



ABET

Issue 15

**Digital Printing Shines
at Eurostar**

Providing a Cure

What's New? And News

Products in Practice

**ENR
news
2003**

DIGITAL PRINTING SHINES AT EUROSTAR



Humorous large-scale images using digital printing from Abet are a major feature of Le Salon - the spectacular revamped Eurostar business departure lounge at London's Waterloo International Station.

Abet's digitally printed laminate armoire, for example, features different X-ray images. The designs include a suitcase stuffed with money, a ventriloquist's dummy and lobsters -

all of which add to the humour that encompasses the reception area and enforces the imagery of travel. Designed by graphic designers GBH, under the direction of Eurostar's artistic director Phillippe Starck, 'Le Salon' is a testament to Starck's individual style and inimitable humour.

To enhance this original theme, the laminate clad washroom doors have been emblazoned with images of a lipstick and razor to differentiate between the sexes, instead of using traditional male/female



symbols. This idea is continued within the washrooms where individual cubicles sport a shaving brush, comb, perfume

bottle and blusher - all of which have been created through digital printing.

This scheme has proved so popular that it is being replicated in all Eurostar international terminals across Europe. With 'Le Salon', Starck has shown that

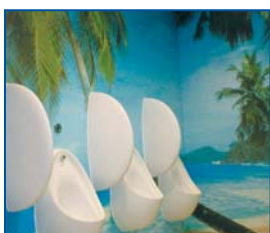
there is virtually no limit to the creative possibilities that digital printing technology can offer designers. From the amusing to the serious, any image can be reproduced on laminate giving unparalleled freedom for designers to bring their ideas to life.

Digital printing technology can be used in conjunction with many high pressure laminates from the Abet Collections. The process has revolutionised the way that the laminate manufacturer and designers can work together to achieve stunning effects and to combine fine design and aesthetics with physical performance.



DIGITAL PRINTING PROVIDES A CURE

Another recent application using the innovative digital printing process from Abet is at the John Radcliffe Hospital in Oxford. Digitally printed sheets are used throughout the washrooms of the hospital's Level Two block and provide



a stunning example of how Digital Print can transform lackluster areas into

areas of beauty and creativity. Steve Parsons, estates manager at the hospital says, "we are very delighted with the overall finish and the effect of this laminate. The landscapes provide a unique finish to what would otherwise be a traditional tiled wall. There has been an excellent response from both staff and public alike to the scheme. It has transformed the area and gives the washroom a feel of a high-class hotel rather than a public washroom."



WHAT'S NEW? AND NEWS

COMING AND GOING

John Maynard who regarded himself as the 'doyen' of the laminate industry has finally hung up his swatches!

John retired after 12 years as a valuable member of the Abet sales force. He had been active in the laminate industry since the 1960's.

This great length of service in the HPL industry meant that John had excellent knowledge of both the products and people in this interesting sector and has seen a remarkable development in the industry over the last 30 years. We wish John all the very best for the future.

Steve Bowyer, our London and the South-East rep, is leaving Abet after 3 years. Having joined from the paint industry, Steve was a valued member of the sales team and we also wish him all the very best for the future.

They have been replaced by:

Samantha Wheeler, who will be taking over from John Maynard covering the Midlands. Samantha joins from the contract furnishing industry and has a degree in Interior Design.



Richard Longhurst will be taking over from Steve Bowyer covering London and the South East. Richard joins us from the tool industry.



Abet extends a warm welcome to you both.

PRINT HPL PORTE COLLECTION

Abet is pleased to announce the launch of the **PORTE 2003 Door Collection**.



This exciting collection of HPL for all types of doors includes the **PORTE NORMALI** collection of 53

colours and a special **PORTE PREMIERE** collection of 13 colours.

The collections are available in a variety of finishes and styles to suit every application.

More information is available from Abet's sample line on tel 020 7473 6915 or from your local sales representative.



