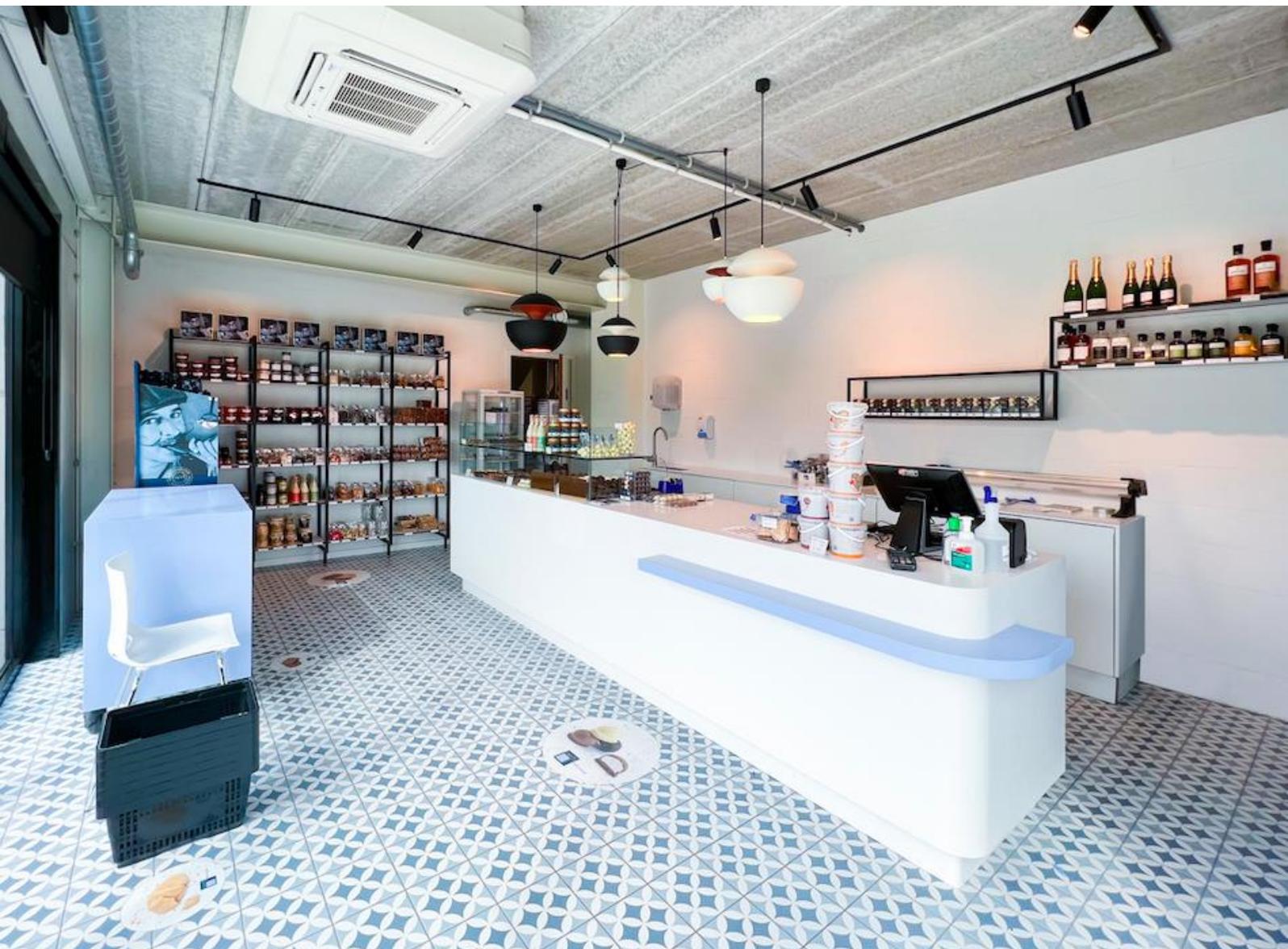


HIMACS

A blend of design and craftsmanship at a Belgian bakery shop with HIMACS at the fore



Working with the Kletz interior design studio, the well-known brand Aerts Speculaas has renovated its store in Lokeren, Belgium. The end result is a bright space with an air of the Mediterranean that preserves the original essence of this family business, which opened in 1913.

“No one said that modernity was incompatible with tradition” was the motto of **Aerts Speculaas**, and designers from **Kletz Studio** rose to the challenge of giving the store a makeover that would uphold its history and its personality.

HI·MACS

The interior designers responsible for all aspects of the project, from the initial design, right through to the final delivery, focused on “demonstrating the strength of combining an attractive design with appropriate materials to achieve the appearance of a modern-day yet traditional space.” This homage to the heritage of the bakery shop and the culture of its origins, is visible in the attractive counter, constructed in HIMACS, which is the shape of a Belgian speculaas, a cookie traditionally served at Christmas.



To magnify the store’s brightness and space, **Kletz used HIMACS Alpine White**, whose elegance and pureness give the counter the prominence it deserves. *“The counter’s design is characterized by rounded corners and smooth edges, and the use of HIMACS acrylic stone helps to create a sensation of warmth and openness,”* the designers explain.

During the renovations, the priority was to ensure that the central display case would highlight the Aerts

Speculaas products, while maximizing hygiene in the surrounding area, qualities for which HIMACS is the ideal solution, thanks to its uniform, non-porous surface that is resistant to germs, scratches and dirt.

The designers wanted to enhance the feeling of spaciousness and draw attention to the products, in order to attract consumers: the store’s minimalism and the extensive use of the colour white provide a counterbalance to industrial-style shelving, in a perfect blend between classic and contemporary.

This combination of retail strategy and intelligent design extends to the ledge around the counter, designed in **Sky Blue from the HIMACS Solids Collection**, whose flowing shape hugs the form of the counter. This feature is convenient for customers but also guarantees a space that is hygienic, aesthetically pleasing, durable and easy to maintain.

In addition, the use of this striking hue contributes to the aim of blending a modern, Mediterranean style with the traditional, colourful character of the floor tiles, which are a throwback to the early days of this family business.

Aerts Speculaas has been operating in Belgium since 1913. The business started out as a family bakery in Sombeke, in the Flemish part of the country. Little by little, the company began to specialize in the small-scale



HIMACS Media contact for Europe:

Mariana Fredes – Ph. +41 (0) 79 693 46 99 – mfredes@lxhausys.com

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

HI·MACS

production of speculaas, a traditional Christmas cookie, which has since become its flagship product.

PROJECT INFORMATION

Location: Lokeren, Belgium

Design: Kletz | www.kletz.be

Production & implementation: Kletz | www.kletz.be

Material: Alpine White S028 and Sky Blue S203 | www.himacs.eu

Photo credits: Kletz

HIMACS. Because quality wins.

HIMACS Media contact for Europe:

Mariana Fredes – Ph. +41 (0) 79 693 46 99 – mfredes@lxhausys.com

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

HI·MACS

HIMACS Solid Surface

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.

For more information and to stay connected, visit our [website](#) and our [newsroom](#).

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.

HIMACS Media contact for Europe:

Mariana Fredes – Ph. +41 (0) 79 693 46 99 – mfredes@lxhausys.com

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