

**FOR IMMEDIATE RELEASE**

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## **Altreca Tower in Monterrey (Mexico) Fashioned with Vitro's HydroClean™ by DFI**

- **Successful Architectural Project Utilizes Glass Treated with Vitro's 3D Chamber System for Architectural Flat Glass**
- **Hydrophobic Coating Adds Environmental Energy Savings Benefit to Building, by Requiring Less Cleaning and Water Usage**

IRVINE, Calif., May 6, 2014 - [Diamon-Fusion International, Inc. \(DFI Nanotechnology\)](#), global developer and exclusive licensor of patented hydrophobic nanotechnologies, announced today Vitro, its partner in Mexico, has fashioned a hydrophobic coating treatment, utilizing the 3D Chamber System designed by Diamon-Fusion International (DFI). The skyscraper project, known as the **Altreca Tower** in Monterrey Mexico consisted of treating curtain wall glass approximately 86,110 square-feet (8,000m<sup>2</sup>) in size with **HydroClean™ by DFI**.

The project consists of 22 levels of offices and Penthouse with double height. Plants from 514.35 m<sup>2</sup> for a total of approximately 15,526.66 square meters of office space area.

The selected materials are of the highest quality, which include, granite and marble floors and walls. Thinking about energy consumption and maintenance costs reduction, double tempered Low-e glass facade was contemplated in the west facade, which generates an air of 6mm which helps decrease by 20% the thermal load of the building by the action of the sun, resulting in significant energy savings.

Vitro's **HydroClean DFI nano-coating** was applied adding a "green" eco-friendly feature to the exterior glass facade to keep the building looking like new for years to come, with an easy-to-clean feature, added brilliance to the glass, added scratch and impact resistance, added electrical insulation, as well as providing a significant reduction in cleaning cycles and associated maintenance costs while savings both water and chemical (cleaners) consumption.

Utilizing DFI's 3D Chamber System with HydroClean, Vitro coats thousands of square feet of glass on both sides in less than an hour, all while reducing costs up to 75% versus hand-applied coatings. Each piece of glass is entirely coated with the patented HydroClean by DFI coating, making them highly water and oil repellent, harder to stain, easier to clean, impact and scratch resistant (reducing transportation



and handling damage), and more brilliant. The DFI 3D Chamber System offers the most cost-effective, high-quality application process in the world. Founded in 1909, **Vitro, S.A.B. de C.V. (BMV: VITROA)**, is the leading glass manufacturer in Mexico, and one of the largest in the world, **backed by more than 100 years** of experience in the industry. Headquartered in Monterrey, Mexico, the Company has subsidiaries in the Americas, through which it offers high quality products and reliable services that address the needs of two distinct businesses: glass containers and flat glass. Vitro provides excellent solutions to a variety of industries, including: food, beverages, wines & spirits, cosmetics, and pharmaceutical, as well as the automotive and architectural markets. Vitro is one of the leading companies in the world serving the automotive and construction industries. Vitro's flat glass products and services are present in **North, Central, and South American** markets, as well as those of Europe, Asia, and the Middle East.

**Federico Sada Melo**, Director of PVA – Vitro Flat Glass Business, stated: *"DFI's CVD coating system allows us to fashion large-scale projects in a fraction of the time it would take utilizing a hand-applied method. The ability for us to coat a jumbo-size glass sheet, coupled with the overall cost-effectiveness of DFI's CVD process gives us a competitive advantage when bidding on projects similar to Altreca. We are pleased to see these positive results while adding all the benefits of DFI-coated glass, of significant value to Architects and Developers, and look forward to adding HydroClean to many more projects."*

**Guillermo Seta**, Corporate Vice President and Executive Director of DFI, added: *"It is so pleasing to see Vitro successfully utilizing its 3D Chamber to be awarded these well-known, large-scale projects as a direct result of its application methods and efficient processes. The 3D Chamber by DFI provides Vitro with the most ample industrial flexibility and scalability, unmatched in the glass industry and we look forward to many more successful projects on Vitro's behalf."*

For more information on the 3D Chamber by DFI or the range of restoration, protection and maintenance available, please visit [www.DFIolutions.com](http://www.DFIolutions.com) email: [info@DiamonFusion.com](mailto:info@DiamonFusion.com), or call + 1.888.388-4DFI.



Watch DFI [YouTube videos](#) and connect with the company:

#### **About Diamon-Fusion International (DFI)**

Since 1997, Diamon-Fusion International (DFI) has been making people's lives easier and more beautiful by developing, manufacturing and distributing protective coatings, application machinery and restoration products for architectural and transportation surfaces such as glass, granite, tile, porcelain and quartz. DFI's coatings significantly reduce maintenance costs, are impact, scratch and graffiti resistant and can keep surfaces looking and performing like-new forever. The breadth of DFI's product offering ranges from award-winning and patented, professional quality products available through authorized applicators and distributors to easy-to-use highly-effective, do-it-yourself products for consumers. Through consistently introducing innovative products and educating the industry on the benefits of surface protective coating technologies for glass and glass-like surfaces, DFI is a worldwide leader in easy-to-clean coating products and services. Headquartered in Southern California, DFI holds patents and patents-pending worldwide and has a sales and distribution global network in North, Central and South America, Europe, Asia, South Africa, Australia and New Zealand.

For more information about **DFI** and **Vitro** you may visit the company websites: [www.dfisolutions.com](http://www.dfisolutions.com) and [www.vitro.com](http://www.vitro.com). For FuseCube® (newest generation of DFI Chamber) inquiries in US and Canada, please contact **IGE**, [www.igesolutions.com](http://www.igesolutions.com).