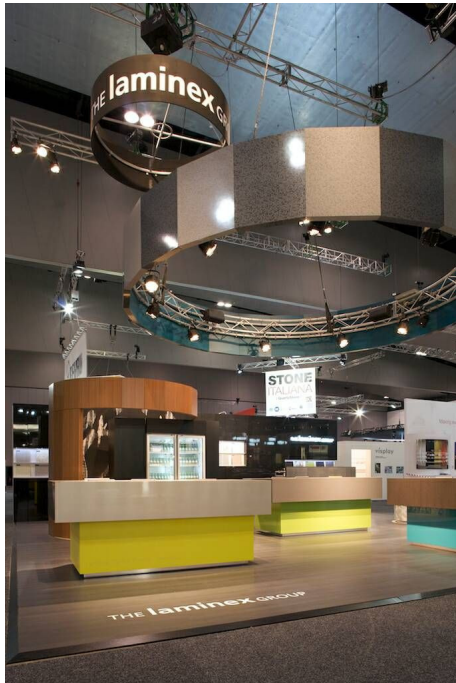


THE laminex GROUP

MEDIA RELEASE

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THE LAMINEX GROUP PUTS A NEW SPIN ON INSPIRATION AND INNOVATION AT DESIGNEX 2011



Premium decorative surfaces solution provider, The Laminex Group, captured the essence of innovative design at designEX 2011, showcasing its latest product ranges in a way never-before-seen at the show.

Reinforcing their reputation as leaders in innovative design, The Laminex Group took its 2011 designEX display to new heights by recreating a record store complete with chart topping products – Laminex® Innovations®, Laminex® Timber Veneers and Laminex Fusion® Surface collections, while inviting visitors to sample the depth of products across the Laminex, Formica® and essastone™ ranges.

Laminex National Communications Manager, Adam Jarski, said visitors to the stand were impressed by the limitless design and interior applications possible for the ranges across residential and commercial spaces.



“Key players within the industry attend designEX to be inspired and find out what the latest products and ideas are within the industry. It is up to us, as a market leader, to continue to feed their inspiration.

“We’ve been involved in designEX for the past 12 years, and each year we take our exhibition stand to the next level with creative concepts to display the versatility, functionality and innovation of our products in all their glory,” Jarski said.

Spanning 81 square metres, the stand was a hub of visual and sensual activity. Visitors enjoyed an exclusive preview of 15 never-before-seen decors in the Laminex Fusion surfaces range designed by one of Australia’s foremost textile designers, Julie Paterson; the new Laminex Timber Veneers range; and the

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latest Laminex Innovations decors, with their visual texture and tactile surfaces brought to life by clever illumination.

The newest colours, textures and surface combinations were interwoven into vertical and horizontal surface solutions to create a striking integrated solution.

While a live DJ provided entertainment , visitors flicked through 'record sized' product samples and explored the innovative circular design elements cleverly constructed as storage and seating areas – truly demonstrating the versatility of The Laminex Group's ranges.

To find out more about The Laminex Group and their product offerings, visit thelaminexgroup.com.au.

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For further information, please contact The PR Edge:

Kieran Stoltenkamp

P: 03 8416 6821

M: 0450 062 335

E: kieran.stoltenkamp@che.com.au