



SEALING, BONDING, ANCHORING AND FILLING THE MAPEI WAY

A new series of videos to present the technical characteristics and performance properties of products from the elastic sealants and adhesives line

Milano, 13th May 2021 – To help installers choose the most suitable products for all their **sealing, bonding, anchoring** and **filling** work, Mapei is launching 13 video tutorials on the company website dedicated to its [leading solutions](#): MAPESIL, MAPEFLEX, ULTRABOND, MAPEFIX and MAPEPUR.

The videos, presented personally by Fabio Guerrini, Product Manager of the Sealing and Bonding line, show close-up the best way of using Mapei products in various areas of use in order to get the most out of them in terms of application and performance.

Accompanied by descriptions explaining the pluses of each product, the tutorials allow you to quickly and immediately understand the benefits that any end user, from DIY enthusiasts to the most expert professional, can obtain by using Mapei products.

With these application examples and practical demonstrations, it is easy to understand the added value of using Mapei products, the result of our quest for excellence; through the development of high-performance solutions, the use of high-quality polymers and our attention to the needs and requirements, in terms of application and aesthetics, of all users.

This project is a perfect example of Mapei's mission: to bring innovation to the world of building, including the sharing of our knowledge and expertise with all professionals from the sector, to promote and encourage a more widespread culture of quality. Well thought out choices and the correct execution of construction details are, after all, the basis for any carefully designed project and for every structure that is made to last. What is more, they also contribute in guaranteeing a higher level of living comfort and style both when creating a new construction and when restoring or refurbishing an existing building.

The tutorials are an addition to the extensive collection of [technical explainer videos](#) already available on the Mapei website in the [Mapei Academy](#) section, an area dedicated to on-site and online training from the Group aimed at both professionals and private users interested in learning more about the world of building.

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 90 subsidiaries operating in 57 countries and 83 manufacturing plants in 36 different nations, the Group employs over 10,500 staff worldwide. In 2019 Mapei had a consolidated turnover of €2.8 billion. The foundations for the success of the company are specialisation, internationalisation, research & development and sustainability.

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