

# Press Release



Formica  
Flooring

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*FOR IMMEDIATE RELEASE*

## **Formica Flooring Launches Mirabella Collection** *Sophisticated laminate planks boast high gloss finish and micro-beveled edges*

**Barnwell, South Carolina, November 6, 2007** – Formica Flooring announces the launch of Mirabella, an eight-SKU collection with luxurious 10mm thick planks. With an elegant, semi-piano and random pitted finish, micro-beveled edges and long, narrow planks measuring 54.33” x 4.45”, Mirabella creates the look of an authentic hardwood floor.

“Certainly the talk of the industry are the rustic hand scraped finishes, but there is a sizeable market out there for products with a more casual elegance and clean finish,” said Tim Tipton, Kronotex USA Director of Marketing and Product Development. “We certainly believe we’ve achieved this with Mirabella.”

The premium Mirabella collection is made up of eight product SKUs: Metropolitan Walnut, Virginia Walnut, Brazilian Chestnut, Larissa Chestnut, Ava Plum, Ethan Plum, Swiss Pear and Brazilian Mahogany. Planks install easily with FormiLock™ technology and are impressively effortless to maintain. The Mirabella collection carries a 30-year residential warranty.

Formica Flooring has four other flooring collections: Super premium **Quintessa**, with hand-scraped textures and luxurious 12mm thick planks; Select **Cordelia**, with soft-sculpted texture and 8mm 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 Mirabella collection will be available in November. To learn more about Mirabella and all of Formica Flooring’s products, visit [www.formicaflooring.com](http://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](http://www.formicaflooring.com).

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