



ULTRACARE: THE NEW MAPEI LINE FOR CLEANING, MAINTAINING AND PROTECTING SURFACES

A complete range of versatile, reliable and innovative products for the professional cleaning and DIY markets

Milan, 7th September 2021 – Mapei's consolidated experience in solutions for installing ceramics has led to the creation of ULTRACARE, the new line of safe and easy to use products developed specifically for cleaning, maintaining and protecting surfaces.

The new line makes its market debut with new cleaning products to be used once installation has been completed and then for the routine and non-routine maintenance of ceramic tiles, stone and glass mosaics; products that meet a whole host of cleaning needs on different types of worksites.

Thanks to the specialisation and focus on quality that have always set Mapei apart, professional installers will now be able to find the most suitable solution for any situation: from new installations in commercial and domestic surroundings to renovation work on existing floors, as well as the need to keep surfaces clean and healthy.

Ready-to-use products available in concentrated solutions, and in both liquid and spray form, they can be used neat or diluted with water according to specific requirements (level of concentration, amount and degree of dirt to be removed, type of surface to be treated).

The new line will be produced in Mapei's Italian facility in Mediglia (Milan), Mapei Group's main manufacturing plant, for the entire global market, except North America.

And over the course of the year the new ULTRACARE line will be further extended with the launch of new products for protecting surfaces and other complementary items.

"With this new line", declared Enrico Geronimi, Corporate Product Manager, "We are now entering into a new segment of the market, that of the cleaning, maintenance and protection of surfaces, by completing our offer for professional installers with innovative, sustainable products and with the professionalism and competence that have always characterised our company".

Mapei

Founded in 1937 in Milan, Mapei is now one of the world's leading manufacturers of chemical products for the building industry and has contributed to the construction of some of the most important architectural and infrastructural works worldwide. With 89 subsidiaries operating in 57 countries and 81 manufacturing plants in 36 different nations, the Group employs over 10,600 staff worldwide. In 2020 Mapei had a consolidated turnover of €2.8 billion. The foundations for the success of the company are specialisation, internationalisation, research & development and sustainability.

For further information

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