



**At Marmomac 2023 Franchi Umberto Marmi presents Wonder-FUM:
a new communication campaign that enhances and promotes
the full potential of the wonderful Carrara Marble**

Wonder-Fum Materials

WONDER-FUM is undeniably the world of natural stone, a world created by the amazing mastery of mother Earth. From unique designs of material surfaces, to the multitude of colours that create intertwined veins with soft and harmonious nuances on backgrounds that vary from optic white to a creamier tone; these are the characteristics of the most precious marble in the world, the purest one made of 98% calcium carbonate, Carrara Marble.

Wonder-Fum Team

WONDER-FUM is the spirit that characterizes our Company, working with the desire to respect and appreciate everyone involved through investments in training, bearing in mind the importance of team work and constantly increasing the safety and quality standards of the work.

Wonder-Fum Vision & Mission

WONDER-FUM are the values and principles that have always accompanied FUM in its growth, from 1971 when it was founded by Umberto Franchi till today with his children Bernarda and Alberto Franchi who lead the company with the same mission.

FUM now exports all over the world through subsidiaries in Australia and the United States and, together with geographic expansion, its aim and basic principle is to safeguard the cultural heritage and intangible values linked to its marble and its city, Carrara.

Wonder-Fum Purpose

WONDER-FUM is the ESG strategy adopted that, first with the attainment of the LCA and EPD certifications and the drafting of the sustainability report, continues its journey in the aim to reach the goals it has set in the environmental, social and governance fields, supporting an increasingly sustainable transformation.

FUM for a Wonder-Fum World

WONDER-FUM is the desire to believe in the future of the younger generations supporting them through the opening of an Academy aiming to favour the growth of the entire sector as well as the possibility to create new worlds and applications for stone as a living and creative material, able to contribute to the creation of new occupational scenarios and a renewed way of living, with respect for mother Earth.

The concept and design of the communication tools of the Wonder-FUM campaign are thanks to the creativity of Natascia Bascherini and Federica Ghinoi from Danae Project.