

THE TILES FIGHTING CORONAVIRUS AND BACTERIA*




TO ENJOY THE SPECIAL MOMENTS OF YOUR LIFE



Thanks to its antiviral, antibacterial and anti-polluting properties, the innovative ADVANCE[®] porcelain tile, made for floors and walls, ensures greater surfaces protection and guarantees healthier environments.

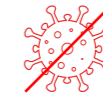
ADVANCE[®]: you will experience a better hygiene and safety in your own home.

*After 6 hours of light exposure, ADVANCE[®] is able to eliminate 100% of coronaviruses and just after 15 minutes it will eliminate 90% of them. After 8 hours of light exposure, it fights against different types of bacteria, from a minimum of 95% up to 100%. The results of the laboratory tests carried out on ADVANCE[®] are available on our website www.advancesceramic.it

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ADVANCE® porcelain floor and wall tiles can be used for residential and non-residential solutions. They are made of eco-friendly and single-fired (over 1,200 degrees) porcelain stoneware and of 40% recycled raw materials. Thanks to its antiviral, antibacterial and photocatalytic properties, the innovative ADVANCE® technology is able to improve protection in the environment around us, making it healthier and reducing significantly pollution.

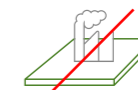
ANTIVIRAL



ANTIBACTERIAL



ANTI POLLUTION



FUTURE, NATURE, SCIENCE


ADVANCE® HAS BEEN CREATED THANKS TO ITALCER'S CARE AND ATTENTION FOR THE ENVIRONMENT AND THE COMMUNITY.

A NEW PROJECT WHICH REPRESENTS OUR DESIRE TO FOCUS ON THE FUTURE THANKS TO AN INNOVATIVE SINGLE-FIRED PORCELAIN TILE, WITH ANTIVIRAL, ANTIBACTERIAL AND PHOTOCATALYTIC PROPERTIES, ABLE TO SAFEGUARD HEALTH AND REDUCE POLLUTION.

