

Press Release



Formica®
Flooring

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Formica Flooring Debuts Messina Collection *New laminate flooring line offers the best value-price relationship in the industry*

Barnwell, South Carolina, October 9, 2009 – Formica Flooring announces the debut of Messina, a new laminate flooring collection. The Messina collection is the first in the Formica Flooring lineup to feature the exclusive Vibrant Finish™ for enhanced wood grain detail and vivid color tones. In addition, Messina uses the 5G installation system, which is praised by installers and considered to be the most efficient and effective locking system for laminate flooring.

“Our consumer research has confirmed that the gloss level used on Messina is the most preferred gloss level for laminate flooring,” said Ken Peden, Kronotex USA COO. “The combination of 5G and Vibrant Finish is what consumers are looking for today, and we are the only manufacturer who is actively promoting both of these exciting features. We believe Messina has the most powerful value-price relationship in the industry today.”

Manufactured in Barnwell, SC, the Messina collection is made of eight industry-leading colors: Cheyenne Hickory, Fiona Walnut, Carolina Markant, Ellis Oak, Abilene Oak, Connor Walnut, Aurora Walnut and Jucaro. Planks are 7.6” wide x 50.79” long and 8mm thick. Messina has an AC3 wear rating and an impressive 30-year residential warranty. As an added advantage, transitions are available in matching decors, providing consumers with a more visually appealing finished product than “coordinating” transitions.

For more information on all Formica Flooring 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 constructed a modernized manufacturing facility in Barnwell, S.C. For more information on Formica Flooring, visit www.formicaflooring.com.

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