

MEDIA RELEASE
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LAMINEX INSPIRES DESIGNS ON A GRAND SCALE

New Laminex® 180fx™ surfaces introduce beauty with the scale of natural stone, transforming the way you look at decorative surfaces.



Making a dramatic debut in the Australian marketplace, new Laminex 180fx is a collection of premium decorative surfaces providing design professionals with the true scale and natural beauty of marble and natural stone, along with all the practical advantages of laminate, to create breathtaking residential and commercial spaces.

Laminex, the leading brand of decorative surfaces, has raised the bar with the use of innovative printing technology, delivering a large scale design that captures every little nuance of natural stone. The result is a premium decorative surface that replicates the striking colour variations, intricate veining and sophisticated layers of natural stone and marble.

Introducing international design trends to Australian shores, Laminex has hand-picked six dramatic stone patterns – *Carrera Marble*, *Silver Travertine*, *Soapstone Sequoia*, *Slate Sequoia*, *Breccia Paradiso* and *Black Fossilstone* – for designers to effortlessly incorporate luxurious large scale stone patterns across benchtops, countertops and vertical applications, or wherever inspiration is needed for dynamic and design-leading interiors.

Laminex Marketing Manager, Jared Dinneen, said innovation is at the heart of Laminex 180fx, the most exciting product to be introduced to today's decorative surfaces industry.

“Marble and stone provides classic beauty and continues to hold its place in the marketplace as one of the most desired surfaces. Until now, technology has not had the ability to replicate a pattern that truly captures all the visual drama of a full natural marble slab,” Dinneen said.

“Now with striking colours, texture and design detail, Laminex 180fx makes it easy for architects, specifiers and designers to achieve the beauty and realism of stone in commercial and residential spaces – the design possibilities are endless.”

Laminex®

Inspire your space

Six Dramatic Stone Patterns

Paying homage to the classic marble look, *Carrera Marble* showcases charcoal and light tonal grey veining against a luminous background of creamy white to create a dramatic yet timeless statement. For a lighter hue, the elegant and lustrous *Silver Travertine* is a linear grain displaying creams and beautiful greys to create striking commercial and residential interiors.

Soapstone Sequoia and *Breccia Paradiso* bring the sought after trend of tonal greys to interiors. With finely drawn veins of white, beige and grey that softly crisscross over misty hues of warm and cool greys, *Soapstone Sequoia* exudes luxury, while the striking *Breccia Paradiso* is a bold dark marble pattern characterised by fragments in various sizes and hues that range from soft grey-green to chocolate.

Alluring browns, ivories with subtle green veining play a starring role in the sensuous *Slate Sequoia*, making it the perfect choice for elegant commercial interiors. Taking drama to the next level, *Black Fossilstone* is a dark and sumptuous décor, mirroring nature's ancient art of seabed fossilisation to create an intriguing pattern for dynamic spaces.

The Finishing Touches

Complementing the broader Laminex Colour Palette, the collection comes in a combination of four Matt and five DiamondGloss® finishes with matching acrylic edging completing the masterpiece to create a seamless stone slab look. Giving architects, specifiers and designers the practical advantages of laminate, the outstanding durability of Laminex 180fx is guaranteed by a seven year limited warranty.

To find out more about this new vision in decorative surfaces, or to order your Laminex 180fx A4 sample, visit laminex.com.au

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