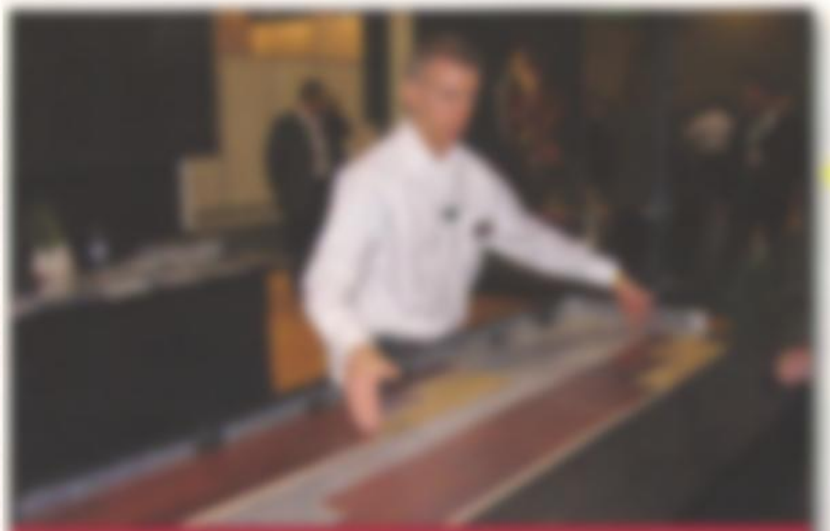
Manufacturers 'shine' throughout Surfaces in

By Matthew Spieler

Laminate manufacturers were not about to let a tough economy get the best of them at Surfaces 2008. Instead of putting on a doom and gloom face, exhibitors put on their brightest faces—literally—when it came to this year's product introductions.

Booths were gleaming with the latest surfacing innovations that gave their products the type of high-gloss shine so popular and prevalent in today's furniture and cabinet offerings. Adding a new level of shine to their products was just one of the latest advances mills brought out for the market as many also focused on technologies that helped in such areas as making the installation process easier and more creative, and making seams nearly invisible. Overall, though, the one thing everyone emphasized was how this year's intros mimic their natural counterparts better than ever.



Looking it together. Terry Stern, flooring product manager for Quick-Step, demonstrates the company's new lock and installation technology which allows for a uniform look in strip flooring.

Continuing to push the realism envelope was Faus' Fausfloor division, which was highlighting its "precision surface technology" in creating not just the mill's newest products but an overall sense of luxury "that can't be duplicated," noted Ken Freedman, director of sales. "This is the culmination of a whole package we launched but in a coordinated effort."

Faus now offers products at five different price points in order "to offer every customer an option in quality laminate flooring," noted Juan Flores, president.

Steve Ehrlich, director of marketing, added the new products in the high-end Cosmopolitian Collection bring "unmatched sophistication and style with stunning wood patterns, rich tile designs and a glamour all their own."