

SO CLASSIC

BEYOND PAINT
THE ADVENTURES OF VITEX



AN ANCIENT HISTORICAL MYSTERY IS REVEALED. CAVE DWELLERS HONOR A VESSEL, A SYMBOL OF AN INEXPLICABLE POWER. LEGEND HAS IT THAT THE VESSEL DID NOT SIMPLY CONTAIN PAINT, BUT THE VERY ESSENCE OF DURABILITY, PROTECTION AND DECORATION.



TRAVERSING THE PATHWAYS OF TIME, IT IS CROWNED WITH LAURELS OF TIMELESS EXCELLENCE AS THE CHAMPION OF PAINTS.

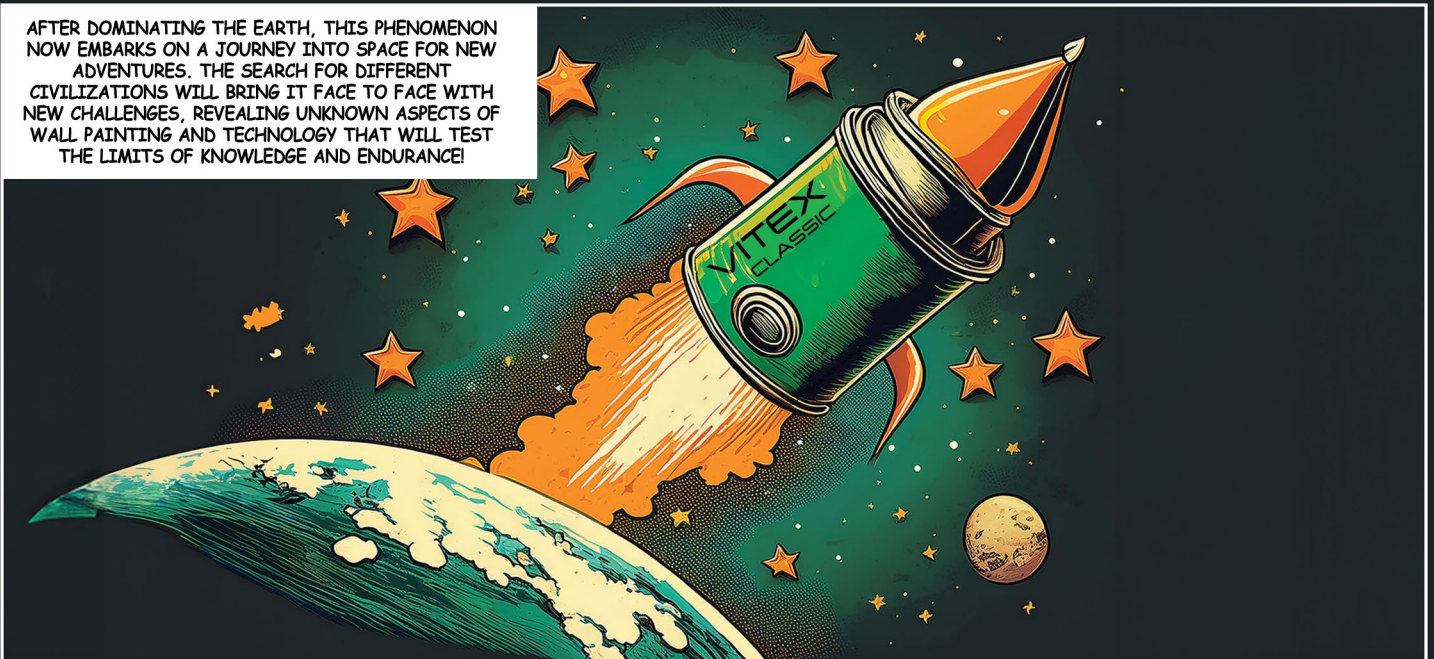


THIS ANCIENT MYSTERY FOUND AN EXPLANATION THROUGH MODERN SCIENTIFIC DEVELOPMENTS. IT IS NOW KNOWN TO HUMANITY AS VITEX CLASSIC*, AND WITH ITS REMARKABLE PROPERTIES, IT HAS COMPLETELY CONQUERED THE MODERN PAINT WORLD.



