

FASS: Tailor-Made Painted Metal Handles

More than 50 years of quality and innovation in cleaning items: this is the DNA of this Italian family company.

FASS is one of the most integrated and well-known companies in our market: all the products, starting from brooms, brushes and mop heads, passing through all the plastic components up to the painted metal handles are totally Made-In-FASS.

Since the last Interbrush fair, the FASS R&D department identified some new and strategic items and concepts to develop before May 2020. These strategic products and ideas come from a deep reflection on the economical and climatic environment: two elements strictly interconnected that FASS translated in metal handle innovations.

Actual economic context

There is no doubt that the actual scenario is changing daily and very fast, perhaps more than we are truly able to imagine. On one hand, the political instability of many countries worldwide is generating problems for exports, reducing the opportunities of growth, whilst on the other hand, there is a strong demand for a 'plastic free' world. This is creating a lot of question marks for our category: it means that there is less space for growing internationally and that these kinds of products are, unfortunately, losing space on the supermarket shelves. It is all a matter of savings: cost, plastic and space. It is going to be a hard challenge, but FASS will be more than happy to

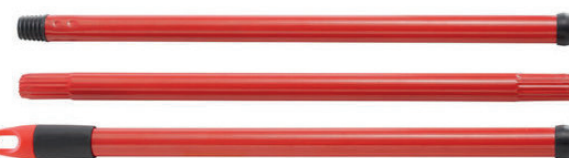
give its answers.

100% recycled metal handle: less plastic, more painting.

To address the plastic issues FASS decided to invest time, know-how and experiments towards developing a 100% recycled metal handle. First of all, it is possible, thanks to the painting technology that allows FASS to avoid the more common plastic coatings. Recycled powder, with alternative and sustainable material for all the components injected, create together a perfect mix to satisfy all the most recent needs. This special handle is part of the new "Natural Green" line that FASS launched this year.

Space saving: the telescopic and multi-pieces metal handles era

The best answers possible to the space reduction on the supermarkets shelves for our products are the telescopic and multi-piece metal handles. In the last four years, FASS management decided to invest more in them, creating all the equipment to produce, in the most flexible and customized way possible, these kinds of items. FASS decided to switch from standard production to a tailor-made one, aiming to offer the most complete and high-quality range of handles possible.



Tailor-made metal handles

This is the most innovative news that FASS will introduce. It is a revolutionary approach, based on flexibility, design and customization. Vertical integration allows FASS to satisfy the most unusual requests, starting from special moulds with 3 different materials, up the special type of coating powder. The management believe that quality, style and differentiation are the only ways to work with different customers without selling the same caps, same colours and of course same look. Their goal is to create the same feeling you have every time you buy something extremely customized: it is completely different relative to all the others – it is simply and exclusively yours.

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