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FILA: “MADE IN ITALY” SURFACE CARE AROUND THE WORLD

Founded in 1943, FILA INDUSTRIA CHIMICA SpA is an entrepreneurial brand of excellence and an international leader in surface treatment and protection solutions; due to its wide range of innovative and technologically advanced products for the care of tile and natural stone, FILA is the only brand to set up partnerships with more than 200 global manufacturers, industry associations and research centers.

This year the company celebrates its 75-year anniversary, boasting a commercial network present in more than 100 countries, manifested in 6 foreign branches (Germany, France, Spain, Great Britain, USA and UAE) and excelling in the production of treatment, protection and maintenance systems for all surfaces: from the application of inline treatments to the everyday maintenance of home surfaces with products specifically aimed at the end consumer. In fact, FILA has continuously evolved and created the most complete range of products studied, developed and marketed to meet the needs of producers, architects, installers, hobbyists and end users, all while staying focused on providing effective results with the best raw materials.

FILA's success story is rooted in time tested values. CEO Francesco Pettenon explains,

“The absolute quality of our products, exclusively created in Italy, at our Research and Development laboratories, is certified by independent international institutions and supported by an onsite consulting and technical support service present all over the world through a network of specialized technicians: a unique alliance for which we have created an individual business unit.

This service allows us to form valuable partnerships through to our commitment to fully satisfy the daily needs of our increasingly demanding international clients, which request maximum aesthetic and technological results.”

Ongoing investment in research and technological innovation along with the dedication of the R&D Department have culminated in the presentation of MARBLE AID XT, a new eXTreme system, unique and renewable, for the protection of marble against acids and stains. Conceived for marble and natural stone surfaces, both polished and matte, the system preserves the beauty of the material, leaving its appearance unchanged over time.

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