

**Iris Ceramica Group fights COVID-19 with the technological innovation  
of ACTIVE SURFACES®**

*Fiorano Modenese, Italy.* Iris Ceramica Group has reached yet another major milestone in its international scientific research and development.

ACTIVE SURFACES®, Iris Ceramica Group's high-performing and authentically beautiful ceramic surfaces, have been the subject of a major study by the Department of Biomedical, Surgical and Dental Sciences and the Department of Biomedical Sciences for Health of the University of Milan, to verify their antiviral properties against the SARS-CoV-2 coronavirus (responsible for COVID-19).

The research was conducted by the Iris Ceramica Group's Active Research and Development Department, in collaboration with the authoritative technical and scientific committee of the two departments at the University of Milan.

The data obtained have highlighted exceptional results regarding the ability of ACTIVE SURFACES® to eliminate 94% of SARS-CoV-2 after only 4 hours of exposure to low-intensity UV light (natural light as well as conventional low-intensity light bulbs). This significant result follows the **ISO Certifications (ISO 21702 – ISO 18061)** already obtained in relation to four well-known viral strains: the H1N1 and H3N2 Pandemic Influenzas, Enterovirus 71 and the Poliovirus. ACTIVE SURFACES® have also been **ISO certified** in the antibacterial field for several years, also against antibiotic-resistant bacteria (**ISO 27447 – ISO 22196**).

Never before has scientific value been so fundamental in protecting human health, as we continue to fight the COVID-19 health emergency which began over a year ago. Sanitizing environments and surfaces and ensuring hygiene have become essential for protecting people not only in public spaces, but also at work and at home.

The results achieved by ACTIVE SURFACES® illustrate the importance of this research, supported by detailed scientific documentation, demonstrating the innovation that characterizes the ceramic materials manufactured by the Italian company.

Iris Ceramica Group developed its cutting-edge eco-active ceramic technology in 2009. ACTIVE SURFACES® technology – covered by two European patents – is based on a photocatalytic process that uses titanium dioxide with added silver to eliminate

pollutants and microbial agents (viruses, bacteria, fungi and molds), as well as bad odors, making the ceramic surfaces self-cleaning.

ACTIVE SURFACES® is the essence of a farsighted vision rooted in the pioneering nature of the company, which has been courageously developing unique materials and applications for the past 60 years, opening up new markets for ceramics. Innovation is a real and tangible value, expressed in its entrepreneurial creativity and its ability to be one step ahead of the times, developing materials with the future in mind.

Iris Ceramica Group is an ambassador of a culture that revolves around one of the noblest materials found in nature. Ceramics have accompanied mankind since the discovery of fire through every evolution in the geological eras that have followed. Ceramics express an authentic and original beauty, just like nature itself, and their intrinsic technical features make them the highest performing material in the world, used in industries, including the biomedical sector – particularly in dentistry and dental prostheses – and aerospace, where high performance is a must.

ACTIVE SURFACES® are the evolution of a material in which art, creativity and science coexist in perfect harmony. Its unique surfaces, characterized by innovation and design, are also profoundly valuable in serving the needs of human beings while fully respecting and protecting the environment.

[www.active-surfaces.com](http://www.active-surfaces.com)

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**Iris Ceramica Group S.p.A.**

Capitale Sociale Euro 66.164.044,44 int. vers. - Registro Imprese di Modena e Codice fiscale n. 02 657 230 583

REA CCIAA di Modena n. 344742 - Partita IVA 01 097 211 005

Sede operativa: Via Ghiarola Nuova 119 - 41016 Fiorano Modenese (MO) Italy

Sede legale: Via Canalino 16 - 41121 Modena Italy

[www.irisceramicagroup.com](http://www.irisceramicagroup.com)