



The Laminex Group

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Media release

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The world's favourite laminate just got better

Melbourne, 19 August 2004: The Laminex Group is set to launch a visually symbolic print campaign for its Formica brand created by George Patterson Partners Melbourne that demonstrates the broad application of the laminate colour selection process.

Marketing Communications Manager of The Laminex Group, Amanda Saunders, said the campaign coincides with the launch of the new Formica – a major marketing initiative that has seen the merger of two brands under one powerful name that represents the world's most popular laminate.

"For almost 100 years, Formica has played a major role in domestic kitchens across the globe and is recognised for its modern look and proven performance," said Amanda. "In Australia, we've also had the Formex brand of laminates, which has targeted the trade to facilitate a comprehensive range of design possibilities for commercial applications."

The print campaign explores the versatility of the Formica colour collection when applied to specific projects, whether domestic or commercial. To do this, images have been created from Formica sample chips to portray the projects – the chips themselves being universally symbolic of the colour selection process.

"The campaign brings the new Formica range to life, and gives the brand its own distinctive style. The use of Formica Sample Chips in creating the various domestic and commercial images is significant. It not only emphasises the breadth and versatility of the colour range, it demonstrates why Formica is the world's favourite laminate," said Amanda.

The new Formica is not only a merger of two brands, but a total transformation that features an expanded range of 229 Formica High-Pressure Laminates, of which 28 are all-new colours and textures.

The domestic and commercial executions launch nationally in lifestyle, design and trade magazines from September.

CREDITS:

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