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MEDIA RELEASE

2 MAY 2011

BRING COMMERCIAL SPACES TO LIFE WITH THE UPDATED LAMINEX® INNOVATIONS® RANGE



Celebrating cutting edge design, exciting textures and inspiring colours, Laminex® has updated its Innovations® range with 22 new decors set to transform the design possibilities for commercial spaces.

Leading the way in the union of interior surface design and technology, Laminex® Innovations® include products manufactured with genuine metallic foils as well as products with beautiful textures creating distinctive and daring feature walls and other applications in commercial spaces.

Laminex Marketing Manager, Jared Dinneen, said with the creative combination of textures, metallics and a sophisticated colour palette, Laminex Innovations will add visual excitement to any commercial interior that demands dynamic design solutions.



"We're seeing an increasingly popular trend of integrating the contemporary look of metallics and true texture into design-leading interiors, from retail fitouts to living and working spaces," Dinneen said.

"With the newest decors, we've interpreted these trends and applied them to the cost effective vertical application

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solutions that Australia's commercial specifiers and designers expect from the Laminex Innovations range."

Designed to complement the wider Laminex product range, Laminex Innovations explores the effect of illumination and design to offer textured and textile surfaces that can be effortlessly integrated with the Laminex® Colour Palette, Laminex® Timber Veneers, interior furnishings and lighting to create breathtaking harmonious commercial spaces – the possibilities are endless.

Durable and suitable for vertical applications only, Laminex Innovations are backed by a seven year limited warranty, ensuring they will continue to shine for years in any interior commercial project.

For more information on Laminex, to download or order product brochures and decor samples, visit laminex.com.au.

NEW DECORS: Black Riser, Fossil Rhythm, Ash White Rindle, Ash White Rhythm, Stellar Rindle, Stellar Rhythm, Tribal Graphic, Tribal Flame, Polar White Strike, Fossil Strike, Juicy Strike, Black Strike, Polar White Magic, Chichi Magic, Juicy Magic, Gossamer, Pure Clone, Bold Clone, Ebony Flourish, Dusk Flourish, Invoke, and Filament.

ENDS

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COLOUR NOTES

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LAMINEX INNOVATIONS UPDATE 2011

Celebrating cutting edge design, exciting textures and inspiring colours, Laminex® has updated its Innovations® range with 22 new decors set to transform the design possibilities for commercial spaces.

The new decors explore the effect of illumination on design, offering visual texture and tactile surfaces which echo the importance of light and reflection. With Innovations' specialty surfaces and versatile finishes, even the most inanimate of spaces can come to life.

Gossamer	A light metallic-neutral that has elegant appeal, shimmers and shines when kissed by light to create a softened reflection.
Bold Clone Pure Clone	With a structured pattern reminiscent of the human code, the décors' uniform movement and continuous configuration contrasts their sophisticated static quality. Bold Clone makes a statement with dramatic appeal, while Pure Clone demonstrates a confident restraint. Coupled, they provide the Yin and Yang of a well balanced design.
Ebony Flourish Dusk Flourish	Reminiscent of light casting shadows, Ebony Flourish and Dusk Flourish reveal a gentle silhouette of contemporary tonal shades with a comfortable transparency. Both enchanting decors create a perception of depth, creating impressions of the forest floor or skyward glances at dancing leaves.
Invoke	The futuristic, hypnotic Invoke , captivates and entrances with mystical movement and magical appeal. A modern, cellular décor, Invoke creates an interactive illusion, unique to every audience. Invoke your spirit, inspire your design.
Filament	A smouldering décor, Filament is intensified with smooth, lineal directions. Filament is at home both amongst industrial settings and as a cool complement to urban interiors. The metallic appearance is transformed by light and mimics processed steel.
Polar White Strike Black Strike Fossil Strike Juicy Strike	Strike transforms simple colour with alternating lines of luxurious gloss and flat colour: Polar White Strike where the sparkling geometric purity has unmatched definition, when white is not just white; the glamorous appearance of Black Strike intensifies the mood and reinforces the importance of light and visual space; Fossil Strike displays an organic sympathetic colour made strident in its surroundings; while vibrant Juicy Strike bursts with flavour, satisfying the appetite for eye-catching colour, with its playful light intensity.
Polar White Magic Juicy Magic	Introducing three new ways to make Magic . Seemingly lit from within, tactile streams of reflection flash across the surface of these cutting edge

Chichi Magic	décors to put on a spectacular show. The brilliance of Polar White woven with Magic's textured linear brings a surprising fusion of colour and texture which appears soft to the touch. The intensity of Juicy Magic , new and refreshing, shimmers and sparkles with vibrant appeal; while moody Chichi Magic is a sophisticated décor, sexy and invigorated.
Tribal Graphic	With dominant masculine undertones, Tribal Graphic conjures wind and ice in a bold pairing of black and silver.
Tribal Flame	An elemental décor, Tribal Flame invokes earth and fire with the impact of molten copper on black. This confident structured décor ignites interest with its smouldering good looks.
Black Riser	Black Riser manipulates light through its soft curves, allowing a unique appeal.
Ash White Rhythm Fossil Rhythm Stellar Rhythm	With minimalist appeal, in meticulous hand sculptured structure. Rhythm's natural lines and flowing direction create a clean, contemporary structure in Ash White Rhythm and Fossil Rhythm , while Stellar Rhythm is a diffused metallic picking up on sharp ridges and valleys of light and shadow.
Stellar Rindle Ash White Rindle	Playful undulating lines are brought together with the subtle metallic accent in Stellar Rindle and white toned reflection in Ash White Rindle to create energetic and lively light reflection.

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