

## New 2017 Formica® ARtouch™ collection more than meets the eye

This March Laminex New Zealand makes a statement with Formica® ARtouch™, the next generation of surface materials.

Visually striking at first glance, but with state-of-the-art functionality and surprisingly little maintenance required, Formica ARtouch is a game changer in surfacing. As beautiful as it is durable, Formica ARtouch features a soft-to-the-touch matte finish, resists fingerprints and bacterial growth, is postformable and has thermal healing capabilities meaning that burnishes can be repaired by approved benchtop fabricators. “Our new Formica ARtouch collection is a perfect hybrid of innovation and beauty. It is both visibly and tactically striking allowing for new opportunities and advantages in design and making for surfaces you’ll love at first sight and touch,” said Renee Hytry Derrington, Group VP of Design for Fletcher Building’s International Businesses Division.

Formica ARtouch’s contemporary matte finish marks the introduction of a new generation of texture, designed to add the sensorial dimension of touch to material. Silky smooth and soft, the surface delivers a low gloss look with a premium moleskin-like texture that is a pleasure to touch and gives interiors a timeless appeal. Anti-fingerprint technology inherent in the surface layer protects the material from prints and marks, enabling high traffic areas to maintain their unmarred surface. Highly hygienic, Formica ARtouch also features Protec+® antimicrobial protection to ensure the surface prevents the harbouring and growth of bacteria.



Using technology developed by Formica Group, Formica ARtouch’s application of next generation



resin, in combination with its curing process, creates micro-contours that give the surface its state of the art properties. Micro-contours allow for the scattering and absorption of light waves within the surface topography and channel moisture away from fingertips creating an absolute matte look.

The range is comprised of three versatile solid decors and the Neo series, three sophisticated marble patterns providing décor solutions for any interior, whether residential or commercial.

Moisture and stain resistant, Formica ARtouch is easy to clean and backed by a 7 year warranty, providing peace of mind that the surface will stay looking good for years to come.

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