

# THE laminex GROUP

MEDIA RELEASE

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## WHAT'S COOKING IN 2011 – KITCHEN TRENDS FOR THE YEAR



With Australians expected to spend a record \$7.6 billion on kitchen renovations and installations in 2011, The Laminex Group shines the spotlight on the trends set to sizzle in the kitchen.

A recent Kitchens and Bathrooms report from the Housing Industry Association (HIA) predicts approximately 560,000 kitchen installations or renovations will go ahead across the country in the 2011/12 financial year.

The Laminex Group Design Centre Manager, Lorraine Brigdale, said the boom in kitchen renovations and installations sees homeowners exploring new avenues to translate the latest international trends into a space they can call their own.



“With the resurgence of kitchens as the hub of the home, consumers are now even more focused on creating spaces that are not only functional for their individual needs but reflect their own unique style,” Brigdale said.

“Over the past 12 months alone, we’ve seen exciting new developments in products and surfaces from Formica®, Laminex® and essastone™ that have resulted in kitchens becoming the most innovative space in the home – and there’s even more in store for 2011.”

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Brigdale says homeowners are increasingly exploring how decors can be integrated across an array of vertical and horizontal surfaces, including benchtops, cabinetry, doors and panels, to create the ultimate interior space which combines aesthetic appeal and durability.

The HIA report states that last year saw the reduction of stainless steel benchtops and the rise of engineered stone benchtops – a trend which Brigdale predicts will continue in 2011, due to the more practical nature of engineered stone and the variety of fashionable designs.

“Consumers will continue to turn to engineered stone benchtops like the essastone collection, as they look to add a touch of luxury to the kitchen,” she said.

“Naturalistic décors and gloss finishes will rise to the forefront of kitchen design. In benchtop applications, new additions to the Formica® GlossPlus™ and Laminex® DiamondGloss® ranges increases the selection of woodgrains, stone pattern and solids in a gloss finish on the market, which are easily blended to help consumers create exactly the look they desire.”



The rich deep lustre of Laminex® CrystalGloss® extends the range of cabinetry finishes which include Laminex® ColourTech® painted doors and will continue to be a stylish choice as consumers look to add a splash of colour to the kitchen. They will be spoilt for choice with the wide range of colours and finishes from the Laminex® Colour Palette.

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Bridgale also reveals layering and greys will make a big splash.

“Layering’, similar to the layering we see in women’s fashion, will be seen in the home with the colours, tones and surface textures layered to create new and exciting interior landscapes in the kitchen.

“In 2010 grey had the strongest influence on colour and design and this will continue to rise as people explore the versatility and hidden depths of grey tones. A grey base will evolve into sophisticated tones when colour is added, enabling it to be easily harmonised with the overall interior colour scheme,” she said.

The latest updates to the Laminex® Colour Palette and the Formica® Colour Range enable consumers to easily apply the grey trend to their kitchen design. The Laminex® Colour Palette has an array of grey hues like *Brescia*, *Hakata* and *Chalky Teak*, or consumers can turn to the Formica colour palette for fashionable greys like *Ribbon Ash*, *Hotham Oak* and *Cast Concrete*.

Timber veneers are also set to rise again, stronger and smarter than before.

“A new direction in Laminex® Timber Veneers design will see a classic surface making a comeback, allowing consumers to apply veneers beyond their traditional uses to create innovative, inspiring and striking spaces. We’re really excited about the sophistication and luxurious



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touch Laminex® Timber Veneers will add to interiors,”  
Brigdale said.

To stay in the loop with the latest kitchen trends and products from Formica, Laminex and essastone, visit [formica.com.au](http://formica.com.au), [laminex.com.au](http://laminex.com.au), or [essastone.com.au](http://essastone.com.au).

## ENDS

1. **essastone**
2. **Laminex CrystalGloss Surfaces**
3. **Laminex DiamondGloss Surfaces**
4. **Laminex ColourTech Painted Doors**
5. **Formica GlossPlus Laminates**
6. **Formica Colour Range**
7. **Laminex Colour Palette**
8. **Laminex ColourTech Painted Doors**



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