

# HI·MACS

## HIMACS reveals new Brand Identity with redesigned logo

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HIMACS, the solid surface material that can be moulded into any shape, and is widely used for architectural and interior applications, has revealed its new Brand Identity and redesigned logo.

These changes come at a time when the company has evolved and changed its name from LG Hausys to LX Hausys, creating a new era to maximize the innovative spirit of the company to stay at the forefront of customers' and marketplace needs.

Designed to work effortlessly across digital and physical channels to express LX Hausys's brand identity consistently across all company products, the new logo helps communicate the corporate image more effectively by adhering to consistent standards in expressing the corporate brand.

In the logotype 'LX' of LX Hausys, 'L' stands for 'link' while 'X' represents 'infinite possibilities for the future (variable X), a sustainable future.' The ascending, diagonal line of the LX font design is a visual representation of leaping into the future.



In line with this, the Brand Identity of HIMACS inherits the diagonal line design portraying a leap towards a sustainable future, and the symbolism is enhanced to effectively communicate the brand image of HIMACS.

While the name HIMACS remains the same, ensuring continuity with the best quality product the company has always offered to architects, designers and specifiers, the new Brand Identity has changed significantly to better represent the philosophy of the management brand: a vision for a sustainable future.

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## HIMACS Solid Surface

[www.himacs.eu](http://www.himacs.eu)

HIMACS is a solid surface material that can be moulded into any shape. It is widely used for architectural and interior applications, such as sculptural and high performance wall-cladding or kitchen, bathroom and furniture surfaces, in commercial, residential and public space projects. It is composed of minerals, acrylic and natural pigments that come together to provide a smooth, non-porous and visually seamless surface which meets the highest standards for quality, aesthetics, fabrication, functionality and hygiene – offering manifold advantages over conventional materials.

HIMACS provides limitless possibilities for surfacing solutions and inspires creative minds from all over the world. **Zaha Hadid, Jean Nouvel, Rafael Moneo, Karim Rashid, Marcel Wanders** and **David Chipperfield**, among others, have completed fabulous projects using HIMACS.

At the forefront of innovation as always, LX Hausys recently introduced two new products. First **HIMACS Ultra-Thermoforming**, an innovative formula that pushes the boundaries of solid surface shaping to a whole new level, with 30% more thermoplastic capabilities - the biggest innovation for the Solid Surface history since its inception in 1967. Now, **HIMACS Intense Ultra**, combining the characteristics from two disparate worlds: **Intense Colour Technology** and **Ultra-Thermoforming**.

HIMACS uses a simple heating process to give three-dimensional thermoplastic forming capabilities, allows visually seamless designs, offers a virtually limitless range of colours and – for some shades - exhibits a special translucency when exposed to light. Although HIMACS is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HIMACS is manufactured using a new generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HIMACS apart from other solid surfaces and creates a denser, even more homogeneous, sturdy, durable surface – with a better resistance and superior thermoforming performance.

HIMACS does not absorb humidity, is highly resistant to stains, and is easy to clean, maintain and repair.

Countless internationally recognized certificates attest to the quality of HIMACS in terms of ecological commitment, hygiene and fire resistance – being the first Solid Surface in the market to receive the official **European Technical Approval (ETA) for façades** – for Alpine White S728 colour. Furthermore, HIMACS has obtained the French **QB certification** and **CSTB ATec “Avis Technique”** for facade applications.

HIMACS offers a 15-year warranty for products fabricated by a Quality Club Member.



### HIMACS. Because Quality Wins.

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*Let's connect!*



\* **HIMACS** is designed and produced by **LX HAUSYS (formerly LG Hausys)**, a world leader in the technology sector belonging to LX Holdings Corp.