VISITORS WATCH 150,000

A group of IDS sales staff recently visited the Abet factories in Italy. The party consisted of one member from each of the seven IDS branches, each being the sales office person selected to be the branch PRINT specialist. Also joining the group were IDS Operations Director Phil Lovelock and purchasing administrator Andrea Bailey. They were accompanied by Richard Pennell and Derek Telford of Abet Ltd.

Abet has two factories in Bra, in the Piemonte Region of Northern Italy, including the largest HPL manufacturing unit in Europe.

Both factories were visited and the group had the opportunity of seeing the new fast cycle, 186cm wide high-pressure laminate press, which is the latest addition to Abet's impressive modern production plant.



The IDS team also spent time in the large silkscreen department where both the silkscreen production and the new digital print process were explained by the department manager.

All who went considered it very worthwhile and felt that they had gained an appreciation of the scale and size of Abet's 150,000 square metres per day production capability. They came back fully-informed and even more excited about Europe's largest manufacturer of High Pressure Laminate.

SUPERSTUDIO EXHIBITION

The "Istogrammi" series of furniture by Superstudio, which is entirely covered in Serie Misura, Abet's best-selling laminate from the 1980's, forms the centrepiece of a new exhibition in London's Design Museum.



The exhibition is called "Superstudio - A World Without Objects", and the histograms present one design system which, taken to its logical extreme, obviate the need for more designers - a whole range of creative possibilities generated from the simple black on white grid. The exhibition started a world tour on the 8th June.

PRODUCTS IN PRACTICE

BANKING ON REAL WOOD

Oberflex Real Wood laminate, supplied by Abet, has been used in over 80 new and refurbished branches of the Portman Building Society.

Oberflex Light Ash is used to clad all the counterfronts while on the countertops Print HPL Beige Manhattan from Abet's COLOURS range is used. Another laminate, Verde Lauro, a vibrant green, is used on doors and vertical surfaces to reflect the Society's colour scheme.

Portman Group Estates Manager Peter Saunders explains, "We decided to use Abet laminates in the new and refurbished branches because they provide a quality wear resistant solution suitable for this type of application. As customer areas are susceptible to damage, we needed a material which has the appeal of real wood but the strength and benefits of high pressure laminate."

Oberflex is distributed in the UK by Abet.



SOLE TRADER

Rosso Antico from the COLOURS range of Abet's PRINT HPL decorative laminates is the stunning colour theme used for refurbishment of the "Tin Fish" shoe shop in Leicester.

Conceived by Creed Design Associates, and carried out by local shopfitters Harvey Dayman Displays, the bold and fresh colour scheme emphasises the contemporary Tin Fish design and philosophy. By using such a deep and powerful colour, it has been possible to create an impressive backdrop for the unique shoes which the company markets.

Creed Design's Matt Pilling says, "We decided to use Abet's Rosso Antico for the new display system because this colour is so warm and vibrant. The resulting interior space is bright and welcoming. The new display system presents the footwear to the customer in a clear and accessible way while providing an exciting and impressive backdrop".

ACCOMMODATING FLOORING

1000 m² of Royal Oak 9316 and Kalevala Birch 9582 PARQCOLOR Ultra HPL has been laid in the bar, golf shop, beauty salon, conservatory and function suites of the Manor of Groves Golf Club, High Wych, Hertfordshire.

General Manager Julian Ayers says, "We decided to use PARQCOLOR flooring from Abet because it fulfilled all our requirements for a wood effect floor. It is pleasant to look at but also easy to maintain. As the floor is laid in several different areas throughout the Golf Club, it was important to find one that could resist the different types of wear and tear – including the weight of a demonstration car."

PARQCOLOR Ultra is the highest commercial grade laminate floor that Abet offers. It is designed for the heaviest traffic, such as schools, hotels, museums, hospitals and



retail applications. It features exceptional resistance to impact as well as high resistance to scuffs, spillages, dirt and staining.