

# Press Release



**Formica  
Flooring**

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## **Formica Flooring Launches New Product Lines at Surfaces 2008** *High gloss designs position company as style & design leader*

**Las Vegas, Nevada, Surfaces Booth #4630, January 30, 2008** – Formica Flooring is holding nothing back in 2008, with impressive new product lines and decors that are guaranteed to dominate the laminate flooring industry.

“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 54.33” 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.

In addition to two new flooring lines, Formica Flooring has expanded its super premium Quintessa line to include five new designs: Mocha Walnut, Brazilian Walnut, Merbau and Spice Apple (all in hand-scraped finishes) and Hard Maple (with a matte finish). Quintessa’s lavish 12mm thick planks are an exceptionally long six feet in length for a dramatic look. Planks assemble easily with the FormiLock™ Plus locking system and Quintessa carries a lifetime warranty.

For more information on Formica Flooring’s new products, visit [www.formicaflooring.com](http://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](http://www.formicaflooring.com).

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