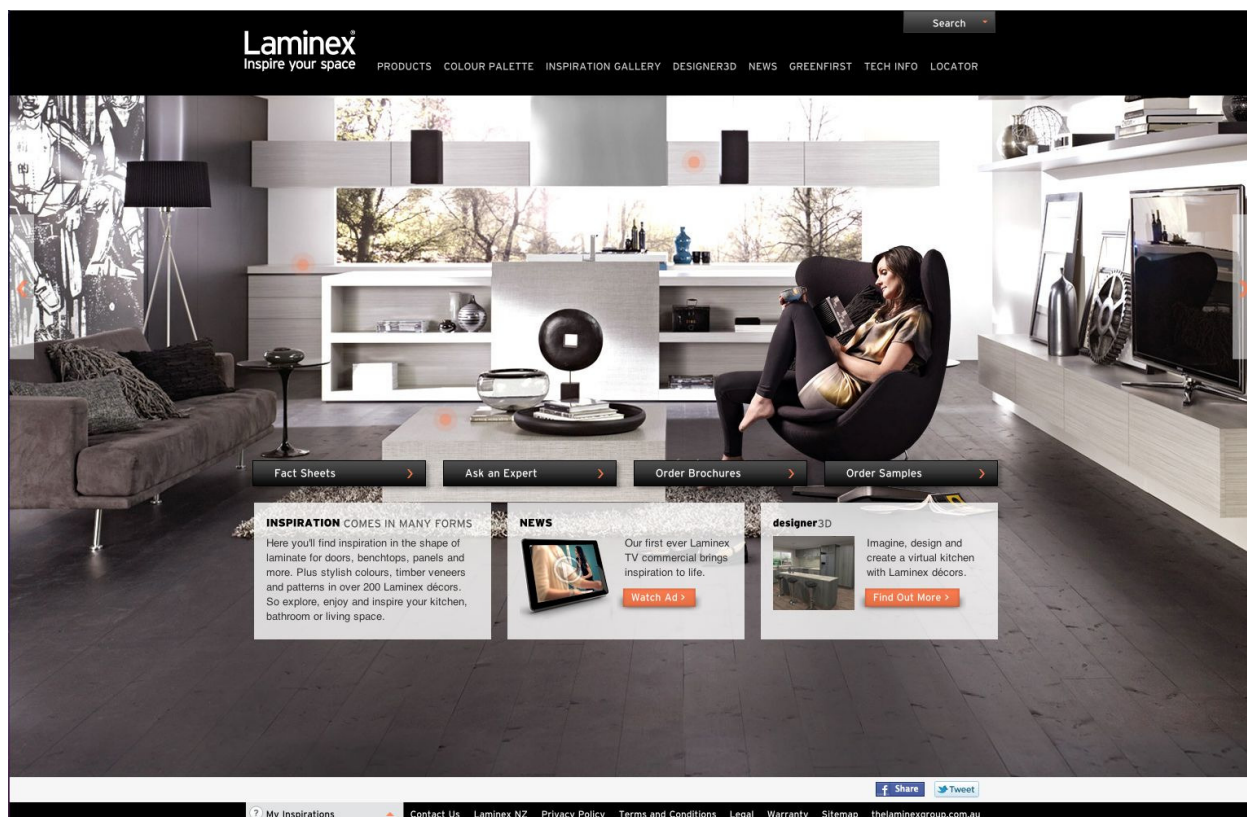


MEDIA RELEASE

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## INSPIRATION AND ADVICE, A FEW CLICKS AWAY – LAMINEX LAUNCHES NEW WEBSITE



Laminex launches into a new realm of design and inspiration with its new look website at [laminex.com.au](http://laminex.com.au).

Launching on 7 February, the revamped website is a 'one stop shop' for designers and specifiers wanting the latest information on design trends and products.

Laminex Marketing Manager, Jared Dinneen believes Laminex is all about providing inspiration and, by having all Laminex's innovative products easily accessible in the one place, architects and specifiers are able to find a total design solution.

# Laminex<sup>®</sup>

Inspire your space

“With the functionality of the new website, we’ve taken the guess work out of the design process and created a website that has all the resources you need quite literally at your fingertips.

“The site is easy to navigate and enables users to effortlessly view all of the products under the Laminex portfolio – perhaps revealing surface solutions they didn’t even know were available. It’s an invaluable resource to assist them right from the concept to the creation of all projects,” he said.

To gain inspiration, hundreds of decors for all Laminex products are available to view on the website and users can order brochures and samples through the slick ‘drag and drop’ order system.

The perfect reference tool for architects and specifiers, the site has a library of easy to find technical information needed to make an informed design decision. Plus they can now keep on top of all the latest products, designs and range updates from Laminex simply by visiting the ‘news’ section.

The introduction of an easy to find link to designer3D will mean users are now able to take the colour combinations found on the Laminex website and enter the virtual online planner with ease. This tool utilises the latest three-dimensional design rendering technology and allows users to have complete control of the layout, design and colour scheme to create the perfect space.

“All this is packaged up in a visually dynamic site which engages you from the moment you visit the home page,” said Dinneen.

In addition to the new website, Laminex will debut on TV screens across the country with its first television commercial in Australia.

Visit [laminex.com.au](http://laminex.com.au) for all the latest in design, products and interior inspiration.

**ENDS**

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