

Fenzi's winning assets at Vitrum 2015: research and innovation

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"Once again Vitrum proved to be a top-ranking event for the glass industry, and especially for us. It was a key opportunity to meet with a great number of customers with whom we have long-standing relationships, but also with new partners who expressed keen interest in the group's technologies."



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Visitors to Vitrum were consistently focused on innovation, on the technological features and performance of each of our products. That added up to four days of extraordinary work". These are some of the positive comments expressed by Alessandro Fenzi, CEO at the close of Vitrum, the trade show specializing in flat and hollow glass processing, held in Milan at the beginning of October.

For Vitrum 2015, the Group completely revamped its stand, giving it a striking appearance designed to convey a clear message to industry professionals: Anytime, anywhere, we are there.

The objects that surround us, that we use all the time in our everyday lives, exemplify the pivotal impact that Fenzi, Alu-Pro and Rolletch products have on our increasingly comfortable level of wellbeing. From sealants to the latest generation spacers, from decorative paints to mirror coatings, the products of the three companies contribute to transforming glass into individual products like insulating glass units, interior furnishings and fixtures, mirrors, artistically decorated bottles and glassware, and many other objects that make the places where we live, work and play more pleasant, safe and comfortable.

A concept that is wonderfully depicted in a custom comic strip displayed in giant format on the interior walls of the Glass Alliance stand.

Also in the Vitrum spotlight were some newly-launched products: Duralux Ultra, a new formulation of the vastly sought-after Duralux mirror-backing paint that offers a well-balanced blend of functionality, high-performance and a unique, extremely attractive shine; Butylver TPS, a latestgen thermoplastic spacer engineered specifically to work synergistically with Bystronic Glass@ applicators, in order to obtain IG units with high-quality warm-edge performance, and manufactured with the highest level of industrial automation; Multitech, a rigid spacer available in all the most popular widths and colors, created without the use of any metal, giving it the highest thermal performance available today.

Thanks to performance levels impeccably aligned with the strictest energy standards, all the product lines marketed by the Glass Alliance - a network comprised of Fenzi, Alu-Pro and Rolletch for distribution of warm edge products around the world - gained widespread praise from the highly-qualified professionals in attendance at the fair. The Group's focus on technological research and innovation was also beautifully portrayed by its inclusion in the GLASS, THE GREAT UNEXPECTED exhibit itinerary staged at Vitrum to illustrate the use of glass historically, in design and architecture, and the development of new technologies.

Among the outstanding products on display in the "Research and experimentation" section was Duralux Solar Coatings, a line of solar mirror coatings engineered to ensure extremely high levels of chemical resistance to corrosion and to UV radiation and exceptional resistance to abrasion. These coatings currently represent the pinnacle in development of this type of product.