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Formica Flooring Introduces Spacesaver Display *Display of strength boasts the perfect combination of style and efficiency*

Barnwell, South Carolina, December 1, 2006 – Formica Flooring has built a display of strength: At just six-feet wide, the fully-lit Spacesaver display packs a powerful punch, combining quality, style and efficiency while showcasing the entire Formica Flooring product line.

“We set out to create a compact, fully integrated selling system, as retail space has become such a premium,” said Tim Tipton, Formica Flooring’s National Sales Director. “We knew the merchandising should speak to the consumer in a way that she understands, showing her what great strides laminate has made in innovation, color and design; and most importantly, that we have a brand she not only recognizes but also trusts.”

The super premium Quintessa line is appropriately presented on wing panels in the center of the display, with both full-length planks and removable samples, while the Marcella, Delanna and Arianna collections are positioned as waterfall samples downward by price. A separate, defined space is dedicated to the Sienna collection, for consumers who prefer laminate tile. This uniqueness of this placement is that the sample size of each collection coordinates with its respective level of features, which assists the consumer in easily locating the perfect floor for both her taste and budget.

The Formica Flooring display is self-selling, as it includes brochure racks, detailed descriptions of all product lines and an overhanging workstation with an idea book containing scenes of products in every room of the house. To maximize space and efficiency for the retailer, the display includes a hidden take-home product sample rack.

Retailers who visit www.formicaflooring.com can register to win one of five Formica Flooring displays.

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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