

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

FOR IMMEDIATE RELEASE

Formica Flooring Introduces Premium Flooring Collections *Distinctive designs blend fashion, style and functionality*

Barnwell, SC, March 1, 2007 – Formica Flooring is showing homeowners that fashion thrives underfoot, with five distinctive laminate flooring collections - Quintessa, Marcella, Delanna, Arianna, and Sienna.

Quintessa: *Category stunner sets the bar for super premium laminate floors*

Formica Flooring's super premium Quintessa collection is designed to capture the look, feel and sound of some of the world's most exotic hardwoods. The Quintessa line features luxurious 12mm thick planks, each expertly finished with hand-scraped textures and natural grain patterns. Each plank measures 7.4" wide and an exceptionally long six feet in length, for a dramatic look.

"With Quintessa, we've created the finest laminate flooring collection in the industry today," said Ken Peden, Kronotex COO. "The exceptionally thick 12mm planks provide superiority in design, and the unique 6-foot long plank-size makes Quintessa a Formica Flooring exclusive."

The Quintessa collection contains six exotic designs: Hawaiian Koa, Zebrano, Rosario Palisander, African Wenge, Dalarna Birch and Valhalla Birch. Planks assemble easily with Formica Flooring's FormiLock™ Plus glueless locking system. The Quintessa collection carries a lifetime warranty.

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Marcella: *Random length planks create the perfect mix for any room*

Formica Flooring's premium flooring line, Marcella, contains the perfect mix of planks in all the right styles. The short (17.91"), medium (36.02") and long (54.33") planks allow an endless number of layout possibilities and add personality to any room. The 10mm thick planks feature natural grain patterns and embossed-and-registered textures with matte finishes.

The Marcella collection contains eight cherry, maple, oak and bamboo designs. FormiLock™ technology is used to assemble the planks, which carry a 30-year warranty.

Delanna: *V-grooved edges provide exceptional realism*

Formica Flooring's superior flooring line, the Delanna collection, features 8mm thick planks with v-grooves on all four sides for extra realism. This stylish line brings the popular rustic look of hardwoods into any room. Each single-board width plank measures 54.33" x 7.6", with subtle ticking and textured weathering that accurately captures the look and feel of choice timbers.

The Delanna collection is made up of six unique designs, including pecan, cherry, beech, oak, cedar, and maple decors. Planks are installed with FormiLock™ technology and carry a 25-year warranty.

Arianna: *Style and quality, affordably priced*

Arianna features high quality, stylish floors at incredibly affordable prices. The three and four-board width planks measure 54.33" x 7.6" and are 8mm thick. Selected decors, like rustic Barn Oak, are anchored in the popular weathered look and feel. All decors feature a wear-resistant surface and high-density core for long-lasting durability.

The Arianna collection contains ten stylish designs in popular wood decors like oak, maple, cherry, beech and birch. The planks are installed with FormiLock™ technology and carry a 20-year warranty.

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Sienna: *Worldly slate and travertine designs create a masterpiece collection*

The Sienna laminate tile line is an expertly crafted collection designed to capture the look of stonework with none of the drawbacks. Each 51.26” x 12.84” plank features four tile patterns with highlighted grout lines and natural finished textures. The subtle shade toning provides distinguishable differences from tile to tile for a truly authentic look. The 8mm thick planks provide superb durability, moisture-resistance and sound dampening.

“Our slate and travertine designs are taken from actual photographs of the stone and grout, providing a more realistic finished floor,” said Tim Tipton, Formica Flooring’s Director of Sales, North America. “Our grout lines are much narrower than competitors’, which is reflective of natural tile installations.”

The Sienna tile collection contains eight slate and travertine designs in a timeless color palette. Sienna tiles are easily installed with the FormiLock™ glueless installation system, and carry a 25-year warranty.

For more information on any of Formica Flooring’s new product collections, 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 recently constructed a modernized manufacturing facility in Barnwell, S.C. For more information on Formica Flooring, visit www.formicaflooring.com.

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