

LG Hausys at EuroShop 2020: All the latest HI-MACS® innovations in one place



At EuroShop 2020, LG Hausys will be showcasing a diverse selection of exciting new products from its HI-MACS® Natural Acrylic Stone, Flooring and Interior Film ranges. The special properties of HI-MACS® solid surface material make it ideal for shop fitting and shop design. A major focus of this year's stand will be, amongst other things, the HI-MACS® **Strato** collection which has been inspired by nature. Along the rear wall of the stand, visitors will have an opportunity to experience the new collection. Marked linear patterns create geometry through a soft structure and subtle look. The skilful use of the new colour striations, vertically and horizontally, allow for great variation in each and every project.

Also on show at the exhibition stand will be the new colours of the **Marmo** and **Concrete** collections, which consist of marble- and concrete-like finishes, but with all the advantages of the latest generation of Solid Surface material. The reception counter itself provides an eye-catching centrepiece in the pristine, soft-white, almost translucent marble tone of **Pavia**. Whether backlit or illuminated, the hue of each application gives a touch of elegance, combined with spectacular design.

As a special highlight, LG Hausys will present its new product line, **HI-MACS® Intense Ultra**, which now enables the creation of impressive shop designs in extremely dark shades. It combines the best of two worlds: Intense Colour Technology and Ultra-Thermoforming. Dark colours become more “intense” and darker, and the surface is more resistant with less visible scratches. The Ultra-Thermoforming formula allows the material to reach a very small internal radius, up to 6mm, without almost no whitening effect even when using dark colours.

Forward-looking, sustainable products for shop design

In addition to innovative materials and colours for shop design, LG Hausys is committed to the use of more environmentally friendly and sustainable products. With this in mind, at EuroShop 2020, the company will be showcasing its HI-MACS® Eden-Plus collection, a sustainable range in twelve harmonious shades, which is made from up to ten percent production waste. The partially recycled material can be used to create impressive shop designs with less impact on the environment.

This collection will also be accompanied by additional sustainable shop fitting solutions from LG Hausys. One of the innovations being shown is PURE+, a new generation of eco flooring. The PURE+ collection is PVC-free and fully recyclable. As such, it combines the highest standards of product quality with close-to-nature, sustainable design. This will be complemented by LG Hausys’ self-adhesive, decorative interior film BENIF. Made from heavy metal-free and completely phthalate-free plasticisers and with its B1 flame retardant classification, the film also offers impressive safety credentials. With its varied, natural-looking designs, BENIF is ideal for time-saving shop redesigns.

EuroShop 2020: 16-20 February, Düsseldorf LG Hausys – Hall 11, Stand B60

Please find below some examples for the use of the solid surface material HI-MACS® in shop fitting and shop design.



Project Information:

1 Flagship Store Oblique Men; Location: Utrecht, The Netherlands; Design: The Invisible Party, theinvisibleparty.com; Fabrication: Van Assem Interieurbouw, www.vanassem.nl; Material: HI-MACS® Emerald S305 from the Lucent Collection; Material Supplier: Baars & Bloemhoff, The Netherlands; Photo Credits: © Sal Marston Photography

2 GRID Sportswear, Location: Romania; Architects: PickTwo, Sebastian Mindroiu and Juliana Dinca; Fabricator: Atvanguard Surfaces; Material: HI-MACS® Pebble Pearl, HI-MACS® Chic Concrete and HI-MACS® Lucent Opal www.himacs.eu; Photo Credits: ©GRID

3 Oberpollinger Beauty Department, Location: Munich; Architect/Designer: John Pawson; Customer: The KaDeWe Group – Oberpollinger; General Contractor: Ganter Interior GmbH, Waldkirch; HI-MACS® Fabricator: Moser GmbH, Haslach; Material: HI-MACS® Ispani (Marmo), Photo Credits: Dirk Wilhelmy, Stuttgart

HI-MACS® by LG Hausys

www.himacs.eu

HI-MACS® 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.

HI-MACS® 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 HI-MACS®.

At the forefront of innovation as always, LG Hausys recently introduced two new products. First **HI-MACS® 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, **HI-MACS® Intense Ultra**, combining the characteristics from two disparate worlds: **Intense Colour Technology** and **Ultra-Thermoforming**.

LG Hausys' HI-MACS® 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 HI-MACS® is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

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

HI-MACS® 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 HI-MACS® 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, HI-MACS® has obtained the French **QB certification** and **CSTB ATec “Avis Technique”** for facade applications.

HI-MACS® offers a 15-year warranty for products fabricated by a Quality Club Member.



HI-MACS®. Because Quality Wins.

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Let's connect!



* **HI-MACS®** is designed and produced by **LG HAUSYS**, a world leader in the technology sector belonging to LG Group, and distributed by **LG HAUSYS EUROPE** based in Frankfurt (Germany).

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High resolution images available: www.himacs.eu/newsroom