EuroShop, Düsseldorf, 5th to 9th March 2017

Infinitely good looking

Homapal demonstrates the new anti-fingerprint surface "Infiniti" from Formica at the Euroshop

Clean for longer and an immaculate appearance with little effort. At Euroshop from 5th to 9th March 2017 in Düsseldorf, Homapal will be presenting a highly technical matt surface that satisfies these demands, developed by the Innovation Team of the parent company, Formica, at its stand F60 in hall 10. Its name, „Infiniti“ gives a nod towards the high service life that is possible thanks to the innovative manufacturing process and modern resin systems. Homapal customers from Germany, Austria and Switzerland have exclusive access to this product via the Herzberg facility.

„Formica Infiniti“ is suitable for both horizontal and vertical applications in heavily frequented areas – in retail stores, in the hotel and restaurant industry and in offices. Walls, doors, bars, reception desks, shelves, desks and other furniture can be individually designed with special decorative effects and striking edging details. The material is incredibly hard wearing and can be thermally treated; its postforming quality enables edges to be finished harmoniously and tightly.

The highly technical surface, the result of a patent-pending hardening process and resin systems of the next generation, is made up of micro-structures that defuse light and ensure an elegant matt finish that feels warm and silky soft. It protects against scratches and abrasion as well as fingerprints, because it dissipates moisture until it evaporates.

The antimicrobial properties of „Formica Infiniti“ ensure that touching is also pleasant from a hygienic perspective. In combination with the high resistance to chemicals, the surface is also suitable for use in the health industry, in hospitals, care homes and laboratories.

Alongside the malleable original high pressure laminate „Formica Laminate“ (0.7 mm), „Formica Infiniti“ is also available in the version as a solid compact board „Formica Compact“ (6, 8, 10, 12 mm) or with the through-dyed colour core as „ColorCore“ (1.3) mm. The board dimensions are 3050 x 1300 mm.

„Formica Infiniti“ blends harmoniously into every surrounding and plays in harmony with other materials. The collection includes 20 decors; of which 17 are well-known uni colours from the standard collection and three are patterned innovations („Neo Cloud“, „Neo Cyclone“ and „Neo Tornado“).

The environment in which customers shop today influences purchasing decisions at a subconscious level to a great extent. Surfaces that lend an elegantly stylish and timeless touch to the shop-fitting and keep their charisma over a long time period help to create special surroundings in which people love to linger.



Caption 1: "Formica Infiniti" blends harmoniously into every surrounding and plays in harmony with other materials. The decors "CC7940 Spectrum Yellow", "CC2255 Polar White" and "CC5342 Earth" add elegant statements to this modular shelf system. The velvet soft surface calls out to be touched. Photo: Formica

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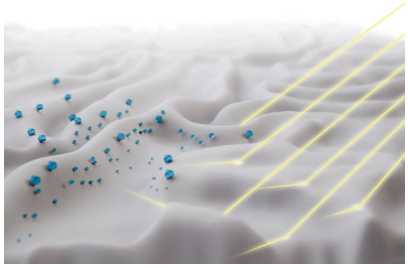
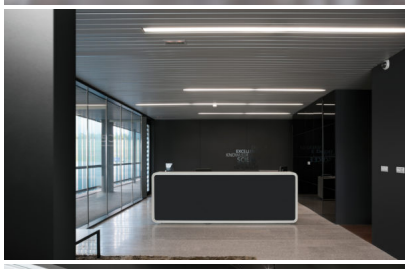


Caption 2: The highly technical surface of "Formica Infiniti" is made up of micro-structures that defuse light and ensure an elegant matt finish that feels warm and silky soft. It protects against scratches and abrasion as well as fingerprints, because it dissipates moisture until it evaporates. Photo: Formica



Caption 3: Elegance at first sight, flawless reception: walls and reception desk are covered here with "F2253 Diamond Black" with the "Infiniti" anti-fingerprint surface. Photo: Formica



Caption 4: Predestined for shop-fitting: the anti-fingerprint surface "Infiniti" on the displays in "F2253 Diamond Black", on the walls in "F7912 Storm". Photo: Formica



Caption 5: The postforming anti-fingerprint surface "Formica Infiniti" is suitable for both horizontal and vertical applications in heavily frequented areas. The photograph shows off one of the new collection's three patterned innovations, "F6314 Neo Cloud". Photo: Formica