

fiora

PRESS RELEASE

Fiora introduces Silica Free: the new era of silica-free materials with same properties

The brand not only reduces environmental footprint and improves wellness criteria, but also redefines aesthetics and functionality, setting a new industry standard.

The launch of the Selene shower tray is an example of Fiora's commitment to sustainable products that do not give up on design.



Fiora, a leader in avant-garde bathroom solutions, has reaffirmed its commitment to excellence and people's health by adopting a proactive measure in its manufacturing process. Although the handling of its products has always

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guaranteed maximum safety, the brand has opted for a significant innovation: the total elimination of silica in its product line from November 2023. This decision, which introduces the exclusive use of Carbonate, not only reflects Fiora's responsibility to the well-being of its customers and workers, but also underlines its leadership in promoting safe and aesthetically exceptional environments.

Silica Free: a commitment to the planet and quality

The new Silica Free material is used in the manufacture of shower trays, countertops and washbasins, guaranteeing safe, durable and environmentally friendly products. This change not only represents an improvement in the sustainability of the products but also ensures that "all our products are silica free, without sacrificing any of the mechanical and aesthetic properties of Fiora products".

Sustainable innovation in every detail

Beyond Silica Free, Fiora stands out for its comprehensive approach to sustainability, integrating eco-friendly practices into every aspect of its production. From the introduction of the Titan Shower Tray, a lightweight model 30% lighter than a conventional tray but with the same strength and durability, which reduces raw material consumption and makes logistics easier, to the adoption of LED lighting in its furniture and mirror collections, Fiora seeks to minimise its ecological footprint. The durability and repairability of its products not only extend their life cycle, but also promote a circular economy, complemented by the reduction in the use of plastics and the use of 71% recycled cardboard in its packaging.

The reuse of solvents and the achievement of ISO 14001 certification are testimony to Fiora's systematic and responsible approach to sustainability. These actions, together with the innovative introduction of Silica Free, not only underline the quality and aesthetics of its bathroom solutions, but also reinforce Fiora's commitment to environmental protection and community well-being, consolidating its position as an industry leader and a brand genuinely committed to a greener, more sustainable future.

More information
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