

NEWS 2010: ONE YEAR OF SUCCESS FOR ABET LAMINATI

On the occasion of Made Expo, ABET LAMINATI presented its special news 2010 in the stand designed by Manuela Arcidiacono.

Stratificato, pRaL® Tefor® and MEG with the new products 2010 - the ABET WOOD collection, the décor collected in the new trend book by Paola Navone and pRaL® for exterior - were the protagonists of the stand ABET LAMINATI (64 m²) created by designer Manuela Arcidiacono for Made Expo.

Some furniture elements made of pRaL® are placed on a large desk covered in Colony woods. Just behind, the wall is covered in MEG, decorated with a floral pattern: the surface looks like ceramic thanks to the glossy finish. It is not a chance that the main theme of the beautiful stand is the protection of the environment: nature is gracefully reproduced in the small sitting room, with its wall and bench made of Tefor® the totally recycled and recyclable laminate by ABET. On the opposite side, the vertical surface is covered with the new real wood materials of the ABET WOOD collection. In the room, some boxes coloured in trendy nuances present the new series of décor collected by Paola Navone in a trend book. Placed vertically, Stratificato Print HPL characterizes the short side of the sitting room.

The long hall shows pRaL® for exteriors, the real revolution in the field of exterior coverings. The milk-white nuance of the wall is enhanced by the light of

a round lamp placed on the dark floor made of Tefor®. A dark brown wall increases the soft effect of the light on the rich whiteness of pRaL®. The leit motif of the boxes characterizes also the exterior: some boxes are placed by two walls covered in dark and glossy MEG, thus brightening up the environment with images of the latest innovative projects by ABET LAMINATI, the building Istituto Mario Negri in the Kilometro Rosso park in Bergamo and the new premises of the Triennale in Incheon, Korea.

The event has confirmed its international value as an effective visibility tool for the companies: as a matter of fact it had 23.800 visitors from foreign countries compared to 240.000 total visitors. Thanks to their versatility and highly appreciated by the visitors, the new laminates by ABET are just waiting for a creative touch, they are ready to be shaped according to the designer needs.

