

Press Release



Formica
Flooring

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FOR IMMEDIATE RELEASE

Formica Flooring Introduces Cordelia Collection *Laminate planks feature two-strip designs with soft sculpted surface*

Barnwell, South Carolina, July 18, 2007 – Formica Flooring has created a stunning new product collection that is guaranteed to be a hit at the retail level. The new Cordelia collection features 8mm thick planks with a soft-sculpted natural finish you'd expect from a craftsman using genuine timbers. Each two-strip plank has straight edges and measures 50.79" x 7.6". Planks are available in oak, hickory and amendoim patterns.

"We have a great brand and strong merchandising," said Tim Tipton, Kronotex USA Director of Marketing and Product Development. "Cordelia is the first step in making us a major presence in the industry, finally giving the American consumer what she has been looking for."

The select Cordelia collection is made up of six product SKUs: Figured Amendoim, Sedona Amendoim, Sierra Oak, Tuscan oak, Honey Spice Hickory and Estate Hickory. Planks are installed easily with FormiLock™ technology and carry a 25-year warranty.

Formica Flooring has four other flooring collections: Super premium **Quintessa**, with hand-scraped textures and luxurious 12mm thick planks; Premium **Marcella**, with random-length planks and 10mm thick planks; High quality yet affordable **Arianna**, with realistic textured grains and 8mm thick planks; and expertly crafted **Sienna**, with the look of stonework and 8mm thick planks.

The Cordelia collection will be available in mid-July. To learn more about Cordelia and all of Formica Flooring's products, visit www.formicaflooring.com or call 1-800-777-5145.

Kronotex is the exclusive licensee in North America for Formica® brand laminate flooring. Kronotex U.S.A., Inc., a wholly owned subsidiary of KronoGroup Switzerland, is one of the largest laminate flooring manufacturers in the world. As an integral part of the company's worldwide strategy, Kronotex has recently constructed a modernized manufacturing facility in Barnwell, S.C. For more information on Formica Flooring, visit www.formicaflooring.com.

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Formica
Flooring

TRUE BEAUTY. NEVER FADES.™



CORDELIA

SELECT FLOORING

Cordelia select planks have a **soft-sculpted** natural finish you'd expect from a craftsman using genuine timbers. With **detailed grain patterns** and the look and feel of choice timbers, these 8mm thick planks are **stylishly rugged** and distinctive. Cordelia planks are impressively **effortless** to install and maintain, and come with a 25-year residential warranty.

EASY INSTALLATION

Formica Flooring laminate floors are easy to install, with no need for glue or nails. Planks have tongue-in-groove joints, allowing them to simply click into place with the user-friendly FormiLock™ installation system.

TROUBLE-FREE MAINTENANCE

For years of enjoyment, Formica Flooring laminate floors require very little maintenance. Regular sweeping and the occasional use of a damp cloth will keep them looking like new for years to come. In addition, Formica Flooring is guaranteed to resist topical moisture, fading, staining and wear from normal household use.

EXPERTLY DESIGNED

With long-lasting beauty in mind, Formica Flooring is made of the highest quality materials, using state-of-the-art technology. Planks are composed of four distinctive layers: The super-resistant, clear top layer; the decorative paper, which expertly duplicates natural grain patterns from actual cut timbers; the dense fiberboard core, which provides stabilizing support and moisture protection; and the undersurface, which is made of dampness-impeding film to ensure and preserve structural stability.

MADE THE ENVIRONMENTALLY RIGHT WAY

Formica Flooring is a natural product. Only fresh pine from ecological forest thinning operations is used to produce the high-density fiberboard core of the planks. All production is conducted under the strictest supervision and controls. With its use, Formica Flooring contributes to a natural and healthy room climate. It is in conformity with the highest health standards and is particularly recommended for people with dust allergies.



D2496 Figured
Amendoim



D2497 Sedona
Amendoim



D2757 Sierra Oak



D2758 Tuscan Oak



D2855 Honey
Spice Hickory



D2856 Estate
Hickory



50.79"

7.6"

CORDELIA STATS

Thickness: 8 mm
 Dimensions: 50.79" x 7.6"
 Coverage: 21.44 sq. ft.
 Planks per carton: 8
 Warranty: 25 years
 AC rating: 3
 Made in USA