

WATER-BASED AND STRUCTURING INKS FOR A SUSTAINABLE TECHNOLOGICAL INNOVATION

Iris Ceramica Group and its brands are introducing a revolutionary water-based technology applied to high-end ceramic surfaces. An absolute novelty for the sector, blending environmental sustainability with excellent aesthetic performance.

Pioneers from the very beginning, sustainable innovation is one of the pillars of applied technological research.

Re-engineering ceramics, the mission that Iris Ceramica Group leads through its solid commitment to R&D, also applies to the production process and the materials used to manufacture ceramic surfaces.

Underlying this technological innovation – implemented in the latest products of the brands Ariostea, Fiandre, FMG and Sapienstone in thicknesses of 6, 12 20 mm – are **water-based inks and materials used in two new production lines**, for both decorating and creating the slab surface structures. The result of a long process of development and optimisation, this technology marks an important step forward in the ecological transition, while at the same time enhancing the beauty of the materials. This new technological process exalts textures, colours and depth to create ceramic surfaces with extraordinary visual intensity.

The water-based technology requires a significant adaptation of the production system to obtain the best aesthetic and technical quality, guaranteeing the excellent performance that has always distinguished the production of the Group brands. The new elements were made compatible with the digital printing technologies, and their surface stability was developed to obtain the **highest quality, performance and definition of the image**.

Two production lines are running in this first phase, but the project is working to extend these, consistently with the industrial vision that concretely impacts all the company's sectors and departments. This authentic transformation to a more sustainable future is changing the face of ceramics today.

irisceramicagroup.com

Press Office - Iris Ceramica Group

Francesca Cuoghi

fcuoghi@icgmail.com

Maria Grazia Pacchioni

mpacchioni@icgmail.com