



INNOVATION SINCE 1946

9200 SE Sunnybrook Boulevard
Suite 200
Clackamas, Oregon 97015

Phone: 503-228-7361
Toll Free: 800-824-3296
Fax: 503-221-1340

NEWS

Call for hi-res photo.

Contact: Timm Locke
(503) 546-7811
timm@pipelineprm.com

Wood “Look Alike” provides solution to challenges where neither durability nor beauty can be compromised

Clackamas, Ore. –The latest innovation in veneer-wrapping technology from Contact Industries is a “Wood Look Alike”, a highly durable film printed to look indistinguishable from real wood. The product is ideal for interior applications such as hotel rooms, conference centers and other high traffic areas where neither durability nor beauty can be compromised. The “look alike” meets KCMA (Kitchen Cabinet Manufacturers Association) standards for finish testing and durability.

The wood “look alike” components are made with a real wood core profiled to customer specifications and wrapped with an ultra-thin, extremely durable vinyl material that is virtually indistinguishable from finished veneer. Like all Contact Industries profile wrapped products, the components are available in widths up to 9-1/2 inches and lengths up to 18 feet. The components are easy to maintain (wipe it off), available in 11 look alike “species” including a variety of Walnuts, Maples, Cherries, Oaks, and Birch, and can be wrapped over nearly any substrate.

“There are several applications where the Architect, Designer, or OEM needs the dimensional strength of aluminum, the durability of film, but they also want the beauty of wood,” says Pete Himes, OEM Sales Manager, Contact Industries. “Until now, they were lucky to get two of the three.”

KCMA certification is a testing process designed to challenge the product’s durability at an accelerated pace. To have a product certified, KCMA tests the ability of the finish to withstand prolonged hot and cold cycles, complete immersion in abusive substances typically found in the kitchen and bath, and exposure to a detergent and water solution for at least 24 hours. According to the KCMA website, in order to pass, “the finish must show no appreciable discoloration, stain, or whitening that will not disperse with ordinary polishing and no indication of blistering, checks, or other film failure.”

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Himes said the newly developed product is likely to appear first in interior millwork applications in conjunction with windows and doors. "But the possibilities are endless," he said. "Not only can I see this product used for doors and trim in high-end hotels but also for the motor coach and automotive industries, among others."

For more information, visit www.contactind.com or call 800.345.2232.

About Contact Industries:

Contact Industries' veneer wrapped solutions and advances in adhesive technology eliminate delamination concerns and allow their products to perform better than the solid woods they replace. Contact Industries is capable of wrapping any species of real wood veneer over profiles in almost any substrate, including metal, vinyl, fiberglass and a variety of wood composite materials. In addition to wood veneers, Contact is also capable of wrapping synthetics such as printed and embossed vinyls and impregnated cellulose over both wood and non-wood substrates. After completing an extensive accreditation process, Contact Industries was awarded Forest Stewardship Council (FSC) chain-of-custody certification. For more information, visit www.contactind.com or call 800.547.1038.

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