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All the latest news about FILA at Cersaie, Marmomac and Tecnargilla: an eXTreme September.

September is buzzing with news here at FILA. We're excited to take part in two leading trade exhibitions in our sector, Cersaie in Bologna from September 24th to 28th, and Marmomac in Verona from September 26th to 29th. On these occasions, FILA will present industry professionals with two revolutionary products born from intense teamwork between the R&D and Technical Departments.

At Cersaie, FILA will unveil a kit destined to transform the day-to-day operations of professional tile installers. The INSTANT SOLUTION KIT is a new formula developed in collaboration with Assoposa, Italy's National Tile Installer's Association. The kit allows installers to save time while achieving perfect results in line with UNI regulations regarding post-installation cleaning.

The first product is an instant cleaner for fresh epoxy mortar residue, EPOXY PRO, also ideal for cleaning installation tools.

INSTANT REMOVER is the second product of the kit, an instant cleaner for fresh cement grout. The only product of its kind on the market, it's excellent for large format tile, both for removing grout haze on the front avoiding the "frame effect" and for cleaning the back of the tile prior to installation – no rinsing necessary.

The third product is SILICONE REFINER, a special smoothing spray used to finish fresh silicone. SILICONE REFINER leaves no residue and, differently than traditional methods, it facilitates sealing quickly, without unsightly smears.

The common characteristic between these three products is called RAPIDRY, a cutting edge technology formulated and tested in FILA laboratories. RAPIDRY accelerates and eases cleaning during the tile installation and surface finishing phases, all through a complex blend of additives which advances the drying process, neutralizing product residue deposits.

All visitors at Cersaie will have the opportunity to see the INSTANT SOLUTION KIT in action on Tuesday morning, September 25th, at Tiling Town, near the FILA Stand A20 in Hall 31A. During the conference organized by Assoposa, Nicola Brunello, Fila's Technical Assistance and Training Manager, will present these new, revolutionary products.

The highlight at Marmomac will be the launch of a system created by developing and pushing the boundaries of the original Marble Aid: Marble Aid XT.

The product is eXTreme, unique and easy to restore, a new way of life for all marble enthusiasts.

The Marble Aid XT system is characterized by its strictly professional use, and it's composed of three elements: a Primer, a Protector and an Activator.

The system's innovation derives from the Primer, which densifies the surface and has been specifically studied and developed to act in perfect synergy with the Protector. It is designed to compensate the natural, microscopic irregularities found in natural stone, guaranteeing perfect micro-coating results with superior adhesion and durability. The Marble Aid XT system produces incomparable performance results.

At Marmomac, FILA is planning an exclusive event in collaboration with Interior Designer Andrea Castrignano. On September 27th at 4:30 p.m., at the FILA Stand C6-C7 in Hall 7, Italy's most famous interior designer will host a dialogue with journalists about the beauty of marble, its use and history – a chance to share new ideas and suggestions for everyone passionate about marble and natural stone.

Castrignano. On September 27th at 4:30 p.m., at the FILA Stand C6-C7 in Hall 7, Italy's most famous interior designer will host a dialogue with journalists about the beauty of marble, its use and history – a chance to share new ideas and suggestions for everyone passionate about marble and natural stone.

In addition, FILA will also take part in TECNARGILLA in Rimini from September 24th to 28th, a testament to our progressive and constant presence in the industrial ceramic tile sector.

FILA's participation in the two leading international trade fairs in the industry is further confirmation that our products, emerging from one of the most renowned districts worldwide, satisfy the needs of the tile market.

Since its early roots, FILA stands out for its passion for research and innovation, proposing effective solutions for a wide range of clients and professionals who choose our products every day. We can't wait to see you at Cersaie, Marmomac and Tecnargilla to share our latest product news.

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