



Laminate Solutions for  
**RETAIL FIXTURES**



# COUNTLESS SOLUTIONS.



OMNOVA Solutions is a leading designer and manufacturer of decorative laminates used in retail environments and in the fabrication of store fixtures.

Our comprehensive laminate selection provides surfacing solutions for most retail surfaces ranging from kiosks to counters to fixtures and three-dimensional image walls. OMNOVA is uniquely positioned to be your decorative surfacing provider with industry-leading products, service, design and technical leadership.

With our **domestic manufacturing** and **extensive stock programs**, OMNOVA can reduce your inventory requirements and assist in faster speed to market. If you want to customize your designs, our make-to-order products have **short lead times** and **low minimum quantities**. We strive to be easy-to-do-business-with and be your supplier of choice.

No other laminate supplier can match OMNOVA's **breadth of patterns** and **range of product constructions**. OMNOVA designs and manufactures a wide range of decorative laminates from low-cost Paper Laminates to high performance **surf(x)<sup>®</sup> 3D Laminates**, allowing customers to value-engineer retail fixtures.

With OMNOVA's **harmony<sup>™</sup>** program, which features matching designs available in all constructions, fabricators can value-engineer their fixtures using the level of performance required by the application without color variance or the complexity associated with coordinating across suppliers.

Our designs are in leading retail establishments throughout the world. Our dedicated Design Team prides itself in being ahead of the trends and actively participates in design forums including the Color Marketing Group.

## ADVANTAGES OF DECORATIVE LAMINATES

OMNOVA Solutions' Decorative Laminates are employed as high quality decorative surfaces in the fabrication of retail fixtures. Laminates from OMNOVA Solutions are durable and contribute to long-lasting fixtures that look great not only when they are installed but also for many years thereafter. In contrast to many natural materials, Decorative Laminates provide a consistent aesthetic and are readily available.

Advantages of decorative laminates include:

- Availability
- Consistency
- High performance
- Longevity
- Ease of use
- Cost effectiveness

## THE OMNOVA ADVANTAGE

- Applications knowledge
- Broad design range
- Deliver single design
- Domestic manufacturing
- Extensive range of constructions
- Extensive stock program
- Financially stable company with global footprint
- Matching designs across constructions
- Short lead time for Make-To-Order products
- Technical leadership



Although we have an extensive range of Stock products, we know that there may be times you are looking for something unique. Whether you need a specific construction (gauge, coating, etc.), color, texture or overall design, we will exceed your expectations with our **custom capabilities**.

We welcome your involvement in our highly collaborative design and development process. Many of our customers even come to our plants to work in the color lab when creating a look that is unique to their needs.

Although OMNOVA Laminates include a range of products meeting various price and performance requirements, the common element of all of our products is **consistent quality** and **technical leadership**.

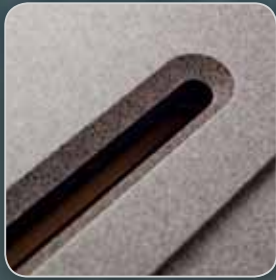
OMNOVA's Technical Team has engineered some of the industry's most well known products including OMNOVA's **surf(x)** 3D Laminates. We continue to invest in research and development of new technologies including coatings, alternative polymers and printing techniques. Our Technical Team can work with you on your specific application

requirements while we share our expertise on new materials and manufacturing techniques.

As a publicly traded company, OMNOVA Solutions' financial condition and performance is transparent and available to you through quarterly earnings releases and public announcements. There are no surprises when you strategically partner with OMNOVA Solutions—we are **committed** to the Decorative Laminates business and meeting your needs.



High Design Shelving



Horizontal Surface



3 Dimensional Decorative  
Wall Surface

## THE HARMONY PROGRAM

OMNOVA's **harmony** program facilitates design and color matching across multiple OMNOVA product constructions — Paper, Flat and 3D Laminates including **surf(x)** 3D Laminates. It provides the best application of laminates based on cost and functional requirements.

### **harmony** PROGRAM™

OMNOVA Solutions has partnered with other industry leaders including manufacturers of High Pressure Laminates (HPL) and Thermally Fused Melamines (TFM) to extend the color matching beyond just OMNOVA constructions.



## 3D LAMINATES

Since their introduction, **surf(x)** 3D Laminates have developed a strong reputation in retail design. Designers love the freedom to create **interesting shapes** and **contoured surfaces**. **Elimination of edgebanding** and T-moldings contribute to **clean aesthetics** and makes cleaning a cinch. Retailers love their **performance**, which includes improved impact resistance compared to surfaces constructed with High Pressure Laminates or Thermally Fused Melamine, as well as the **scratch and mar resistance** which contributes to a long-lasting fixture that looks good long after the initial installation.



If you want the creativity and performance you can get with **surf(x)** 3D Laminates, but are interested in a **non-PVC product**, look no further than OMNOVA's **EFX™** 3D Laminates, which deliver the same performance, but in an **eco-friendly formulation**.



OMNOVA's standard 3D Laminates have many coordinating designs with popular Thermally Fused Melamine and High Pressure Laminate products to help facilitate a consistent design in a retail environment. Our standard 3D Laminates provide the same functionality as **surf(x)** 3D Laminates, but are better suited for vertical applications or less demanding horizontal applications such as shelving and kiosks.

