

With 60 years of specialisation in high-quality decorative laminate, Polyrey is a pioneer and a key player in the fields of architecture and design. All the ranges developed by the French premium brand are stunningly bold and inventive. The foundation stone being excellent service dedicated to providing the best support for project leaders, from the very first draft through to the final realisation.

At the very heart of the trends and constantly renewing itself, Polyrey is now launching a new collection for interior design that embodies its skills and excellence while combining technical performance and bold aesthetic objectives.

With 317 decors, including 93 brand new ones and 8 new finishes within a range of 17, the range opens up the field of possibilities for a wide variety of furnishing and decoration projects, from living spaces in individual homes to retail outlets and hotels, hospitals or service sector premises.

Innovation is brought to light in terms of an assortment of 17 and surface effects through the Touch range (anti-fingerprint) composed of the Touch Roche and Touch Linimat finishes. The Compact laminates are now available in 6 finishes. A selection of Panoprey® melamine faced board decors have a black core, allowing them to be used without covering the edges and is therefore a time saver. Another new aesthetic concept in line with current trends is the multi-layered core available in all the HPL Polyrey® bonded board decors.

The new Polyrey 2018 collection also stands out for its increased complementarity in between its several product ranges for the purpose of providing full harmony between fittings.

Lastly, Polyrey is formalising its customer support as an essential value with the publication of a service charter that firmly places responsiveness at the heart of its commitments. In direct line with its digital policy and willingness to be close to its partners, Polyrey is launching a new Polyrey App and offers the possibility to visualise the 3D renderings of its finishes.

## NEW POLYREY COLLECTION: CREATIVITY, INNOVATION AND PREMIUM SERVICES FOR ALL INTERIOR DESIGN PROJECTS!



PRESS RELEASE – APRIL 2018



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## BOLD DESIGNS AND INFINITE COMBINATIONS FOR UNIQUE INTERIORS

The new Polyrey Collection clearly embodies the brand's taste for sophisticated designs : **317 decors** mixing "Colours", "Woods" and "Materials", **17 finishes** with astonishingly realistic effects (leather, stone, granite etc.) or creatively fantastic (such as Fusion), and a choice of **4 materials** (High pressure laminate, Compact, Bonded board and Melamine faced board) makes all aesthetic achievements possible.

The 130 references in the **Colours range** include no less than **34 new decors**.

The elegant palette of whites, blacks and greys has been enriched for greater subtlety (for offices, for example) or sophistication (in luxury hotels). New bright shades such as Vert Bali and Rouge Fatal add warmth to these neutral tones and bring brightness and cheerfulness (in schools, care homes for the elderly or care facilities).

Polyrey has also created a family of pastel colours with soft hues reflecting gentleness and serenity or giving a Scandinavian-style character to a location.



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▲ Wall panning or furniture, individual living spaces layout and decoration, commercial premises, offices and the service industry, hotel and leisure, healthcare, educational buildings... Polyrey's new Collection offers a wide range of solutions which will prove essential allies for all your creative projects and desires.



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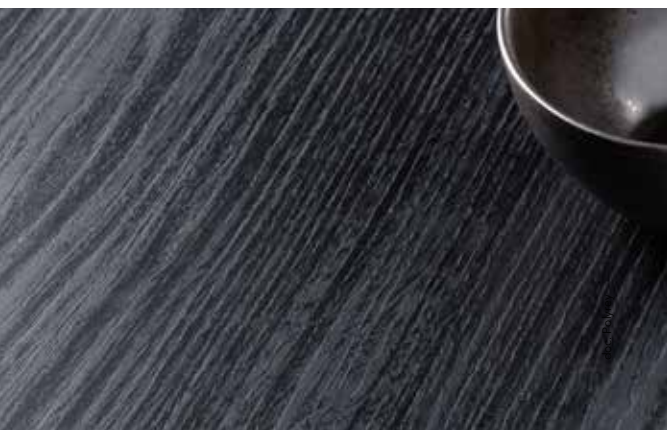
Including 100 references, the **Origine / Origine Premier woods range** has been thoroughly reworked with its **36 new decors**, offering a unique range of wood species, including oak, pine, maple, birch, elm, beech, ash, apple, cherry, walnut and hazel. Warm woods, white woods and burnt or smoked woods provide the most realistic results, generating cosy atmospheres.

