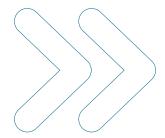# From NoCoat to SurfaceCare: Protection Becomes Care

NoCoat changes its name and evolves into SurfaceCare. This identity shift represents far more than a simple rebranding: it marks the evolution of an entire design philosophy, created to respond even more effectively and comprehensively to the needs of those who work every day to protect, enhance, and preserve the beauty of surfaces.

Historically linked to the pre-installation phase, NoCoat has long been recognized as a synonym for technical reliability and guaranteed results. But times change, and so do the demands of professionals and end customers. Today's market asks for more: solutions that go beyond initial protection, systems capable of accompanying the material throughout its entire lifecycle, ensuring lasting aesthetics, functionality, and performance.

This is where SurfaceCare comes in: a complete range of pre- and post-installation products, integrating the historic NoCoat quality into a broader, more strategic vision, closer to the concept of "continuous care." A natural evolution built on solid values – effectiveness, ease of use, and professional results – translated into tools designed to be everyday allies for installers, technicians, designers, and all supply chain professionals.

SurfaceCare is not just a new name: it is a new way of approaching the relationship with surfaces. Not an isolated intervention anymore, but an integrated path, capable of preventing damage, protecting finishes, and maintaining aesthetic and functional performance over time. An approach that translates into tangible value: for those who apply the treatments, for those who sell the product, and for those who live with it every day.

Remaining faithful to the quality that made NoCoat a benchmark, we now relaunch with a broader, more modern proposal, perfectly aligned with the operational reality of those who work on construction sites, in showrooms, and in production environments.

Because every surface deserves to be cared for, not just protected.