

Contact: Meagan Sullins
Ph (336) 225-5034
msullins@kronotexusa.com

Formica Flooring Debuts New Laminate Tile Collections *Ambra, Venetia and Gianna to be showcased at Surfaces 2009*

Las Vegas, Nevada, Surfaces Booth #2532, February 3, 2009 – Formica Flooring announces the debut of new laminate tile collections at Surfaces 2009. A total of eight SKUs from three new collections – Ambra, Venetia and Gianna - will be unveiled at Formica Flooring’s Surfaces booth (#2532).

“These new laminate tile designs are completely unique to our current product lineup,” said Ken Peden, Kronotex USA COO. “We saw the need for a fresh approach to laminate tile and we’ve done the required research and development to create a product line that consumers want and retailers can profit from.”

The Gianna collection features 12.68” wide x 50.71” long planks with four tiles per plank. Gianna is available in two colors: Smoky Beige and Dapple Grey.

Ambra and Venetia are modular patterns, composed of a variety of different sized and shaped tiles. Planks are 15.67” wide x 50.79” long. Ambra is available in Organic, Color Burst and Ivory Coast, while Venetia is available in Smoky Topaz, Baked Earth and Pumice.

All three Formica Flooring laminate tile collections are 8mm thick and are backed by a 25-year residential warranty.

The new Formica Flooring Premier Display will also make its first Surfaces appearance this year. The self-selling system uses elegant black wood combined with champagne-colored wire and metal to create a fashionable presentation. At 93” high x 104” wide x 26” deep, the Premier Display maximizes space with 60 (15.5” x 18”) backed samples, including tile.

In addition to removable side fins with room scene graphics, the display features an education panel with descriptions of all product lines and a literature pocket that holds brochures. An accessory board and an underlayment board suggest additional sales, while bottles of Formica Flooring's new cleaner fit nicely in the bottom shelf of the display.

To learn more about Formica Flooring's new Premier Display, visit the Retailer section of 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.

###