

Press Release



Formica
Flooring

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Formica Flooring Launches High Gloss Flooring Lines *Shine On: Bellafina and Bellezza set the industry standard*

Barnwell, South Carolina, June 13, 2008 – After receiving rave reviews during their debut at Surfaces 2008, Formica Flooring announces the official launch of Bellafina and Bellezza, which are scheduled to hit the market this month.

“Our new high-gloss flooring lines, Bellafina and Bellezza, feature an exclusive, highly polished mirror finish, creating an unmistakable elegant brilliance,” said Ken Peden, Kronotex USA COO. “We are committed to developing stylish, high quality products that add value at the distributor and retail level, and these two collections are representative of that dedication.”

Bellafina laminate flooring planks are 8mm thick and 7.6” wide x 54.17” long. Each plank is characterized by detailed grain patterns and textures that create the look and feel of exotic timbers. The Bellafina line is made up of four striking designs: Canyon Andiroba, Plateau Merbau, Canyon Koa and Canyon Pear.

Bellezza laminate flooring is also 8mm thick, and each 25.35” x 12.20” brick-like format features two natural stone designs enhanced with recessed grout lines that accurately portray the authentic look and feel of natural stone. The Bellezza collection consists of four stone designs: Labrador Lavik, Botticino Classic Dark, Botticino Classic Light and Carrara Marmor.

Both Bellafina and Bellezza install with the FormiLock™ glueless locking system and are backed by a 25-year residential warranty.

For more information on Formica Flooring’s new products, visit www.formicaflooring.com.

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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