

MEDIA RELEASE

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LAMINEX UNVEILS NEW COLOUR PALETTE

Taking the latest in international design and giving it a unique Australian flavour, the latest update to the Laminex Colour Palette introduces never before seen decors to create inspired Australian interiors.

Twenty-two new decors consisting of solids, abstract designs, stone patterns and woodgrains debut in the biggest Laminex Colour Palette revamp in the last four years, bringing the Laminex Colour Palette to a total of 216 colours.

Laminex Marketing Manager, Jared Dinneen, said by identifying the most directional designs and colours from Europe, and adapting them to meet the Australian market, they have created a striking intensity to the Laminex Colour Palette.

“This has resulted in an extraordinary collection of decors that adds a new dimension to the Laminex Colour Palette and makes it possible for consumers to explore new combinations of tones and hues in the design of a truly unique interior space,” he said.

The range of 22 exciting new decors can be integrated across an array of vertical and horizontal surfaces, including benchtops, cabinetry, doors, panels and more, to create the ultimate interior space which combines aesthetic appeal and durability.

An intriguing marriage of Australian and European style, new *Hydra Mesh* is a strong accent for contemporary design schemes, while *Hakata* is rich in neutral, grey and brown tones, making it the ideal complement for popular solids within the Laminex Colour Palette.

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A range of fresh, zesty solid colours – *ChiChi, Sensation, Sassi* and *Juicy* – infuse a vibrancy into any interior, especially upon a backdrop of the new neutral solids, *Alpaca, Sorrel, Moose* and *Baye*.

Hailing from the very beginnings of design, the new stone patterns – *Himalayan Stone, Jordan Stone, Terrasphere, Pure Mineralstone, Antarctic Stone* and *Peacestone* – evoke classic Romanesque architecture and sophisticated European style, while integrating seamlessly into today's homes to create a timeless appeal.

For interiors ingrained with beauty, the new patterned woodgrains – *Chalky Teak, Husk, Avignon Walnut, Ice Veil, Brescia* and *Sandy Birch* – encapsulate an assortment of exquisite smoky brown-grey neutrals and patterns, that can be used to add the character and warmth of timber with a contemporary twist.

Designed to endure the day-to-day challenges of interior environments, Laminex Colour Palette laminates are backed by an impressive seven year limited warranty to ensure outstanding interior looks are the envy of others year after year. Matching edging is available to ensure a seamless finish.

The full updated Laminex Colour Palette is available from 18 October 2010.

For more information on the Laminex Colour Palette, to view a brochure or locate stockists, visit

laminex.com.au.

New to Laminex Colour Palette

Solid – Alpaca, Baye, ChiChi, Juicy, Sassi, Sensation and Sorrel.

Pattern – Antarctic Stone, Hakata, Himalayan Stone, Hydra Mesh, Ice Veil, Jordan Stone, Moose, Peacestone, Pure Mineralstone and Terrasphere.

Woodgrain – Avignon Walnut, Brescia, Chalky Teak, Husk and Sandy Birch.

NOTE TO EDITORS: *The full range is available in High Pressure Laminate for benchtops, and most are available in Low Pressure Laminates for cabinetry, workstations and other vertical applications. Some of the decors are also available in Laminex Contour Finedge Doors and Laminex Colourtech Doors.*

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