PRESS RELEASE

**FILA** KIT**CERAMICA RETURNS TO CERSAIE,**

**THE SECRET TO BEAUTIFUL AND HEALTHY FLOORS.**

**From FILA Solutions, the specific kit for cleaning and maintaining ceramic and porcelain.**

For [**FILA *Surface Care Solutions***](http://www.filasolutions.com/it), treating surfaces well means helping to improve people’s well-being: that’s why the company develops the best solutions to enhance and maintain the beauty of flooring and surfaces over time, as well as the quality of life and well-being of people and the environment.

## FILA KITCERAMICA is the dedicated kit to keep ceramic and porcelain surfaces looking as beautiful and clean as they did on the first day, thanks to the effective combination of FILA’s detergents and protectors.

The packaging has also been designed to serve as a convenient and practical container that includes everything you need for the cleaning and maintenance of ceramic and porcelain surfaces: **three specific products, ready to use and easy to use; a practical professional sponge for post-installation cleaning; a guide filled with information** to learn the secrets of ceramic treatment, FILA products and how to properly apply them.

**A single, effective solution in three easy steps:**

##### **Clean** the surface with **DETERDEK**.

##### **DETERDEK** is specifically for post-installation cleaning and is ideal for removing limescale, cement, grout and paint residues,,and any debris from installation with cement grout and additives. Cleaning with **DETERDEK** also removes stains and streaks that appear over time, and returns previously installed flooring back to its original beauty.

##### Apply diluted **DETERDEK** with the abrasive sponge (included in the KIT**CERAMICA**), remove residue and then rinse with plenty of water.

1. **Protect** the surface with **FUGAPROOF**.

**FUGAPROOF**, an eco-friendly stain protector (GEV-certified and labelled EC1PLUS), is a water-based product from the "[Fila Green Line](http://www.filasolutions.com/it/chi-siamo/fila-green-action.html)”. In a new and practical size, with a spray dispenser, it protects the surface against water or oily stains and makes it easier to remove dirt going forwards.

Easy to use thanks to the spray dispenser, **FUGAPROOF** protects joints, without altering the original colour of the surface and tile.

On a clean, dry surface, spray **FUGAPROOF** directly onto the grout joint from a distance of 10-15 cm. Rub with a sponge to help it penetrate the surface and within five minutes, completely remove the product excess with a paper towel or soft cloth. The surface can be walked on after eight hours.

1. **Clean** withFILA**CLEANER**.

A high-performing neutral concentrated detergent – ideal for daily cleaning of even the most delicate of surfaces. No need to rinse if highly diluted as it does not leave a residue.

**FILA** KIT**CERAMICA is available from leading tiling and hardware retailers, paint shops and DIY stores.**

**Check the availability of these products with your FILA sales representative for the relevant market.**