Lastly, the **Materials range**, replacing the former Patterns range, reveals the full scope of Polyrey's creative spirit. Designed around four specific themes: Mineral, Metallic, Textile and Pur Métal (real sheets of metal laminate) this range is composed of 73 bold decors, including **21 new ones**. White and contrasted marble decors, as well as the timelessly elegant Terrazzo, have thus made a striking entrance into the Collection, bringing elegance and intensity to fittings of character. Mineral or metallic decors such as Pierre de Lave, Béton Griffé, Inox Brossé, Tadelakt Ambré and Glacis Charbon, are particularly suited to contemporary interiors. As for the firmly graphic Textus decors (available in Havana, Gris and Poivre), they provide genuine personality to brown, grey and black colours.

Also to be kept in mind, the 3 new and stylish additions to the Pur Métal range: Alu Toilé, Cuivre Rosé and Carbone Brossé.

Revisiting black and white tones along with a heightened range of effects and materials, the **Monochrom range** has seen the arrival of a new, extremely elegant grey core.

▼ Our new hyper-modern structure for a high quality finish: Essencia, which confers a contemporary brushed effect to the pure essences of natural wood.



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▲ From top to bottom, in the Materials range : Schiste Clair and Shibori are amongst the new decor trends from the Mineral Collection whilst Underground Founte enlarges and enriches our Metallic collection.

# Signature

LIBRARY

## ALWAYS MORE CREATIVITY THANKS TO THE SIGNATURE RANGE OFFERING A BRAND NEW DECORS LIBRARY

Highly appreciated by designers and specifiers, whose creativity is only limited by their own imagination, the Signature collection allows the personalisation of laminates thanks to patterns or images of their choice.

2018 is the foundation stone for the launch of the brand new "Signature Library". With its hundreds of creations and their different colour variations, this offer benefits from regular updates to remain in close line with latest trends.

Foreseen as real a time saver for project leaders, its large range of possibilities no longer requires the need to create visuals from scratch to ensure unique fittings!

Patterns (geometric, vichy, herringbone, patterned cement tiles etc.) are specifically designed to be combined with our plain colours.

Once the decor and its matching plain colour have been chosen, Polyrey allows users to order a free sample to check and confirm the end result before the order is placed with a partner distributor.

Along with this wide range of decors, the new Collection encompasses **17 surface finishes** to bring out the designs, from extremely glossy effects to deep matt, from intensely smooth to structured lines. In addition to the 4 key finishes - FA, Extramat, Surf and Selva - Polyrey has selected **13 ultra-contemporary Premier finishes** for high-end results. Among the 8 brand new finishes, **Essencia** displays a brushed wood effect highlighting the grain of the different wood species and the authenticity of the decors through a natural matt feeling, providing an original alternative to fibrous or rough wood surfaces! The leather texture of the **Cuir** effect accurately replicates the original material. Lastly, the subtle matt-gloss contrast of the **Fusion** structure gives a rough touch to the surface, with its oxidised and burnished effect.

But the most significant newcomer in 2018 is without doubt the textured Touch innovation: **Touch Roche and Touch Linimat!**



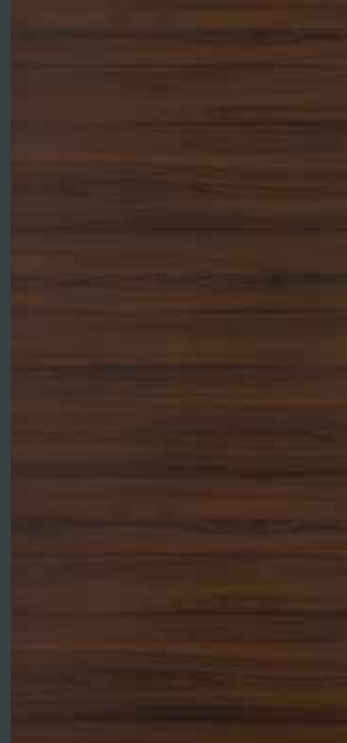
Érable Féroé



Érable Féroé Horizontal



Noyer Havana



Noyer Havana Horizontal

DUOS ARE ASSOCIATED FOR EXQUISITE PANEL OPTIMISATION AND RHYTHMIC COMBINATIONS.

■ **Duo Concept** : A wood decor with horizontal grain finds its perfect match with the exact same vertical woodgrain decor. This adds extra harmony without falling into the trap of monotony.

■ **Duo Color** : Two different wood species (beech and cherry tree, for example) can be used in similar hues and play on the contrast of the woodgrain effect while maintaining colour unity.

Chêne Alba



Frêne Blond



Noyer Marbot



Chêne Adrian





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◀ Shelving and worktops made of Polyrey Birch Plywood, wall panelling and office furnishings made of Panoprey, door made of Polyrey HPL... Complementarity is achieved by combining various Polyrey references in order to bring harmony to layout and decoration.



