

Interzum, Cologne, 16th to 19th May 2017

## **Red Dot for anti-fingerprint surface**

Homapal will be demonstrating the award winning "Infiniti" from Formica at Interzum

**Clean for longer and an immaculate appearance with little effort. At Interzum from 16<sup>th</sup> to 19<sup>th</sup> May 2017 in Cologne, Homapal will be presenting a highly technical matt surface at its stand A11 in hall 6 that satisfies these demands, developed by the Innovation Team of the parent company, Formica. 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, via the Herzberg facility, exclusive access to this product, which the North Rhine-Westphalia Design Centre has now awarded with the Red Dot Award Product Design.**

„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 malleability 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 3,050 x 1,300 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“).

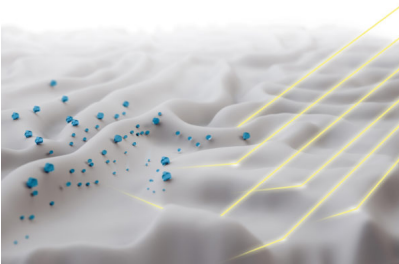
Eva Hörnisch, responsible for product design as the Creative Product Director at the Formica Group, describes the effect of the matt surface – protected against fingerprints and scratches – on the colours: „It achieves a monolithic depth of colour, because there are absolutely no reflections to distract from the authentic tone.“ The colour palette is second to none on the anti-fingerprint surface market.

### **Red Dot Award**

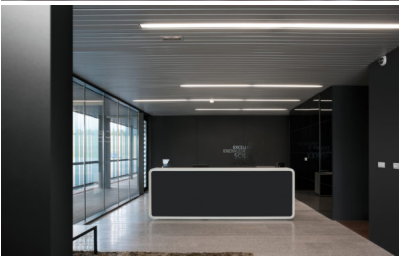
Since 1955, the Red Dot Award has developed to become one of the most recognized design competitions in the world and a highly renowned international seal for exceptional design quality. The level of innovation, design quality, functionality and environmental compatibility are just a few of the criteria on which judgement is based. On 3<sup>rd</sup> July 2017 in Essen, Germany, the international jury will only award the quality seal to products that set themselves apart from comparable products on the market.



*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*



*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 malleable 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*