

## DURALUX ULTRA: THE NEW FENZI PAINT FOR TRULY BRILLIANT MIRRORS

**The range of Fenzi mirror-backing paints adds a new product that combines the superior performance of Duralux, in terms of resistance to corrosion, with an especially brilliant aesthetic effect.**

The laboratory of the industry leader in glass processing chemicals has developed a new formulation of its vastly popular Duralux mirror-backing paint that offers a well-balanced blend of aesthetics, functionality and high-performance.

The new thermosetting Duralux Ultra inherits all of the technical features that have spelled success for the entire Duralux line and offers results that guarantee even greater protection and durability over time than the previous products in the range. In addition to excellent levels of resistance to wear, Duralux Ultra boasts an extremely eye-catching brilliance. Applied on silver and cross-linked in an infra-red oven at medium heat, this innovative paint forms a protective coating that is especially resistant to scratches, lasts longer and has a very appealing and uniquely shiny appearance.

Duralux Ultra is manufactured in Italy at the company's Tribiano plant; it is copper-free and comes in various colors, engineered to exalt its singular shine. This makes it possible to achieve any level of customization, considerably increasing the appeal of the end product and consequently, also its potential for sales.

Mirror-backing paints are a historic product for Fenzi -- the first production to run in the company's first plant and its springboard to success in international markets. The superior quality of the Duralux range of mirror-backing paints makes them the top selling, most well-known and appreciated around the world. Thanks to Duralux Ultra, the level of excellence achieved by this business unit is enhanced with another potential winner.

