



## FOR IMMEDIATE RELEASE

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### **Formica Corporation to Showcase Specialty Collection Products at NeoCon® 2017**

*Formica® Specialty Collection offers more design possibilities for commercial architects and designers*

**Cincinnati (June 12, 2017)** – [Formica Corporation](#), the inventor of laminate, brings more options to commercial architects and interior designers with the Formica® Specialty Collection, featuring surfaces that add style and function to designs, while staying within budget. The Formica® Specialty Collection products will be shown in the Formica Corporation booth #7-1010 at the 2017 NeoCon show in Chicago, June 12 – 14, 2017.

“The Formica® Specialty Collection offers architects and designers a greater range of premium surfacing options to enhance their designs with both style and function,” said Renee Hytry Derrington, Group VP of Design for Fletcher Building’s International Business Division, which includes Formica Corporation. “This collection features innovative products that tap into today’s trends, and enables professionals to achieve beautiful looks without sacrificing on material quality or the project budget.”

#### **Formica® Specialty Collection Products on Display at NeoCon 2017:**

##### **Formica Infiniti™: Irresistibly touchable super matte antimicrobial surfaces that resist fingerprints**

There’s more than meets the eye with Formica Infiniti™, the next generation in surfacing. As beautiful as it is durable, Formica Infiniti™ surfacing features a soft-to-the-touch super matte finish, with fingerprint resistance and built-in antimicrobial surface protection, and thermal healing capabilities. It is available in all standard Formica® Brand colors.

With state-of-the-art functionality and surprisingly little maintenance required, Formica Infiniti™ surfacing is ideal for commercial offices, restaurants, hotels and stores, healthcare, or any setting that calls for durable and beautiful surfaces. Formica Infiniti™ surfacing is available now.

##### **dECOLeather® Recycled Leather Veneer by Formica Group: Elegant, affordable, sustainable luxury**

An eco-friendly product made from recycled leather, dECOLeather® brings sustainable luxury to interiors by reusing a precious resource, and making it more affordable. With its deep colors and rich textures, dECOLeather® recycled leather veneer redefines interiors. Available in 18 colors and three richly grained finishes, it channels the distinctive texture of crocodile, walrus and buffalo.

dECOLeather® brings elegance to interiors, whether it’s used to create a striking accent wall in an office, a chic reception desk, or an on-trend conference table. dECOLeather® offers all the best of leather including the look, feel and aroma, with the added benefit of being eco-friendly. dECOLeather® recycled leather veneer is available now.

##### **ColorCore®2 Patterns: a surfacing product with color all the way through**

New to the ColorCore®2 line of color-through laminates are two patterns: White Twill and White Ash. ColorCore®2 Patterns bring an elevated, upscale look to casework, desks, counters, and more – without the brown lines traditionally associated with laminate edging. ColorCore®2 Patterns are available now.

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9285C White Twill: A grass-cloth inspired visual based on real twill fabric. White Twill gives a subtle stripe effect in basic warm toned white. The core of this product is white.

8841C White Ash: A fresh and clean white wood with warm, soft gray ticking. The core of this product is white.

#### **Specialty Markerboards:**

New to the Specialty Markerboard line of durable, writable surfaces are three new magnetic surfaces, and a special product that magnetizes any standard laminate or dry-erase markerboard. Specialty Markerboards are available now.

M2253-58 Black Magnetic Chalkboard: As chalkboard usage continues to trend for commercial applications, this product offers an easy-to-clean and low maintenance surface. This product is ideal for commercial offices and schools.

M8202-90 Grid Points Magnetic Markerboard: Featuring a small gray dot grid pattern on a white surface, this magnetic dry-erase markerboard is perfect for conference and meeting rooms, classrooms, or any space that requires a low-maintenance writable surface. From a distance, this markerboard appears to be white, while the gray dots assist the user in drawing objects and writing in straight lines.

M8207-58 Projection Magnetic Markerboard: Ideal for conference and meeting rooms, this easy-to-clean dry-erase surface features a soft white color, with a non-reflective finish to reduce glare, making it perfect for use as a projection screen.

M4702-00 Non-Décor Magnetic Board: A thin magnetic foil, sandwiched between layers of kraft paper, this versatile product magnetizes surfaces, simply by adhering it to the back of any standard laminate, dry-erase markerboard or chalkboard sheet.

For more information about the Formica® Specialty Collection, visit [www.formica.com](http://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](http://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 Laminates & Panels division of Fletcher Building.

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