

Press Release



Formica
Flooring

Formica Flooring • 810 Technology Drive, Barnwell, SC 29812 • Tel. (800) 777-5145 • www.formicaflooring.com

Contact: Meagan Bisher
Kronotex USA
mbisher@kronotexusa.com

FormicaFlooring.com Sheds Light on a New Beginning *Interactive website demonstrates one brand's conviction that true beauty never fades*

Barnwell, South Carolina, November 8, 2006 – In a sea of sameness, Formica® Flooring is quickly proving itself as the new standout in laminate flooring. The brand's new website, www.formicaflooring.com, tells the story of the re-launch of Formica Flooring and gives retailers access to powerful marketing tools and unparalleled sales support. The sleek, eye-catching layout combined with exceptional maneuverability makes this the most impressive new website in the laminate flooring industry.

Designed to accommodate homeowners, retailers and distributors in three unique sections, the site is comprised of information on the most important aspects of the company, including Formica Flooring's product lineup, which consists of five distinct collections that will redefine the premium laminate category. The Super Premium Quintessa line features exotic designs in six-foot long, 12mm thick planks, a length never before achieved in the laminate flooring industry. Other product lines highlighted on the website offer benefits such as random length planks, hand-scraped surface structures and beveled edges, some of the most popular characteristics in the industry today.

The homeowner section of the Formica Flooring website allows consumers to browse products by collection, search for a local retailer, or request a product brochure. As an added bonus for retailers, those who visit the website can register to win one of five Formica Flooring displays. A display of strength, the six foot Spacesaver is designed to attract and educate customers, making the sale easier for retail store owners while maximizing available floor space.

Perhaps the most notable distinction throughout the Formica Flooring website is the company's use of interactive media, including video clips with commentary by company executives. Addressing such topics as marketing communications, branding and production, these powerful annotations demonstrate the company's commitment to revitalizing the Formica Flooring brand name and re-emerging at the top of the laminate industry.

- more -

Page 2, FormicaFlooring.com Sheds Light on a New Beginning

In a video clip featuring footage of the new Kronotex USA plant located in Barnwell, S.C., Norman Voss, president and CEO, describes the company's North American presence as "a wonderful combination of European efficiency and American marketing prowess."

In regards to branding, Voss says, "The research that we did showed us that the Formica brand still had great recognition value, had great quality perception among consumers, and perhaps equally important had a great reputation with the distributors."

The Formica Flooring website's distributor section has a launch date of January 1, 2007.

After leaving the laminate industry in 2004, Formica returned this spring as Formica Flooring, backed by the manufacturing power of Kronotex. Kronotex is the exclusive licensee in North America for Formica® brand laminate flooring. Kronotex U.S.A., Inc. is a wholly owned subsidiary of KronoGroup Switzerland, the largest laminate flooring manufacturer in the world. As an integral part of the company's worldwide strategy, Kronotex is constructing the largest, most advanced flooring plant in North America. Located in Barnwell, S.C., this facility has the capacity to produce over 200 million square feet of laminate flooring each year, with expectations of doubling that amount within the next few years. For more information on Formica Flooring, visit www.formicaflooring.com or call (800) 777-5145.

###