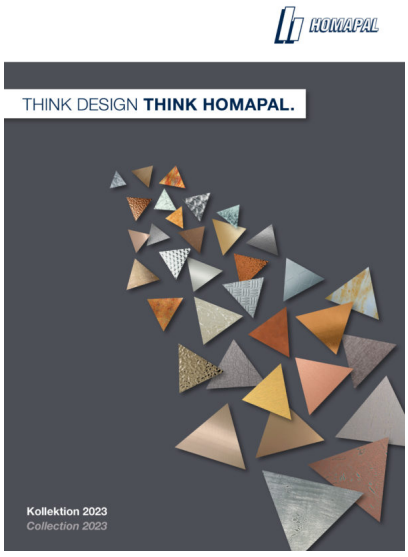
Homapal goes horizontal: With new collection and surface finish for Euroshop

Over the years, hardly any other material has proven its worth in interior and, in particular shop design, to the extent in which the laminate has done. Look, feel and function come together in a way that provides architects, cabinet-makers and carpenters with the basis, as it were, for creative and emotional as well as customised and consistent-looking designs. Launching a new collection at Euroshop from 16 to 20 February 2020 in Düsseldorf, Homapal once again concentrates on what the name signifies: exclusive and, in some cases, hand-made genuine-metal laminates as well as multifunctional magnetic boards. Adding a new surface finish, the manufacturer is broadening the application spectrum.

It has always been the genuine-metal and magnetic boards that are closely associated with the Homapal name. Yet behind the scenes at Herzberg, many more variations of this modern material are constantly being created and produced. Following intensive development work, the company is now showcasing an overall collection that has been updated throughout.

Vibrant and warm or cool and shiny. Rustic in industrial style, matt in used look or elegant with graphic patterning. In terms of look, the Homapal metal decors range from classic to modern, from exquisite to vintage, from coarse to delicate. Besides all of the technical benefits, it is primarily the visual aspect that captivates. Homapal uses thinly rolled metal foils and embosses the textures using a special technique. In the manufacturing process, some of the metal decors are finished by hand. Colour range, stunning shine and compelling feel produce an almost inimitable combination.

Whereas Homapal laminates have so far been limited to vertical application only, the manufacturer is, for the first time, presenting an extremely scratch-resistant matt surface with anti-fingerprint finish which is suitable for horizontal use and on display at Euroshop 2020 on stand A44 in hall 11. It is provided on selected aluminium, copper and brass decors in various textures and colours as well as on magnetic boards in plain colours.



Caption: It has always been the genuine-metal laminates and magnetic boards that are closely associated with the Homapal name. Behind the scenes at Herzberg, very many more variations of this modern material are created and produced. Following intensive development work, the company is now presenting an updated collection at Euroshop 2020. Photo: Homapal

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