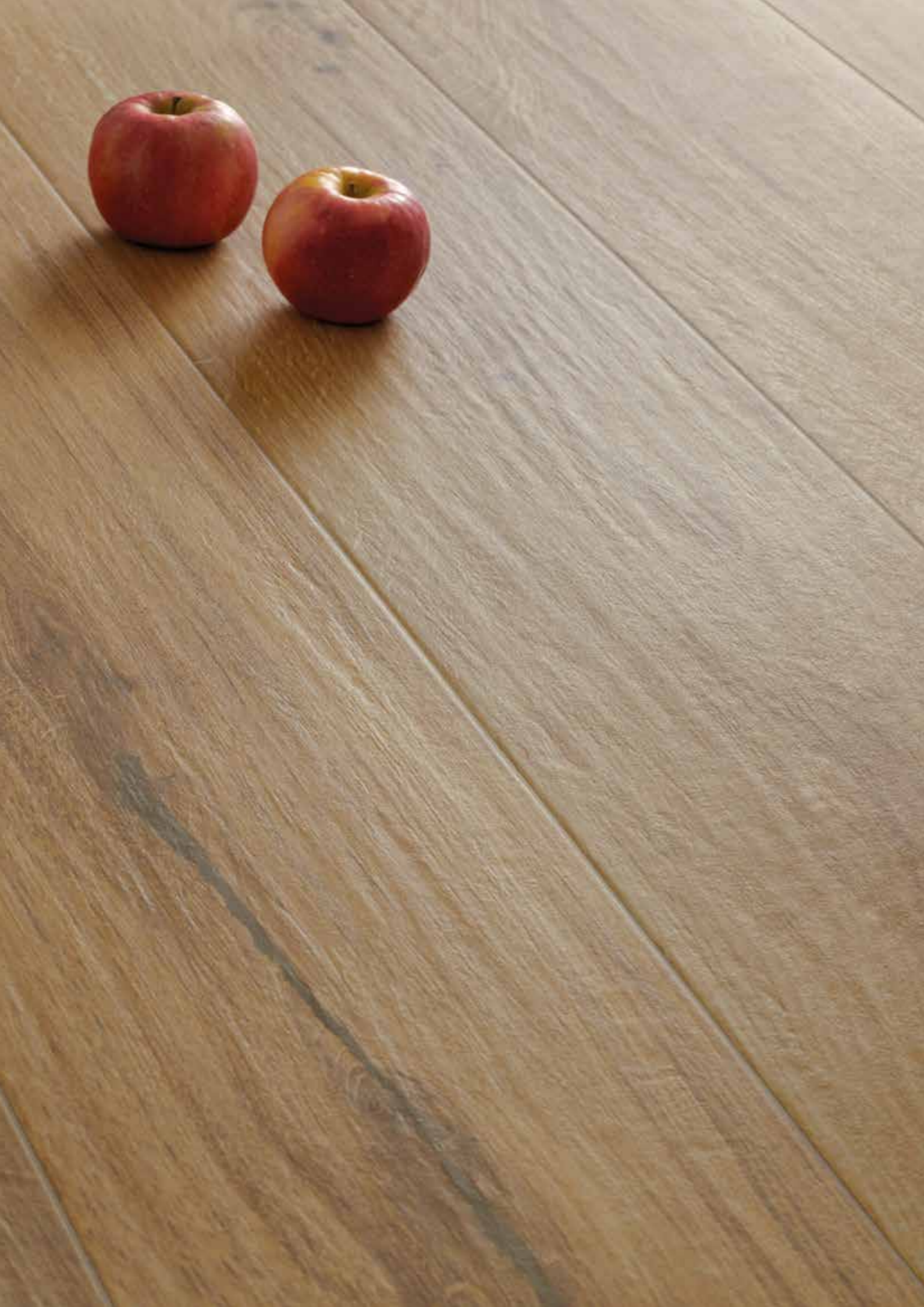


Our first source of inspiration is the **FUTURE**. We dream of a world in which the new generations can use increasingly sustainable materials that help the well-being of the planet, reducing the possibility of microbial contamination and environmentally harmful chemical detergents.

We mainly use SnO₂ (tin oxide) and TiO₂ (titanium dioxide) that are biomimetic, i.e. obtained through processes that replicate those found in **NATURE**. Synthesis takes place during the single firing process via an innovative production technique stemming from a revolutionary research study in the field of materials **SCIENCE**.



Future, nature, science
our inspiration



ADVANCE® is an innovative technology, a hygienic and environment-friendly porcelain tile. A new generation of porcelain stoneware, the result of a long-standing research project developed in our laboratories in collaboration with Professor Isidoro Lesci and supported by considerable investments.

ADVANCE® contributes towards eliminating viruses, bacteria and toxic micro-organisms and combats the environmental pollution dangerous to health and the environment.

The intrinsic antiviral and antibacterial properties of the porcelain tile material decisively contribute to eliminating every form of virus and bacteria, as well as other micro-organisms not only toxic for the environment but also for our health.

An innovation that will make homes and public places safer and healthier, with hygiene guaranteed 24/7, drastically reducing the use of chemical agents or detergents.

RESEARCH AND INNOVATION

Our research programme started in 2018, with the aim of **making antiviral, antibacterial and anti-polluting** single fired porcelain surfaces.

With great enthusiasm and pride, today we can state that we have achieved extraordinary results: the innovative formulation of a bio-compound fixed in a single firing at extremely high temperatures makes this **porcelain surface hostile to the development of viruses and bacteria**.

After an initial laboratory experimentation phase, we fine-tuned the industrial process on the Group's production lines.

The outcome has been tested by accredited laboratories to attest the actual specifications. The TCNA (Tile Council of North America) has respectively confirmed the **ANTIVIRAL (ISO18061:2014(E) on coronavirus 229E)** and **ANTIBACTERIAL (ISO 27447:2019(E))** properties of the ADVANCE® technology.

Its **ANTIPOLLUTION (UNI 11484)** properties have been confirmed by the Department of Chemistry at Turin University.

