

THE laminex GROUP

MEDIA RELEASE
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Inspiring the designer within: The Laminex Group launches new online design tool

Imagine, create and design the perfect living space with **designer3D**, the new online design tool from The Laminex Group.

Designing an interior space is a huge investment, both in time and budget, and homeowners are increasingly looking online for design guidance to simplify the interior design process.



Utilising the latest 3D design rendering technology, designer3D allows users to have complete control of the layout, design and colour scheme to not only create their perfect space but also visualise how it will look in a completely furnished and decorated context.

Featuring more than 216 decors from the Laminex® Colour Palette and over 20 designs from the new essastone™ range of quartz surfaces, designer3D opens a world of design possibilities. Users can experiment with an array of products, decors and surface options from the

Laminex and essastone brands in a myriad of configurations to create a unique three-dimensional finished render of their perfect space.

STARTING A DESIGN

On entering the site, users can choose to start a design from scratch, select a pre-designed room or log in and continue with a previously saved room.

Providing a blank canvas for design, "Start from scratch" allows users to configure the room to the measurements of the space they have to work with in reality. A range of movable bases, walls, tall and appliance cabinets can be positioned in various realistic configurations, along with resizable doors, windows and decorative items to bring the design to life.

Alternatively, if they need some inspiration, working with one of designer3D's pre-designed rooms provides a starting point to experiment with decors while still giving full flexibility to add or remove elements in the room, change layouts, products and textures – just as if they had started from scratch.

ROOM WITH A VIEW

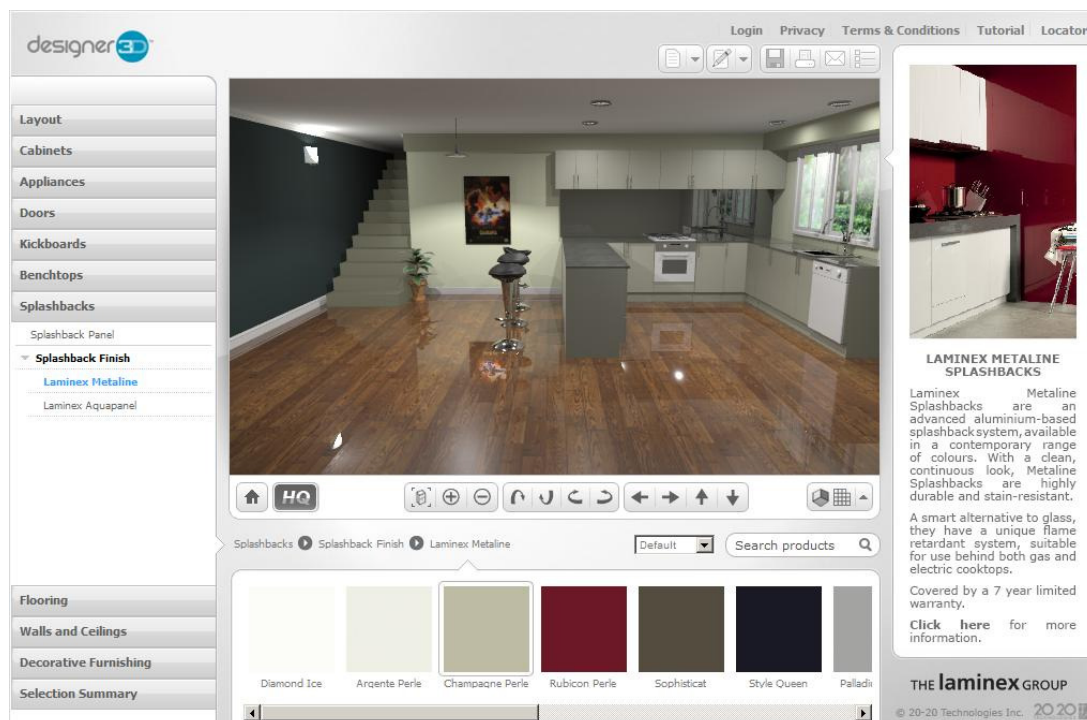
A design needs to work from every angle, therefore designer3D allows users to view the room in two- or three-dimension, with a top and front view. The capacity to pan or tilt from right to left, up and down, and zoom in or out enables them to gain a new perspective and allow for realistic spacing between elements – all of which helps to visualise how the finished design will look in the user's home.

And if for those looking for a second opinion, simply share the room design with friends via the website's email functionality.

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MAKING IT A REALITY

designer3D also helps users take the next step in the design process by creating a comprehensive item listing of the selected products, decors/colours and detail measurements in their unique design.



FINDING YOUR NEAREST SHOWROOM OR FABRICATOR

Once the user has created a finished design, designer3D's locator tool can provide specific details and directions of the nearest The Laminex Group's design centres, display showrooms and accredited fabricators where, armed with their three-dimensional design and personalised 'item list', users can bring their vision to life to create their perfect space.

designer3D.com.au

KEY FEATURES

- **Three starting options** – start from scratch, pre-designed rooms or log in and continue with a previously saved room
- **Option to login** – save and load your room designs and email friends with a link
- **Resizable rooms** – configure the room to the measurements of your real space
- **Flexible layout** – position a range of movable bases, walls, tall and appliance cabinets in various realistic configurations, along with resizable doors, windows and decorative items to bring the design to life
- **Various views** – view your room in 2D or 3D and from top view and front view. Pan or tilt from right to left, up and down, and zoom in or out to gain a different perspective and allow for realistic spacing between elements
- **Products and surfaces** – browse over 216 decors from the Laminex Colour Palette and over 20 essastone designs which can be easily integrated together to offer the complete surface solution
- **High quality rendering** – choose to enable or disable the high quality rendering. By turning on the high quality rendering the image quality is increased and textures selected are viewed in a realistic light. By turning it off the changes to the room will load quicker and increase the speed of the program
- **Locator** – find local The Laminex Group design centres, display showrooms and accredited fabricators
- **Tutorials** available to assist users in getting familiar with designer3D
- **Item list** – a comprehensive item list to take to the showroom or fabricator including detail measurements, a fully rendered image and a full product/surface/décor and colour item list.

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