### 3D LAMINATES APPLICATIONS

- 3 dimensional decorative wall surfaces
- Countertops
- High design shelving
- Horizontal surfaces — **surf(x)**, **EFX** for high use
- Kiosks
- Seating
- Vertical surfaces
- Wall protection

# FLAT LAMINATES

OMNOVA's standard Flat Laminates are **versatile** vinyl laminates, often used in the fabrication of seasonal retail fixtures.

## FLAT LAMINATES APPLICATIONS

- Cabinet bases
- Horizontal surfaces - moderate use
- Miter folding
- Profile wrapping
- Promotional and seasonal fixtures
- Shelving
- Vertical surfaces

OMNOVA's **radiance™** Flat Laminates can be **laminated to metal** substrates and can be **formed post-lamination**. They are typically **more decorative and durable** than paint or powder-coated metal.

## RADIANCE FLAT LAMINATES APPLICATIONS

- Fixture components
- Refrigerated cabinets
- Horizontal surfaces - moderate use
- Shelving
- Vertical surfaces



OMNOVA's **duraMAX™** Flat Laminates are a functional **alternative to Thermally Fused Melamines (TFM) and vertical-grade High Pressure Laminates (HPL)** with demonstrated superior performance including impact, abrasion and stain resistance.

## DURAMAX FLAT LAMINATES APPLICATIONS

- Clothing displays
- End caps
- Fitting room walls
- Horizontal surfaces - low use
- Island displays
- Magazine racks
- Shelving
- Vertical surfaces



**radiance** Flat Laminates used in refrigerated retail fixtures  
*Photograph courtesy of Hussmann Corporation*

## PAPER LAMINATES



OMNOVA Paper Laminates are the most **cost-effective** decorative surface, used in areas where design is critical and performance is less demanding. OMNOVA's Paper Laminates portfolio stands out from a crowded field of low cost options with **industry leading print fidelity** and an **incredible range of designs**, including many woodgrains that inspire one to reach out and touch—it must be real.

### PAPER LAMINATES APPLICATIONS

- Back panels
- Horizontal surfaces - low use
- Lower cost fixtures
- Peg board
- Slat wall
- Vertical display racks
- Vertical surfaces



OMNOVA Paper Laminates used in retail fixtures



We understand that each retail environment has a unique set of requirements—including design, performance and cost. Partnering with OMNOVA for your decorative surfaces allows you to create a retail environment without compromising any of your requirements. Designs can be produced in any construction, providing you with many options for your retail creation.

The following table summarizes how OMNOVA Laminate products might fit in your next project. We welcome the opportunity to work with you.

	OMNOVA Decorative Laminates							Alternative Materials		
	Paper Laminates (30 gram) Printed	duraMAX Flat Laminates Printed	Flat Laminates Printed	3D Laminates Solid Color	3D Laminates Printed	EFX 3D Laminates Solid Color	surf(x) 3D Laminates Solid Color	surf(x) 3D Laminates Printed	High Pressure Laminates Vertical Grade, Printed	Thermally Fused Melamines Standard Grade, Printed
	\$	\$\$	\$\$ - \$\$\$	\$\$	\$\$\$	\$\$\$\$	\$\$\$	\$\$\$\$	\$\$\$\$	\$\$ - \$\$\$
<b>Performance<sup>1</sup></b>										
<b>Scratch resistance</b>										
Value (g)	700	1300	1300	1300	1300	1400	1300	1300	1000	1300
Rating	●	■	■	■	■	■	■	■	●	■
<b>Abrasion resistance NEMA sandpaper LD 3.13</b>										
Value (cycles), initial	5	125	475	1675	800	2525	1800	750	300	25
Value (cycles), final	40	350	600	3450	1000	3200	3600	1050	650	125
Rating	□	●	●	■	●	■	■	●	●	□
<b>Stain resistance</b>										
Value	13	4	17	16	15	10	14	14	10	10
Rating	●	■	●	●	●	●	●	●	●	●
<b>Impact resistance</b>										
Value (mm)	1150	1900	2600	3000	3000	3000	3000	3000	1100	900 <sup>2</sup>
Rating	●	●	■	■	■	■	■	■	●	□
<b>Application</b>										
Contoured surfaces				✓	✓	✓	✓	✓		
Profile wrapping	✓	✓	✓	✓	✓	✓	✓	✓		
Vertical surfaces	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Horizontal surfaces - high use						✓	✓	✓	✓	
Horizontal surfaces - low use	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Eliminates edgebanding				✓	✓	✓	✓	✓		
Eliminates T-Molding				✓	✓	✓	✓	✓		
Non-PVC environments	✓	✓				✓			✓	✓

<sup>1</sup>All OMNOVA test results based on lamination to 3/8" MDF.

<sup>2</sup>Typical TFM manufacturers' published data of 381 mm (lamination to particle board).

Though our laminates can be used in many applications, it is important for customers to select a laminate with durability and other performance attributes that match to the requirements of the specific end-use application – not all laminates are suitable for all applications.

For the latest designs, more information, or to order, contact OMNOVA Solutions:

866.332.5226  
 laminates@omnova.com  
 www.omnova.com/laminates

OMNOVA Solutions Inc. • 175 Ghent Road • Fairlawn, OH 44333  
 Telephone: 330-869-4200 • www.omnova.com

DURAMAX, EFX, HARMONY and RADIANCE are trademarks of, and SURF(X) is a registered trademark of, OMNOVA Solutions Inc.

ALL OMNOVA PRODUCTS AND SERVICES ARE OFFERED AND SOLD SUBJECT TO THE OMNOVA STANDARD TERMS AND CONDITIONS OF SALE AGREEMENT SET FORTH AT WWW.OMNOVA.COM

