

Media Release
May 2004

Gettin' Square

*Form and function fuse - **Squareform™** is here*

Laminex, Australia's leading brand of decorative surface solutions, intends to set new standard in benchtops with the launch this month of the much-anticipated Squareform™ range.

Squareform™ benchtops feature beautifully seamless, deep square edges and a unique underside drip-groove to channel water spillage away from the benchtop surface and kitchen cupboards.

General Manager – Sales and Marketing of The Laminex Group, Paul Weatherall, said Squareform™ benchtops are the epitome of modern living.

"Constant in our aim to deliver innovative design inspiration, we are excited to announce the arrival of a surface that represents a convergence of sophisticated style, practicality and value," Paul said.

"Available in a palette of 15 of our most popular stone-look options, Squareform™ benchtops combines this contemporary look with the proven performance of a high pressure laminate surface.

"The fully sealed benchtops contain a premium adhesive for greater moisture and heat resistance, ensuring the proven quality and durability our customers have come to expect from the Laminex brand," he said.

Squareform™ benchtops are easy to maintain and have a seven year warranty. The range has been designed to coordinate with existing Laminex products, and will integrate easily with other textures and surfaces.

ENDS

For further information:
Selena O'Hare, Whispr Communications
03 9534 8600 or sohare@whispr.com.au
www.laminex.com.au