



MIRRORS ALWAYS AT THE CUTTING EDGE WITH DURALUX

The Fenzi group has a special and exclusive feature compared to other companies in the chemicals industry. Right from its first appearance in 1941 it has focused output in a highly specialised area, that of chemical products designed specifically for the second processing of flat glass, which has enabled it to reach the top in quality and competitiveness. The same has applied to the production range that has always been key for the group, that of backing paints for mirrors.

Today more than half of all mirrors are produced using Fenzi **Duralux** corrosion prevention paints for mirrors. They are used every year worldwide to protect over 100 million square metres of mirror, equivalent to the surface area of around 15,000 football fields. Thanks to ongoing investments in research, Fenzi paints have reached a degree of virtually absolute reliability.

This result is due to the group's ability to provide non-stop support for all customers, understand their technical needs in full and solve them together. These are not just large companies but users of all kinds, at all levels, in all parts of the world. The Duralux range covers every need, from the more traditional to those of sophisticated copper-free technologies.

Further strengthening of Fenzi's leadership in this market segment has come from the recent acquisition from Akzo Nobel of the production unit specialising in corrosion prevention paints for protecting the reflective film of mirrors. Located at Vilvoorde in Belgium, it covers an area of 40,000 sq. m and, thanks to extensively automated plants, ensures production levels with the highest quality standards. Its strategic position allows ideal lead times and delivery methods to be ensured for all the main European producers in the industry.

The new plant in China, built over an area of 56,000 sq. m at the city of Jiaying, approximately 100 km south of Shanghai, is also about to come into full operation. Production is to concentrate right from the start on backing paints for mirrors and later extend to the Fenzi products demanded by the market. This major investment, a difficult act of faith and enterprise at this time, is the outcome of the aim to consolidate an already strong leading position further by directly supplying with local production Fenzi's second-ranking exports market in terms of quantity and value in order to exploit its ever-increasing potential to the full.

The new society is called Zhejiang Fenzi Paints and Sealants Company Limited and its task will be to find further opportunities for growth, in addition to flying the flag of Italian industrial capabilities high.

Fenzi Spa

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