

Press Release



**Formica
Flooring**

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Formica Flooring to Attend Surfaces 2007 *Premium laminate flooring brand re-emerges with full force*

Barnwell, South Carolina, November 20, 2006 – Formica Flooring has announced the premiere of its new product lineup at Surfaces 2007. At booth# 8738 at the Sands Expo in Las Vegas, Formica Flooring will showcase five product lines and nearly 40 individual decors. Retailers and distributors will be given an opportunity to experience firsthand the unrivaled merchandising support and marketing communication tools that distinguish Formica Flooring from other laminate flooring manufacturers.

In addition to POP and accessory displays, the Formica Flooring booth will feature interactive elements including audiovisual presentations and a live demonstration booth hosted by an installation expert. Company officials and trade show specialists have developed a unique and exceptional booth design that promises to be the talk of the show.

“Exhibiting at Surfaces 2007 is an excellent way to jump-start our year,” said Ken Peden, Kronotex Executive Vice President. “It gives us an opportunity to substantiate our positioning as a premium laminate flooring brand. The superiority of our product styling and design, combined with the powerful brand-name recognition associated with Formica Flooring, guarantees storeowners a significant increase in retail traffic. Our Surfaces presentation will either show them or reassure them of this fact.”

Peden, along with other members of Formica Flooring’s sales and marketing team will be on hand at the show to answer questions and provide information on the company’s retail and distributor programs.

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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