The antibacterial properties of ADVANCE® have also been attested by the University of Ferrara, as well as University of Turin has attested its photocatalytic properties.

Standards ISO 18061:2014(E) and ISO 27447:2019 (E) outline the methods that tests for determining the antiviral and antibacterial activity of photocatalytic materials must comply with. Whereas standard UNI 11484 describes the method for determining the capacity to reduce nitric oxide NO gas thanks to photocatalysis.

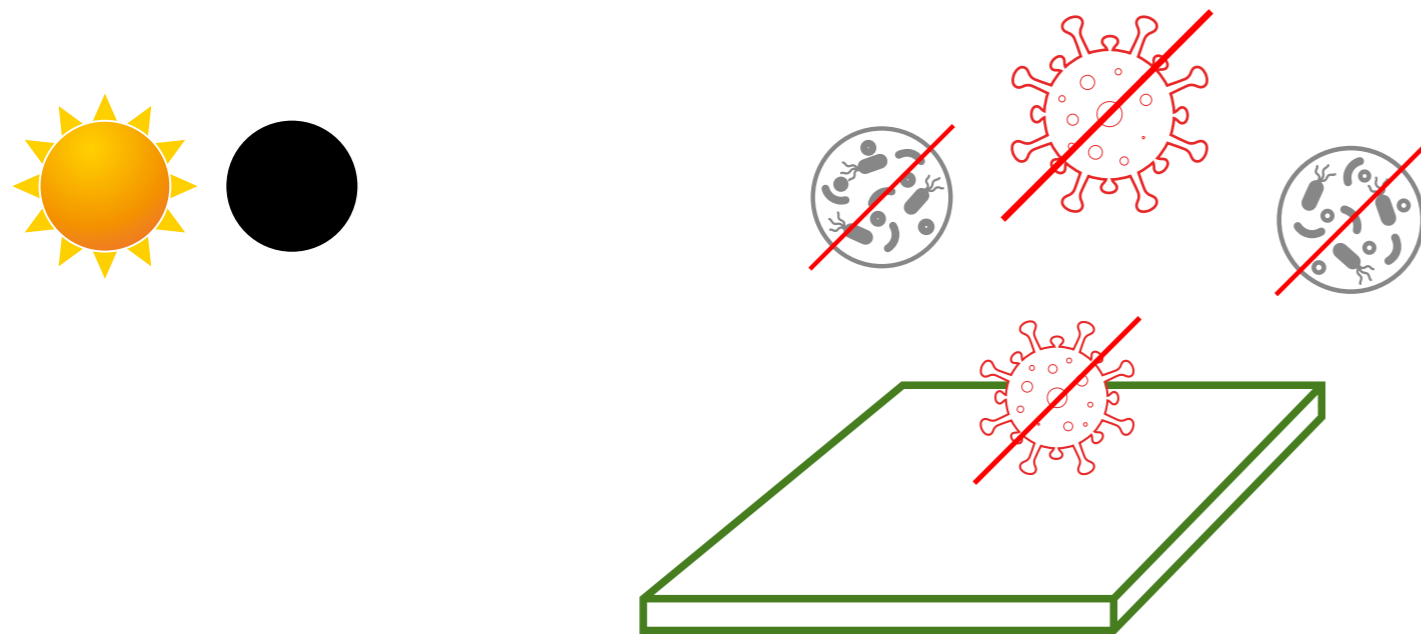


ELIMINATES VIRUSES, FIGHTS BACTERIA*

The special composition of this stoneware means that viruses and bacteria are destroyed if they come into contact with the tile surface.

ADVANCE® can be used to tile floors and walls and it features antimicrobial and photocatalytic properties achieved after a single firing. These specifications, that qualify this stoneware as the latest generation of porcelain tile, are incorporated during the initial creation phase (a single firing at over 1200°C), thus becoming intrinsic properties of the product, providing protection against viruses and bacteria for the entire lifetime of the tile, without alterations caused by time or external agents. Because it doesn't consist in a topper on the surface of the porcelain tile, but it is an integral part of it, this property will continue to last through time.

