

MEDIA RELEASE
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FORMICA - CREATING LOOKS THAT WORK IN 2010



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A world of new interior solutions has just been brought to life by the brand new look of Formica. Unveiled in September 2010, Formica has launched a new suite of collateral showcasing the latest products and colours with fresh new photography, showing that achieving a modern, affordable and impressive interior is now easier than ever before. Whether it is adding a splash of colour to the kitchen or a stylish gloss finish to the bathroom, Formica is providing looks that work.



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Formica Marketing Manager, Tim Van de Ven, is proud to unveil the new brand look to the market and believes it will significantly help consumers visualise Formica products and colour options in application and assist them in easily selecting surface solutions for their next project.

“Our new brand look helps to more effectively showcase the unlimited potential of using Formica decorative surfaces. The photography helps our customers see the stylish and modern results Formica products and colours can help them achieve,” Van de Ven said.



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With over 60 years in the Australian market, Formica is globally recognised as providing simple, accessible and modern surface solutions. With proven quality and reliability, Formica provides a choice of fashionable decors suitable for a diverse range of domestic and commercial applications including benchtops, doors and panels, wardrobes and commercial workspaces.



In addition to new look of Formica an exciting new website formica.com.au has also been launched which features the latest in colour and design tips, technical and care and maintenance information.

The all new look of Formica will also be heavily featured in a national trade campaign starting in September across trade publications, radio and outdoor billboards right across the country.



The 2010 range of Formica products and colours not only provides brilliant finishes to any interior, they are also durable. Backed by a seven-year limited warranty, choosing Formica ensures that you will never need to compromise on a long lasting, striking and functional interior.

To find out more about Formica visit formica.com.au.



1. *Formica Colour Range*
2. *Formica Gloss Panels*
3. *Formica Melamine Doors*
4. *Formica Vinyl Doors*
5. *Formica Wardrobes*
6. *Formica Commercial Range*

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For more information, images, samples and interviews with Formica's design experts, please contact The PR Edge:

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