EuroShop, Düsseldorf, 5th to 9th March 2017

Homapal and Formica

Premium laminates from one source

At Euroshop 2017, Homapal announces its affiliation with the Formica group at its 120 square metre stand in hall 10 / F60. The metal and special laminates from Herzberg are the focus of the presentation, but also the fact that the company owns exclusive rights to the sales and marketing of Formica products in Germany, Austria and Switzerland. They expand the range with a wide variety of colours, a broad spectrum of veneer decors, the brand new door express collection and the „Infiniti“ anti-fingerprint surface. This combined appearance at the global trade fair for shop-fitting places the advantages for customers in focus.

Object planners and shop fitters think holistically. Therefore, the spectrum of surfaces and designs required for individual planning is all the greater. When manufacturers such as Homapal and Formica cooperate closely together, the variety necessary can be met. The products and materials of both manufacturers can be combined together into one order via the central Homapal warehouse in Herzberg. It is often the case, for example, that furniture fronts from Homapal and work surfaces from Formica are needed. The customer receives double the benefits: minimum order quantities are satisfied more quickly and make savings on freight and packaging costs.

The fully coordinated marketing material, such as the overview of the door express collection, also clearly sends the message that Homapal wants to simplify access to the products of both renowned high pressure laminate manufacturers in the Germany, Austria and Switzerland region.



Caption: Homapal has exclusive rights to the sales and marketing of Formica products in Germany, Austria and Switzerland. This therefore presents a much larger selection to customers in this region, and they can combine products from Homapal with those of Formica in one order. Photo: Homapal

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