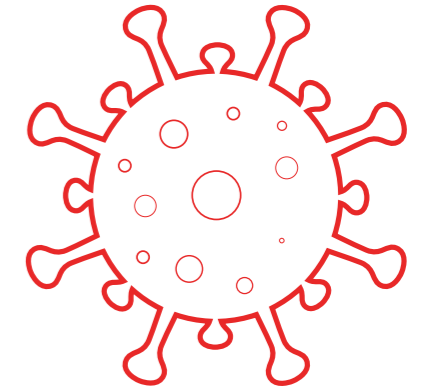
The antiviral and antibacterial properties are enhanced by any solar and artificial light conditions, but as shown by tests made by laboratories of primary importance, these properties remain active even in dark conditions.






*Under the conditions specified in the table and the test results below.

PROPERTIES

1 - ELIMINATES VIRUSES






Exposure time 	Reduction under UV exposure 	Reduction under Dark conditions 
15 minutes	90%	-
30 minutes	90%	90%
1 hour	90%	90%
6 hours	100%	93%
8 hours	100%	99%

2 - FIGHTS BACTERIA



TEST OF LABORATORY CFR-UNIFE AND TCNA

Exposure time 	Reduction under UV exposure 	Reduction under Dark conditions 
8 hours	From minimum 95% To maximum 100%	From minimum 93,4% To max 97,2%

PROPERTIES

3 - REDUCTION OF ATMOSPHERIC POLLUTION

NO_x < 20,7%

Converts volatile pollutants into harmless substances.

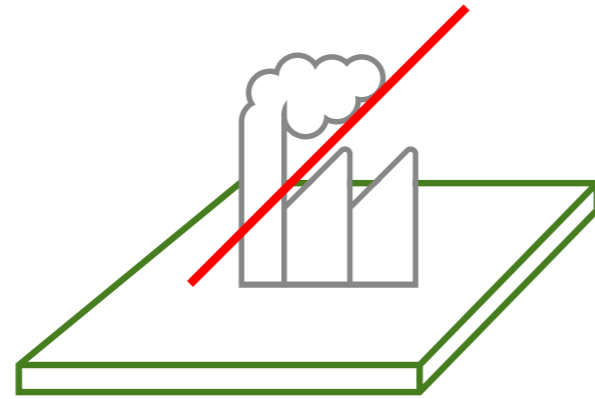
The anti-pollution properties of ADVANCE® stoneware also improve the quality of the air we breathe.

Industrial production, the use of air conditioning systems and vehicles emit pollutants into the atmosphere.

ADVANCE® used outdoors on the façades of buildings and apartment blocks, **reduces NO_x** (nitrogen oxide) **molecules by 20.7%** (as attested by the University of Turin) in just three hours, considerably improving air quality thanks to the photocatalytic action activated by natural light.

Each outdoor solution designed using ADVANCE® **contributes towards improving the environment around us.**

The technology is not only safe for our health, but it is also a sustainable choice that takes care of the environment thanks to the single firing at a very high temperature, and because no further treatments are required and it has no further impact on the environment.

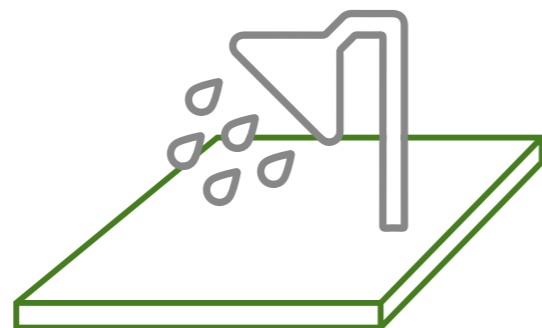


PROPERTIES

4 - COMBATS DIRT

Reduces the need to use chemical detergents.

