

## Trade Magazine Publications

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LAMINATES GO UP MARKET

INCREASED REALISM

“Most of today’s new product technology is geared to making laminate look more realistic. Over the past few years, manufacturers have developed and continue to refine strikingly lifelike wood, ceramic and stone looks and textures. However, initial efforts weren’t that promising. The first textured wood grain floors provided some degree of realism but the surface texture and the pattern underneath didn’t match up.

In 2000, Spanish manufacturer Faus introduced embossed-in-register® grout lines for its ceramic look tiles; the next year, the firm came out with an embossed wood grain that precisely matched the design. Faus quickly applied for, and was granted, a patent for the EIR® (embossed in-register®) concept. The process has taken laminate flooring to a whole new level of realism.

Today, EIR® texturing is used for both stone and ceramic look tiles and for a wide range of wood grains. Among the companies making EIR® products are Wilsonart, Armstrong, Shaw, Formica, Quick-Step, Classen USA, Uniboard and Columbia.

Faus also pioneered and patented beveled edging in wood look laminates, introducing its first beveled edge product in 2001. The effect mimics the edges on hardwood boards. When combined with embossed-in-register® graining, the result is truly amazing.”