



Contacts:

Chelsey Knutson

612-375-8540

chelsey.knutson@clynch.com

Owen Serey

513-786-3121

owen.serey@formica.com

FORMICA CORP. PREVIEWS NEW SPECIALTY COLLECTION AT NEOCON 2018

CINCINNATI (June 11, 2018) — Formica Corporation is set to preview this year’s new specialty products for commercial spaces at NeoCon 2018 (Booth 7-1010). Designers and attendees of the show will get a first look at new DecoMetal® Metal Laminates, ColorCore®2 Laminate designs, HardStop™ Decorative Protection Panels and Intentek™ — a wireless charging laminate surface. Select products will be officially available beginning in August 2018 and ongoing through 2019.

“We are thrilled to unveil these innovative new products for a variety of commercial spaces,” said Megan McClendon, commercial design lead, Formica Corporation. “These new products range from trend-forward and highly durable surfaces that are stunning in hotel and hospitality settings, to products with antimicrobial surface protection for hospitals or restrooms, and even surfaces that can wirelessly charge devices.”

The new products previewed at the booth include:

New DecoMetal® Metal Laminate designs

Formica Corporation introduces six new designs to the DecoMetal® Metal Laminate range, bringing a touch of luxury, glamour and metallic authenticity to surfaces.

- An expanded matte series features Matte Bronze, Matte Graphite and Matte Rose Gold colors to join the existing Natural Matte Aluminum.
- Oxibronze is inspired by nature’s living metals and features an organic fluid effect hand-finished by craftsman. The layered process of polishing, staining and re-polishing real brass foil results in each sheet of Oxibronze being totally unique.
- Labyrinth is a large-scale geometric design available in both Bronze and Rose Gold. The geometric design and matte metallic colors were created in response to industry-leading architects’ and designers’ strong desire for patterned and large-scale drama in a wider range of colored metals.

Expanded ColorCore®2 Laminate offerings

The versatile ColorCore®2 range now has even more creative options to transcend a space without the dark brown edge typically seen with laminate.

- As beautiful as it is durable, Formica Infiniti® ColorCore®2 Laminate features a soft-to-the-touch super matte finish that is fingerprint-resistant, offers antimicrobial surface protection, thermal healing capabilities and features a matching colored core. Formica Infiniti® ColorCore®2 laminate is suited for commercial settings and can be applied horizontally or vertically.
- An expanded ColorCore®2 Laminate line continues to feature an upscale look with multiple new color and pattern offerings, as well as expanded finishes to the White and New White decors.
- An innovative surface designed specifically for commercial settings, ColorCore®2 Compact is available in four highly useable solid colors — Black, Navy Blue, Mouse and Mojave — as well as multiple patterns with a coordinated color core. The product is ideal for restroom and wall partitions, tables, lockers and wall cladding.

-more-



Introducing HardStop™ Decorative Protection Panels

HardStop™ is a new decorative protection panel with superior impact resistance that will be available in the full spectrum of Formica® Brand color ranges.

- Unlike traditional laminate that contains a paper core, HardStop™ features a fiberglass core for added durability and strength.
- HardStop™ Panels are impact- and water-resistant, easy to clean, dimensionally stable and have a Class A fire rating.
- Designed to be applied directly to drywall and perfect for vertical applications in settings such as hospitals, restaurants, schools/universities, airports and elevators.

Introducing Intentek™: Wireless surface charging

As an answer to the growing demand for charging stations available to people in commercial settings, Formica Group and ConvenientPower Systems have partnered to create Intentek™, a Formica® Laminate surface that can wirelessly charge Qi-compatible mobile phones simply by placing devices on the surface.

- Intentek™ is intended for horizontal applications for commercial spaces in hospitality, retail, health care, education and office settings.

The new products are the result of a collaboration between Formica Corporation's marketing, R&D and design teams, including Renee Hytry Derrington, global design lead and Megan McClendon, commercial design lead, who worked closely with professionals to develop products that meet the growing needs of interior designers.

To learn more about these collections and to experience the products in person, stop by Formica Corporation, Booth 7-1010, at NeoCon 2018 to speak with a product expert. For more information on Formica Corporation, visit www.formica.com.

About Formica Corporation

Founded in 1913, Formica Corporation, part of the Formica Group of companies, is a leader in the design, manufacture and distribution of innovative surfacing products for commercial and residential applications. For more information about Formica Corporation, its products, special programs and promotions, visit www.formica.com or call 1-800-FORMICA™.

About Formica Group

Formica Group is a global group of companies consisting of Formica Canada Inc., Formica Corporation, Formica de Mexico S.A. de C.V., Formica IKI Oy, Formica Skandinavien AB, Formica Limited, Formica S.A., Formica S.A.S., Formica Taiwan Corporation, Formica (Thailand) Co., Ltd., Formica (Asia) Ltd., Formica Decorative Materials (China) Co., Ltd. and Homapal GmbH, among others. The Formica Group of companies is part of the International Business division of Fletcher Building.

Please Note: Formica®, Formica® Surfaces. For Real®, DecoMetal®, ColorCore®2, Formica Infinity® and the Formica® Anvil Logo, are registered trademarks of The Diller Corporation.

1-800-FORMICA™, Intentek, and HardStop are trademarks of The Diller Corporation.

All rights reserved. ©2018 The Diller Corporation. A member of the Fletcher Building Group.

###