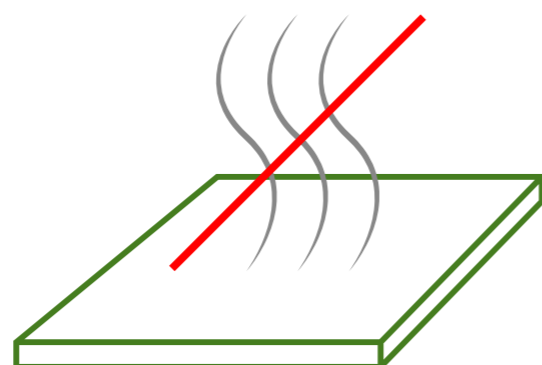
Dirt disintegrates on the surface of ADVANCE® tiles, floors and walls can be kept clean by just washing with a neutral soap and water. For outdoor floors, the flow of rainwater is enough to guarantee cleanliness.



5 - MITIGATES BAD ODOURS

Reduces bad odours by converting the organic molecules.

Furthermore, as for NO_x molecules, the molecules that cause bad odours decompose as soon as they come into contact with the surface, thus mitigating any malodorous effect.



MODE OF USE - SAFETY AND HYGIENE

With ADVANCE®, Italcer Group aims to contribute towards improving health and safety in public and private environments, thanks to this innovative porcelain tile, which can be applied to any type of surface in homes, healthcare environments, schools, airports and communal indoor and outdoor spaces.

With its intrinsic properties, ADVANCE® not only makes environments aesthetically beautiful but also healthy and sanitised for the health and well-being of everyone.



Shopping Centers



SPA



Gyms



Airports



Restaurants



Cafè



Healthcare Environments



Schools



OUR PRODUCTS



MA
TE
RIE

VOLCANO

LA FORESTA
DI GRES

TIMELESS



M
A
T
E
R
I
E

VOLCANO



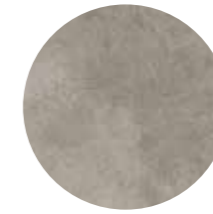
WHITE



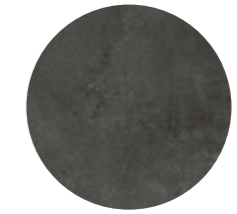
GREY



BEIGE



TAUPE



DARK



FULL BODY PORCELAIN STONEWARE

9,5 mm



80x80 rett.
31 1/2"x31 1/2" rect.



60x60 rett.
24"x24" rect.

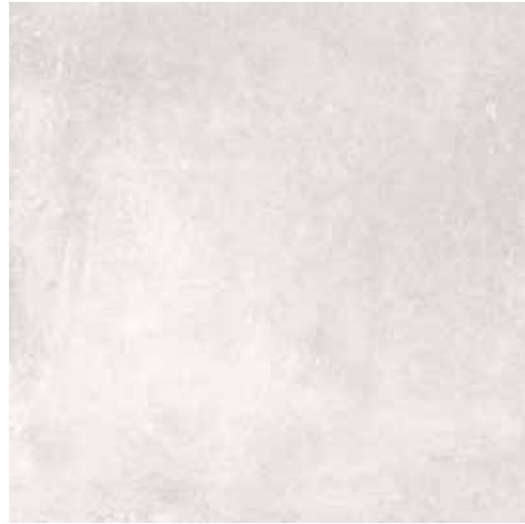


30x60 rett.
12"x24" rect.



floor
Volcano - White 80x80 rett.

white



J89926
80x80 rett. (31 1/2"x31 1/2") rect.



J89916
60x60 rett. (24"x24") rect.



J89936
30x60 rett. (12"x24") rect.

dark



J89923
80x80 rett. (31 1/2"x31 1/2") rect.



J89913
60x60 rett. (24"x24") rect.



J89933
30x60 rett. (12"x24") rect.

grey



J89924
80x80 rett. (31 1/2"x31 1/2") rect.



J89914
60x60 rett. (24"x24") rect.



J89934
30x60 rett. (12"x24") rect.

beige



J89922
80x80 rett. (31 1/2"x31 1/2") rect.



J89912
60x60 rett. (24"x24") rect.



J89932
30x60 rett. (12"x24") rect.









taupe


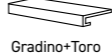









J89925
80x80 rett. (31 1/2"x31 1/2") rect.