* A TOP-QUALITY EMULSION PAINT FOR INTERIOR WALLS. IT OFFERS UNBEATABLE COVERAGE AND PERFORMANCE, WITH HIGH RESISTANCE TO FREQUENT WASHING. (CLASS 1, EN 13300/ISO 11998)

AFTER DOMINATING THE EARTH, THIS PHENOMENON NOW EMBARKS ON A JOURNEY INTO SPACE FOR NEW ADVENTURES. THE SEARCH FOR DIFFERENT CIVILIZATIONS WILL BRING IT FACE TO FACE WITH NEW CHALLENGES, REVEALING UNKNOWN ASPECTS OF WALL PAINTING AND TECHNOLOGY THAT WILL TEST THE LIMITS OF KNOWLEDGE AND ENDURANCE!

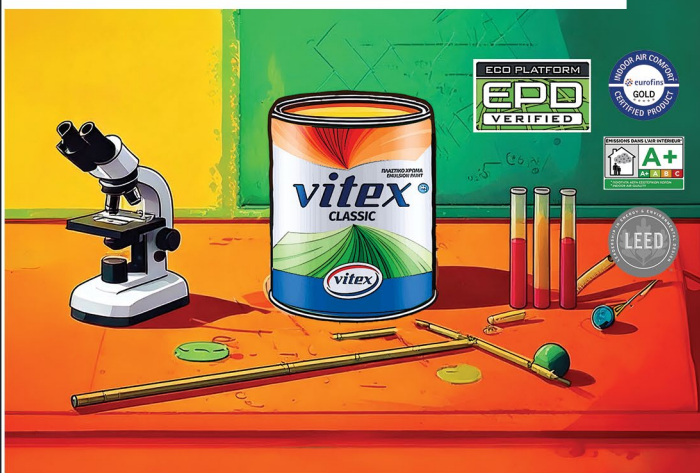




VITEX CLASSIC * BEGAN IN THE MID-20TH CENTURY AS AN INNOVATIVE IDEA BY VITEX, RESPONDING TO THE NEEDS OF THE MARKET. AS THE DECADES PASSED, IT MANAGED TO EVOLVE, IMPROVE TECHNOLOGICALLY, AND EARN RECOGNITION FOR ITS UNCOMPROMISING QUALITY.

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FOLLOWING EVERY NEW DEMAND AND STANDARD, VITEX HAS SUCCESSFULLY OBTAINED THE MOST ADVANCED CERTIFICATIONS, REAFFIRMING ITS ABSOLUTE COMMITMENT TO SAFETY AND QUALITY. THESE CERTIFICATIONS ARE PROOF OF ITS CONTINUOUS EFFORT TO REMAIN A PIONEER FOR TODAY AND TOMORROW.



VITEX NEVER STOPPED INNOVATING – NOT ONLY IN ITS PRODUCTS BUT ALSO IN ITS PHILOSOPHY. IT WAS THE FIRST COMPANY IN GREECE TO VOLUNTARILY PUBLISH A SUSTAINABLE DEVELOPMENT REPORT, SETTING NEW STANDARDS FOR TRANSPARENCY AND SOCIAL RESPONSIBILITY, SERVING AS AN EXAMPLE FOR THE INDUSTRY.



BREAKING NEWS

OUR VISION FOR A SUSTAINABLE AND MORE RESPONSIBLE WORLD REACHES AS FAR AS THE STARS, UNITING DIFFERENT WORLDS WITH A COMMON GOAL: PRESERVING THE FUTURE OF ALL FORMS OF LIFE! WE INVITE EVERYONE TO COLLABORATE IN CREATING AN INTERGALACTIC MODEL OF SUSTAINABLE DEVELOPMENT!



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