



PRESS RELEASE
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CELEBRATORY VIDEO FOR FENZI 75TH ANNIVERSARY AT GLASSTEC 2016

In conjunction with the glass industry's most eagerly-awaited event of the year, the Fenzi Group celebrates the company's 75th anniversary with a preview showing of its celebratory video during the fair.

Glasstec provides Fenzi with the ideal occasion to celebrate its first 75 years with the visitors who stop by its stand. Before anything else, it completely and uniquely honors its huge family, made up of approximately 700 employees around the world, witnesses and architects of the company's success across five continents. It also celebrates the event with the preview showing of a brand-new video that allows the viewer to experience the Group's innovative and creative spirit with an inspiring journey among the many technologies it has developed. Technologies founded on the three pillars that have made the Group exceptional in its field and a benchmark in terms of quality and groundbreaking technology for the entire industry: innovation, focus on glass and absolute commitment.

Fenzi's history in the world of glass begins in Milan where, in 1941, the company's founder, Otello Fenzi, began manufacturing protective coatings for mirrors.

The choice to be a chemical company dedicated to flat glass processing and regular ongoing investments in the research and development of new products have led the group to consistently expand its production, driving the company to become a world leader in the area of sealants for IG units, decorative enamels for glass, mirror coatings, including those for solar thermal power, and machines for digital printing on glass, and making it a complete and reliable partner for the glass industry.

Precursor of internationalization and marketing of its products abroad, now the Group includes Fenzi North America, Fenzi China, Fenzi Belgium, Fenzi South America and Fenzi Russia, for a totally of 11 plants globally, and is a part of the Glass Alliance international network. They are the product of considerable insight and a powerful vision of the potential of markets in strategic parts of the world, a vision capable of anticipating future trends in what is now a single global market, ahead of most of the industry's other businesses.

Glasstec 2016: Fenzi stand – Hall 16 / C 22

Note to the Editor

Fenzi Group – The Fenzi Group was founded in Milan in 1941, where it still has its headquarters, as a producer of mirror backing paints, before branching out to chemical products for the secondary flat glass processing. The Group is now a world leader in the sector with eleven factories in strategic markets across three continents. In both Italy and worldwide, Fenzi is an excellent example of the Italian family-run business tradition that has gradually attained world leadership by delivering high quality standards, constant innovation, maximum safety throughout the production process of mirror backing paints, high-performance IG sealants and decorative glass paints used in the most sophisticated architectural and design projects. Fenzi Group's broad view led to the creation, in 2002, together with Alu-Pro and Rolltech, of the **Glass Alliance**, a large-scale international network that offers customers a wide range of products for high-performance insulating glass.

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