

Immerse yourself in Laminex® Innovations® Layering with colour, design and scale

Specifically engineered to complement all living spaces, the Laminex® Innovations® range has been rejuvenated with 17 magnificent designs released to inspire. Focused on advancing and diversifying the laminate surface marketplace, this new range has been released to enhance any palette.

Laminex Innovations is about inviting surfaces - stimulating your senses through texture, colour and design, and ultimately taking surface finishes to a new level. Be guided by inspiration with scintillating features of the range boasting not only a touch and feel element, but also a sophisticated and refined colour palette.

Laminex Innovations highlight angelic yet logical finishes with particular emphasis on metallic looks and technologies. This high quality laminate offers your home a design inspired surface, suitable for vertical application that will create envy amongst guests.

With superb finish and definition, the Laminex Innovations update will involve the launch of new products that hold design leading attributes including true metals, metallic papers and high pressure laminate embossed papers. The emerging new decors are built from unique colours that have been developed specifically for the Australian market.

Laminex Innovations laminate and metallic products are ideal for vertical use and are backed with a seven-year warranty. Laminex Innovations will provide a much desired and remarkable interior landscape, ensuring any home renovation is complete.

- ENDS -

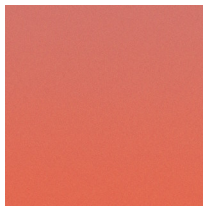
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INNOVATIONS DESIGN NOTES 2009

By Judy Dymond

The importance and interest in surface finish and special effects (such as metallics, metallic pigments, surface texture and inclusions) has continued to grow and is expected to play an important role in future design trends. Laminex Innovations is a focus for these types of laminates and strongly reflects these recent trends. The new designs which have been selected build on the existing offer, bringing a welcomed freshness and clarity to the range.



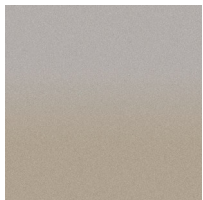
LUSCIOUS ILUMINA - A new addition to the Ilumina group within the collection. It utilizes the interference pigment technology and creates an iridescent effect, often used in the exterior paint application for automotive vehicles. The magical appearance of the laminate is enhanced by the delicious red hue.



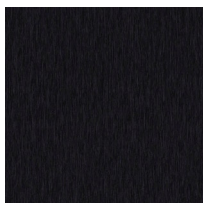
GODDESS ILUMINA - This is also from the Ilumina group and therefore uses the same technology as Luscious Ilumina to create a stimulating visual effect. The sexy pink colouring glows with luminescence.



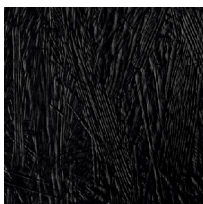
DISCOVERY - The illusionary three dimensional visual appearance of a cell like pattern and texture has a silvery pearl like colouration. A glossy sleek surface complements the soft feel.



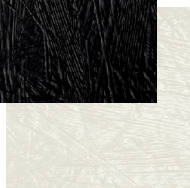
QUICKSILVER LUSTRE - This white aluminium décor expands the offer within the Lustre series and confirms the importance of this metallic look with its seductive satin finish.



BLACK MAGIC – The brushed surface texture of Black Magic encourages us to touch and feel as an essential colour takes on a new dimension.

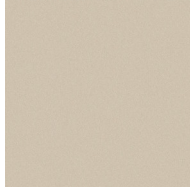


ARTISAN and ARTISAN NERO – This tactile design has a handcrafted feel in these two colours with its irregular surface texture providing interest. The décor is interpreted in both dark and light shades.





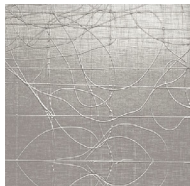
BRUSHED PLATINUM - The interest in warmer metals is seen in this laminate with an elegant brushed finish and extended length in the pattern of the brushed texture, which ultimately creates a more refined visual.



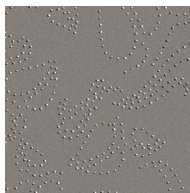
SATIN PLATINUM – With the same warmth as Brushed Platinum but in a smooth satin finish this decor is un-reflective and enticing with a sophisticated appeal.



ENTANGLEMENT - Silvery metal with complex layering of texture and a play on light reflection. Structured filament texture on the surface is entwined with looped thread like lines and fine crosshatching in the background.



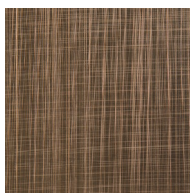
INTRIGUE - Organic line work, free-flowing on the design surface creates stringy patterns in wondrous silvery aluminium form with a satin metal finish.



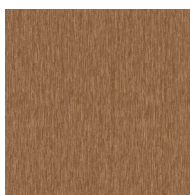
TRACERY - Natures silhouette is demonstrated in a pointillist surface pattern of leaves in varying shapes and sizes. The design is executed in a contrast of matt and polished shine for further emphasis of pattern.



CREASED ALUMINIUM - Creased texture creates an innovative metal with an enticing smooth touch and cool aluminium colour. The shallow crevices create shadows within the surface for fascinating movement.



COPPER CROSSROADS - Vertical and horizontal lines cross the surface in a rhythmic manner bringing depth and a seductive veiled effect to this copper coloured decor.



BRUSHED BRONZE - Classic bronze with a smooth brushed surface texture, this decor complements Copper Crossroads. The importance of metals that reflect warmer tones is reinforced with this new addition.



GRAPHITE CROSSROADS - As per Copper Crossroads, vertical and horizontal lines cross the surface with rhythm. This design has been created in a new mysterious Graphite grey metal.



BRUSHED GRAPHITE – New shadowy graphite is smoothly brushed to complement Graphite Crossroads.