

BACK  
TO THE  
FUTURE  
1972-2022

PAST

# THE EVOLUTION OF ITAP IMAGE CATALOGS AND HISTORICAL ADVERTISEMENTS

In **50 years** of history, the **image of Itap** has also **evolved**.

The **catalogs** are one of the **testimonies** of how the **graphics and style** of the company **have changed** with the passage of time.

Let's look back together at 50 years of catalogs and the evolution of Itap image.



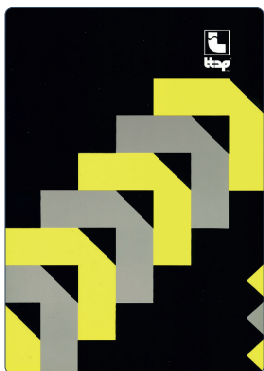
1972-2022  
**50 itap**



1972



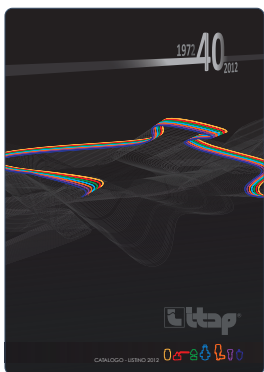
1982



1992



2002



2012



2022

## THE EVOLUTION OF ITAP IMAGE CATALOGS AND HISTORICAL ADVERTISEMENTS

From the **1970s** to the present day, it is evident how **stylistic influences**, the **progress of technology** and the **tools available to creativity** have contributed to increasingly improving and **shaping the company image** and keeping it in step with the times.

In particular, the **catalog** has always been a **powerful marketing tool** for Itap.

Whether printed or in digital format, it is a means of communication that **reflects the identity of the brand** and **enriches its value and personality**, to the point of becoming the image of the company itself.

The same applies to advertising: **new technologies** and **cutting-edge tools** have allowed Itap and its marketing team to **create advertising** that is always in step with the times and the styles of the various historical periods.







## ITAP, PIONEER OF QR CODES

QR Code: “Quick Response”.

First developed in 1994, it is a two-dimensional matrix barcode typically used to store information to be read by an optical reader or even a smartphone.

Itap is a pioneer of the QR Code: back in 2012 it had already proposed this type of technology in its catalog, assigning a QR code to each product family in order to have all the technical catalogs and detailed information within reach of a smartphone.

Ten years ago it was still a little-used and unknown tool, but Itap had already seen it coming and began to adopt it for a better usability of the contents of its articles.



## DID YOU KNOW THAT...?

### EUROPA® CHECK AND FOOT VALVES

#### 100 EUROPA® check valve

Suitable for domestic water services, heating, air-conditioning plants and compressed air. They can be installed in any position: vertical, horizontal, oblique.



SIZE	PRESSURE	CODE	PACKING
3/8" (DN 10)	25bar/362.5psi	1000038	10/130
1/2" (DN 15)	25bar/362.5psi	1000012	10/120
3/4" (DN 20)	25bar/362.5psi	1000034	8/88
1" (DN 25)	25bar/362.5psi	1000100	6/54
1 1/4" (DN 32)	18bar/261psi	1000114	4/36
1 1/2" (DN 40)	18bar/261psi	1000112	4/32
2" (DN 50)	18bar/261psi	1000200	2/20
2 1/2" (DN 65)	12bar/174psi	1000012	1/19
3" (DN 80)	12bar/174psi	1000300	1/6
4" (DN 100)	12bar/174psi	1000400	1/4

#### CERTIFICATIONS

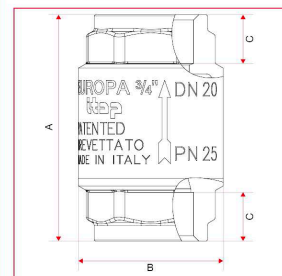


#### TECHNICAL SPECIFICATIONS

Body in brass.  
Plate in stainless steel.  
Washer in NBR.  
Spring: stainless steel.  
Minimum and maximum working temperatures: -20°C, 100°C.  
Threads: ISO 228 (equivalent to DIN EN ISO 228 and BS EN ISO 228).  
Available also with NPT thread in the sizes from 1/2" to 4".

### EUROPA® CHECK AND FOOT VALVES

#### OVERALL DIMENSIONS



	3/8"	1/2"	3/4"	1"	1 1/4"	1 1/2"	2"	2 1/2"	3"	4"
DN	10	15	20	25	32	40	50	65	80	100
A	65	66,5	65	74,5	83	93	101	122	141,5	159,5
A (NPT)	-	61	65	74,5	83	93	101	122	141,5	159,5
B	34,5	34,5	41,5	48	60,5	71	87	120	140	172
C	10,5	11,5	14	16,5	18,5	20,5	21	24	28	28
Kg/cm2 bar	25	25	25	25	18	18	18	12	12	12
LB5 psi	362,5	362,5	362,5	362,5	261	261	261	174	174	174

All Itap products have always been provided with a **TECHNICAL CATALOG**, that is a detailed **PDF document** containing all the characteristic information of the product:

- description
- technical table
- specifications
- measures and overall dimensions
- materials
- photos and technical drawing
- variable particularities according to the product

All technical catalogs are free, easy to consult, very clear and always downloadable from the Itap website.