

April 3, 2017

## **Formica Group Wins the Red Dot Award:**

Product Design 2017 for Formica Infiniti™ Surfacing and Reclaimed Denim Fiber Laminate

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**Cincinnati, OH**— Formica Group, the inventor of laminate, has been awarded the prestigious Red Dot award: Product Design 2017 for Formica Infiniti™, the next generation in surfacing, and Reclaimed Denim Fiber from the Formica® Laminate collection. The Red Dot distinction recognizes outstanding design, and is an internationally sought-after seal of quality. The competition received more than 5,500 entries from 54 countries this year, with award winning products selected by an international jury of 40 experts.

“Formica Infiniti™ and Reclaimed Denim Fiber laminate are innovative products that really push the boundaries of traditional surfacing conceptions,” said Renee Hytry Derrington, Group VP of Design for Fletcher Building’s International Businesses Division, which includes Formica Group. “We are proud that both products have received this global recognition of design excellence with the Red Dot award.”

### **Formica Infiniti™: Irresistibly touchable super matte antimicrobial surfaces that resist fingerprints**

As beautiful as it is durable, Formica Infiniti™ surfacing features a soft-to-the-touch super matte finish, with fingerprint resistance and built-in antimicrobial surface protection, and thermal healing capabilities. It is available in all standard Formica® Brand colors, and can be used in horizontal and vertical applications.

The super matte finish has become increasingly popular in recent years but traditionally its prominence in design has been limited by its impracticality as fingerprints and marks show up easily on standard surfaces. To address the issue, Formica Group developed Formica Infiniti™, using patent-pending technology, to create a super matte surface that stays looking good for longer.

Hardworking Formica Infiniti™ surfacing is ideal for restaurants, hotels and stores, healthcare, commercial offices or any setting that calls for countertops, tables, doors, partitions, cabinets and furniture.

“Formica Infiniti™ is a surface you’ll love at first sight and touch. Picture hard-working low-gloss tables and countertops in cafes and casual diners, or desks in an office—effortlessly stunning at first glance, but with state-of-the-art functionality and surprisingly little maintenance required,” added Hytry Derrington.

### **Reclaimed Denim Fiber Laminate: real denim fibers embedded in décor paper**

Inspired by a global interest in denim and how to recycle the mass consumption of blue jeans; Formica Group was motivated to create a new kind of industrial paper. Made from real reclaimed

denim fiber from cloth production mills, the overlay paper for Reclaimed Denim Fiber features 60 percent post-industrial denim fiber. Reclaimed Denim Fiber laminate is available in Jeans finish, a typical denim diagonal twill that adds true-to-touch realism with a directional texture, and a gloss finish. Due to the unique papermaking process, no two sheets of Reclaimed Denim Fiber laminates are exactly alike.

Formica Group's Reclaimed Denim Fiber was first introduced in North America in 2015, followed by a launch in Asia in 2016, with plans for additional regions to introduce the product in the future. Reclaimed Denim Fiber laminate is a global solution for a global denim trend.

“Reclaimed Denim Fiber laminate is inspired by a creative reuse of our resources. This innovative laminate takes materials that would otherwise be discarded, and turns reclaimed denim scraps into a one-of-a-kind surface,” said Hytry Derrington.

For more information about Formica® Brand products, visit [www.formica.com](http://www.formica.com).

### **About the Red Dot Design Award:**

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organized by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at [www.red-dot.org](http://www.red-dot.org).

### **About Formica Corporation**

Founded in 1913, Formica Corporation, part of the Formica Group of companies, is a leader in the design, manufacture and distribution of innovative surfacing products for commercial and residential applications. For more information about Formica Corporation, its products, special programs and promotions, visit [www.formica.com](http://www.formica.com) or call 1-800-FORMICA™.

### **About Formica Group**

Formica Group is a global group of companies consisting of Formica Canada Inc., Formica Corporation, Formica de Mexico S.A. de C.V., Formica IKI Oy, Formica Skandinavien AB, Formica Limited, Formica S.A., Formica S.A.S., Formica Taiwan Corporation, Formica (Thailand) Co., Ltd., Formica (Asia) Ltd., Formica Decorative Materials (China) Co., Ltd. and Homapal GmbH, among others. The Formica Group of companies is part of the Laminates & Panels division of Fletcher Building.

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