J89915
60x60 rett. (24"x24") rect.

J89935
30x60 rett. (12"x24") rect.

			
	80x80 rett. (31 1/2"x31 1/2") rect.	60x60 rett. (24"x24") rect.	30x60 rett. (12"x24") rect.
 DARK	J89923	J89913	J89933
 GREY	J89924	J89914	J89934
 WHITE	J89926	J89916	J89936
 BEIGE	J89922	J89912	J89932
 TAUPE	J89925	J89915	J89935
SPESSORE THICKNESS	9,5 mm	9,5 mm	9,5 mm
KG/M²	21,21	21,46	19,13
PZ/BOX	2	3	6
M²/BOX	1,28	1,08	1,08
BOX/PALLET	40	40	48
M²/PALLET	51,20	43,20	51,84
KG/PALLET	1086	927,2	992,16

				
	Battiscopa 7,5x60 (3"x48")	Gradino+Toro 33x60x4 (13"x24"x1 1/2")	Angolo+Toro Dx 33x60x4 (13"x24"x1 1/2")	Angolo+Toro Sx 33x60x4 (13"x24"x1 1/2")
 DARK	J90507	J90512	J90517	J90522
 GREY	J90508	J90513	J90518	J90523
 WHITE	J90510	J90515	J90520	J90525
 BEIGE	J90506	J90511	J90516	J90521
 TAUPE	J90509	J90514	J90519	J90524
PZ/BOX	12	1	1	1



sushi
bar

sushi
bar



GREIGE



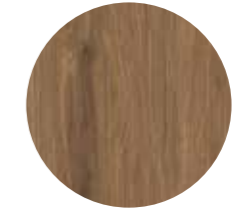
ECRÙ



IVORY



HONEY



NUT



GLAZED PORCELAIN STONEWARE

8,5 mm



24x150
9 1/2"x59"



30x120 rett.
12"x48" rect.



20x120 rett.
8"x48" rect.



greige



J90028
24x150 (9 1/2" x 59")



J89972
30x120 rett. (12" x 48") rect.



J89977
20x120 rett. (8" x 48") rect.

ecrù



J90027
24x150 (9 1/2" x 59")



J89971
30x120 rett. (12" x 48") rect.



J89976
20x120 rett. (8" x 48") rect.

ivory



J90030
24x150 (9 1/2" x 59")



J89974
30x120 rett. (12" x 48") rect.



J89979
20x120 rett. (8" x 48") rect.

honey



J90029
24x150 (9 1/2" x 59")



J89973
30x120 rett. (12" x 48") rect.



J89978
20x120 rett. (8" x 48") rect.

nut



J90031
24x150 (9 1/2"x59")

J89975
30x120 rett. (12"x48") rett.

J89980
20x120 rett. (8"x48") rett.

	24x150 (9 1/2"x59")	30x120 (12"x48")	20x120 (8"x48")
GREIGE	J90028	J89972	J89977
ECRÙ	J90027	J89971	J89976
IVORY	J90030	J89974	J89979
HONEY	J90029	J89973	J89978
NUT	J90031	J89975	J89980
SPESSORE THICKNESS	8,5 mm	8,5 mm	8,5 mm
KG/M²	19,21	21,11	20,93
PZ/BOX	3	3	4
M²/BOX	1,08	1,08	0,96
BOX/PALLET	36	40	48
M²/PALLET	38,88	43,20	46,08
KG/PALLET	747	912	964,8

	Battiscopa 6x120 (2,36"x48")	Gradino+Toro 33x120x4 (13"x48"x1 1/2")	Angolo+Toro Dx 33x120x4 (13"x48"x1 1/2")	Angolo+Toro Sx 33x120x4 (13"x48"x1 1/2")
GREIGE	J90527	J90532	J90537	J90542
ECRÙ	J90526	J90531	J90536	J90541
IVORY	J90529	J90534	J90539	J90544
HONEY	J90528	J90533	J90538	J90543
NUT	J90530	J90535	J90540	J90545
PZ/BOX	6	1	1	1

