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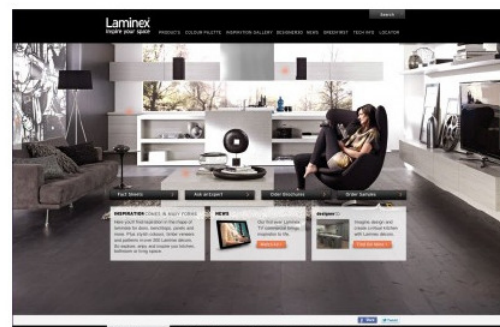
INSPIRATION AND ADVICE, A FEW CLICKS AWAY LAMINEX LAUNCHES NEW WEBSITE

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Say goodbye to trawling through hundreds of swatch books, flicking away at dog eared magazines of the latest interior trends or rustling loose pages of your favourite interior looks, and hello to your new best friend – laminex.com.au – the new website from Laminex, complete with all answers, products and inspiration for interior design dilemmas.

Launching into a new realm of design and inspiration on 7 February, the revamped website is a 'one stop shop' for latest information on design trends and products. Laminex Marketing Manager, Jared Dinneen believes Laminex is all about providing inspiration and, by having all Laminex's innovative products in the one place, homeowners are able to find a total design solution.

"We are excited about the possibilities the new website opens up for renovators and homeowners. We know that building new homes or starting renovations can be stressful, so we've taken the guess work out of at least one design decision and created a website that has all your decorative surface options quite literally at your fingertips.

"The site is designed to take interior design to the next level and become an invaluable resource from concept to creation," he said.

Simple to use, informative and engaging, users are able to easily find information on all Laminex products, with hundreds of colours and finishes available to view on the website for inspiration. To get the real look and feel of the decors, users can order brochures and samples through the simple 'drag and drop' ordering system.

As well as the introduction of two additional standout features 'Fact Sheets' and 'Ask an Expert', Fact Sheets have been created to give on the spot basic 101 information on what can sometimes be most confusing, and the Ask an Expert feature now allowing consumers to get some more detailed advice on their projects, from colours, products and materials to trends. The introduction of an easy to find link to designer3D will mean users are now able to take the colour combinations found on the Laminex website and enter the virtual online planner with ease. This tool utilises the latest three-dimensional design rendering technology and allows users to have complete control of the layout, design and colour scheme to create the perfect space.

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"All this is packaged up in a visually dynamic site which engages you from the moment you visit the home page," said Dinneen.

In addition to the new website, Laminex will debut on TV screens across the country with its first television commercial in Australia.

Visit www.laminex.com.au for the latest in design, products and interior inspiration.

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[ID] newsource says:

 February 9, 2011 at 11:02 AM

Great looking new site.

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Helen says:

 February 9, 2011 at 11:04 AM

Love the new site, very clean crisp and user friendly.

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