



PRESS RELEASE

“Made in Italy” - “Made in Fap”

Since 1997, **Fap Ceramiche**, a leading company in the production of ceramic bath tiles with original, innovative and high-profile designs, based in Fiorano Modenese, has been part of the **Concorde Group**, one of the main world players in the ceramics sector.

Over the years, the company has assured itself a **clear and distinctive position in the market**, identifying **bathroom tiling as its core business**, serving the premium price segment and becoming a reference brand for **made in Italy production**. Its products also include a wide range of kitchen wall tiles and floor tiles for all the home, and last year the company also launched a range of mosaics and a range of ceramic bathroom accessories.

At **Fap Ceramiche** the belief stands that “a company is a fundamental institution within civil society, and for this reason has an obligation to work transparently and responsibly towards all stakeholders, whether customers, suppliers or collaborators”. This has driven the company, along with all the others in the **Group**, to strictly follow the "Ethics Code" promoted by the **Confindustria Ceramica** Governing Board, which recommends the clear labelling of all products, clearly indicating in full the country of origin on both the product and the packaging.

Fap Ceramiche is therefore a “**made in Italy**” brand that guarantees solid values, including: design, innovation, quality and respect for the environment. All of the **Fap** production has a recognisable style, made from the inimitable good taste of its all-Italian brand. Everything which carries the **Fap** brand is designed in-house and produced exclusively in Italy. All **Fap** tiles are produced in Italy, with the exception of corner pieces as well as London and pencil tiles, which are produced in Spain.

Quality of the highest level, which not only guarantees the “made in Italy” production but also the “**made in Fap**” collections. Anyone purchasing **Fap** ceramics can be sure that they have been produced using technologies that respect the environment, because only the best, safe raw materials are used, also to guarantee the best working conditions for its staff.

For these reasons, “made in Italy” and “made in Fap” are by-words for a profile of excellence, the expression of strong values including an innovative style, original design, but also **attention to the environment, work ethics and product quality**.

In addition to the use of advanced print technologies and cutting-edge engraving processes using “laser technology” (registered under the Decografia® brand), the company has always carried out its production and technological research following a strict environmental policy.

From technological content to attention to detail, this is the commitment of Fap Ceramiche, a recognisable feature around the world, its certification being the expression of company pride. In **2006** the company obtained the prestigious **Ecolabel** certification for its environmentally compatible production ranges, which are in line with the strict standards set by the European Community.

Fap Ceramiche is also **ISO 9001** certified, and its products satisfy the safety requirements requested by the European CE mark.