

RETAIL

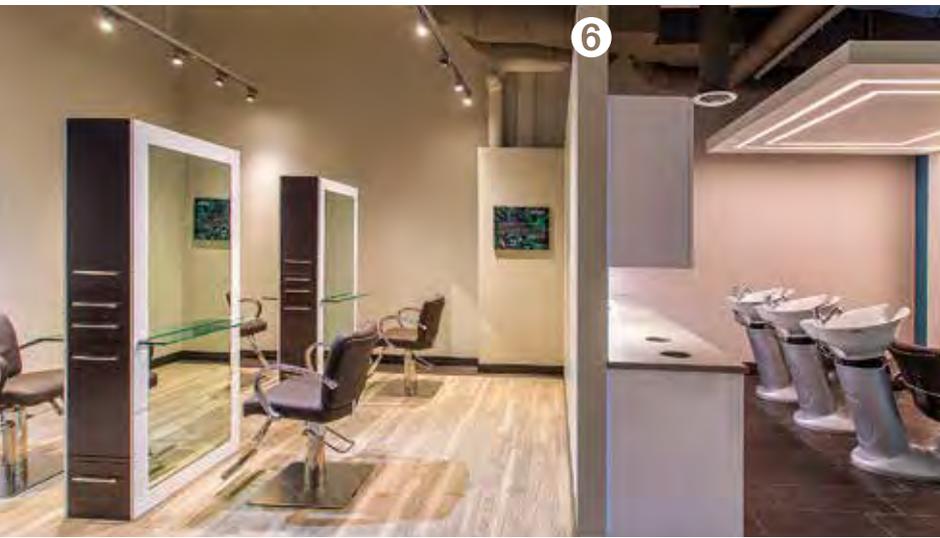
Retail environments are some of the most demanding in the commercial sector. High levels of traffic, changes in weather and humidity and constant impact take their toll on surface material. Even high pressure laminate (HPL), the undisputed durability leader in horizontal surfacing, might fail prematurely with excessive abuse. We've all seen counters at convenience stores where the wear layer and decor paper have worn through to the kraft backer. While the counter looks unsightly, it is still performing – truly a testament to the material's longevity. Many other materials have entered the market with performance characteristics rivaling HPL. As specifiers, please remember that from an abuse perspective, vertical surfacing is seldom as demanding as horizontal surfacing. Look to the wide range of matching programs – which include HPL, thermally fused laminate (TFL), three-dimensional laminate (3DL), foils and other paper laminates – as you value engineer a solution.



1 Soft goods retailers can achieve the right look with any number of surfacing materials in this slightly less demanding environment. Decorative foils, TFL and HPL are all appropriate. 3DL is also an excellent choice for its ability to create seamless edges and for its resistance to impact. 2 Cleanliness is important in food service retail. Frequent use of cleaning agents and chemicals should be considered when selecting the right surface material. HPL, 3DL and decorative metals are all excellent choices. 3 High pressure laminate was used in both the reception desk and the overhead gantry in this salon. 4 The back wall was produced from routed medium density fiberboard (MDF), laminated with high-gloss 3DL.



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5 High pressure laminate was the material of choice in the high-volume, high-traffic beverage retailer. Vertical surfaces take an above average level of abuse in this application. HPL was specified for both horizontal and vertical surfaces.

6 Textured TFL in dark walnut was selected for these salon stations. Acrylic high gloss was chosen for the mirror surrounds.

7 Hybrid textured and colored laminates produced from foils or thermoplastic materials can make for a dramatic effect in retail environments.

8 This curved retail counter and the cylindrical display cases demonstrate the flexibility of HPL.

See pages 48-85 for more detailed product descriptions and performance characteristics.