceptible to staining. To meet market demands with scientifically validated solutions and technology, FILA Surface Care Solutions has developed **SCM Staincheck Method, a scientific method to determine the susceptibility to stains of natural stone surfaces**.

The SCM (StainCheck Method) was developed as part of the *Initiative steinkultur.eu* by*Informationsdienst Naturstein* (natural stone information service) and by the **FILA Research Centre** which – in collaboration with National and International Research Institutes – analyses thousands of materials and studies their behaviour to develop new formulations.

The method certifies the original state of the stone and has a universally valid numerical rating system, which monitors the discolouration of the stone under the effect of staining agents. In the analysis, the standard cleaning intervals were established in the various intended uses (private homes, shops and office buildings and/or hotels) with standard staining agents such as olive oil, citric acid and red wine, although the method can be adapted to the specific needs of individual projects.

This parameter makes it possible to have a trustworthy and objective assessment of the **possibilities of use of natural stone, both with and without the respective treatment.**

For all industry operators – owners of quarries, natural stone sales and processing companies, designers and architects, installers, specialist cleaning companies, etc. – this makes objective data available in order to assess and ensure the correct use of natural stone in a given context. The SCM method provides measurable (and, therefore, objective and repeatable) data to answer questions such as: How does a natural stone countertop behave when in contact with lemon juice? What happens if red wine falls on the natural stone floor of a hotel room and the housekeeper only cleans it up the next day?

The **SCM Staincheck Method** provides added value to the consulting service of **FILA PROJECT**: the FILA Division that interacts with professionals in the contract and project sector. With the SCM method, FILA PROJECT can then advise the customer – whenever requested – on the suitability of a stone material in a given context by stain-checking the natural stone. Thanks to the **SCM Staincheck Method**, FILA’s team of technical experts can use scientific evidence to provide specific recommendations and specifications on the precise treatment needed for each type of natural stone.