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Touch

Touch Linimat

Touch Roche

## FINISH AND SURFACE EFFECT INNOVATIONS

The Touch finish, with its silky smooth anti-fingerprint effect, now includes 3 new structures and 12 decors.

■ **Touch** reveals a deep matt finish that absorbs light. Absolute elegance! It is worth knowing that Touch is available in Compact.

■ **Touch Linimat** has a lined and matt effect that adds character to contemporary interiors.

■ **Touch Roche** boasts a surprising matt quality and dented effect. Ideal for rough and natural designs!

## GREATER PRODUCT COMPLEMENTARITY

The wide variety of decors and finishes in the new Polyrey Collection gives free rein to the imagination of fitters and architects. But Polyrey goes even further in the infinite range of possibilities by strengthening complementarity between materials, for a complete harmony of the fittings. Polyrey HPL®, Reysipur®, Panoprey® and Polyrey® have numerous decors in common and can thus be coordinated. For example, to fit a room, the Panoprey® furniture decor can match the Polyrey HPL® wall covering.

It should be noted that 188 Polyrey HPL® decors now exist in Panoprey®.



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### ANOTHER INNOVATION

#### **Polyrey Birch Plywood.**

Available for all HPL decors, including 1 or 2 decorative sides, **Polyrey Birch Plywood** offers the advantage of layered core (13 layers) to strengthen the wood effect.

### ANOTHER NEW PRODUCT

#### **Panoprey Black MDF.**

A selection of Panoprey® melamine faced board decors are now available with a black MDF core. Machinable throughout its thickness, the edges no longer need to be covered. Freeing up the possibilities of use, this raises Panoprey® to the rank of material in its own right.



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# MY EXPERT

## EXCELLENT CUSTOMER SERVICE

Customer support is an essential value for Polyrey, whose excellence has been demonstrated on many occasions: **Design Studio** online configurator to visualize customised creations in just a few clicks; availability of all data in **BIM** format; possibility to receive **samples** quickly and free of charge to check the effect of a decor or finish; **ranges available on stock** guaranteeing delivery within 48 hours for orders placed with accredited suppliers.

Polyrey has also recently added to its range of digital services the new **Polyrey® App**, available from the App Store and Google Play Store. It provides easier access to all the Polyrey decors: users can simply enter the name of a decor to view it as a full panel (3 m x 1.20 m) with all the relevant technical information (RAL, dimensions etc.) ; and order a sample.

In order to verify a finish Polyrey allows 3D visualisation on a cube that is covered, for example, with the Fusion finish allowing users to appreciate the vibrant, oxidised tints that vary with the light.

And finally, because the quality of its services is an important matter to Polyrey, the company has recently created a charter documenting its professionalism and responsiveness.

Samples dispatched within a day <sup>(1)</sup>, replies to technical questions within 2 hours, Customer Service requests satisfied within 45 minutes... These are the main pillars Polyrey commits to.

<sup>(1)</sup> depending on the day of dispatch in France, excluding annual closure.

## HEALTH AND ENVIRONMENT, KEY COMMITMENTS FOR POLYREY

Polyrey products are Class A certified and contribute to preserving indoor air quality with low VOC emissions and no phthalates. Their Greenguard certification is also recognised as a valuable guarantee by sustainable development programs. Truly committed to protecting the environment and preserving health,

Polyrey is certified ISO 14001, and all its products are PEFC(TM) eco-certified and/or FSC® certified.

All its laminates (excluding Touch) and melamine faced boards have an exclusive surface treatment, Sanitized®, that hinders the risk of contamination through contact (with more than 99.9% of bacteria destroyed in 24 hours).



# polyrey®

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### ABOUT POLYREY

Polyrey is an historic manufacturer of high-quality laminates for decoration and interior or exterior design. Today it is a European leader in the world of architecture and design. With 60 years of experience in technical innovation and know-how, this premium brand offers an exceptional range of 330 decors and 17 textures, raising to over 500 combinations as elegant and modern as reliable. Well known for its expertise, Polyrey is breathing creative spirit into any project from fittings in shops, hotels, or restaurants, to industrial or service sector spaces, including the fittings for bathrooms and kitchens. Polyrey has a strong presence in Europe with over 650 employees, particularly in France where it was founded, but also in the Middle-East and North Africa. The company keeps innovating and developing ever more aesthetic, high-performance and eco-responsible solutions.



Visuals are downloadable from : [www.adrive.com/public/Su67DQ/KIT-CP-C2018](http://www.adrive.com/public/Su67DQ/KIT-CP-C2018)