Veronica Hunt Tammy Weadock

[veronica.hunt@padillacrt.com](mailto:veronica.hunt@padillacrt.com) [tammy.weadock@wilsonart.com](mailto:tammy.weadock@wilsonart.com)

(213) 929-2689 (254) 207-3444

**Wilsonart Previews Innovative New Design and Texture to Its Engineered Surfaces Portfolio at KBIS 2017**

*Wilsonart Encourages Attendees to #ExploreNewSurfaces with a Sneak Peek of 2017 Products in Booth #* W1471

ORLANDO, Fla. (January 9, 2017) – Wilsonart,a world leading provider of total engineered surfacing solutions, will unveil a new Ultra Matte laminate finish, as well as additions to its quartz (8 new patterns), solid surface (8 new patterns) and laminate (24 new patterns) collections at the Kitchen & Bath Industry Show (KBIS) in Orlando this month. Additionally, the company will preview a new showroom merchandising tool that brings virtual to reality. Wilsonart’s exhibit at KBIS showcases the company’s strong move into alternate surfacing options that provide customers with choices in design, performance and price.

**Wilsonart Ultra Matte Laminate Finish**

The smooth texture and soft touch of Wilsonart’s new Ultra Matte Finish provides an on-trend low-sheen option for stone looks that rivals natural materials. The new finish will premiere on six of the new Wilsonart Laminate designs, also being unveiled at the show. Visit [www.wilsonart.com/finish-options](http://www.wilsonart.com/finish-options) for more info on the variety Wilsonart has to offer.

**Wilsonart® Laminate**

Sticks and stones inspire the timeless beauty of the 24 new laminate patterns. Twenty stone designs, like Cote d’Azur and Marmo Bianco, feature veining and fracturing for a luxurious style while four woodgrain patterns, like Antique Bourbon Pine and Planked Texas Walnut, add a feeling of familiarity and warmth. Visit [www.wilsonart.com/laminate](http://www.wilsonart.com/laminate) for samples this May.

**Wilsonart® Quartz**

The eight new quartz patterns range widely in design from extra-large veining and movement to smoother styles in medium to fine/small particulates. All maintain a trend-forward neutral palette of white, grey and black allowing them to be mixed and layered with other quartz, as well as solid surface and laminate designs. This “material mixology” lends texture and richness to a space that’s perfectly coordinated and beautifully designed. Visit [www.wilsonart.com/quartz](http://www.wilsonart.com/quartz) for samples this April.

**Wilsonart® Solid Surface**

Carrara marble looks, linear movement and translucency in shades of white and grey dominate the eight new solid surface designs for a timeless, clean and pure look. As white and grey continue to be the neutrals of choice, these additions also coordinate with one another to create looks that range from demure to daring. Visit [www.wilsonart.com/solidsurface](http://www.wilsonart.com/solidsurface) for samples this June.

**Wilsonart® VDL Artfully Repurposed Woods**

Sometimes, you want something just a little different. That’s Wilsonart’s Virtual Design Library. From gently weathered to intricate marquetry, the 23 patterns in the “Artfully Repurposed Woods” collection tell a story of America’s spirited history while honoring sustainability. Marquetry, the art of applying decorative inlays to a structure to create elaborate designs, emphasizes the importance of reusing and recycling materials. The clean, geometric lines of these designs contrast with the weathered woodgrains for a collection that adds a touch of modern comfort to any space. Visit [www.wilsonart.com/artfully-repurposed-woods](http://www.wilsonart.com/artfully-repurposed-woods) for samples today.

**SMART Wallboard**

Wilsonart brings technology to merchandising with its new Smart Wallboard – a display that brings samples to life through a digital bridge with visualization and information. The new board features larger samples of many of Wilsonart’s hottest laminate designs, as well as QR-code driven links to Wilsonart’s celebrated visualizer, allowing customers a better vision of how their space could look. The new display offers extra help to designers as well, with a quick-order tool for reordering samples and more detailed availability information about every laminate design. Visitors to the booth will have an opportunity to test out the new device and technology, and to provide feedback to the development team. The new board will be available in May.

Come by booth #W1471 at KBIS to explore these new Wilsonart surfacing solutions. Also at the booth will be Wilsonart spokesperson Danny Seo. As an eco-lifestyle expert and designer, editor-in-chief of Naturally, Danny Seo Magazine and host of NBC’s The More You Know TV show, Naturally, Danny Seo, Danny will help to highlight the sustainable style Wilsonart’s latest product introductions have to offer.

For more information, visit [www.wilsonart.com](http://www.wilsonart.com) or call (800) 433-3222.

###

**About Wilsonart**

Wilsonart, a world leading engineered surfaces company, is driven by a mission to create surfaces people love, with service you can count on, delivered by people who care. The company manufactures and distributes High Pressure Laminate, Quartz, Solid Surface, Coordinated TFL and Edgebanding and other engineered surface options for use in furniture, office and retail space, countertops, worktops and other applications. Operating under the Wilsonart®, Resopal®, Polyrey®, Arborite®, Laminart®, Bushboard, Ralph Wilson® and Durcon® brands, the company continuously redefines decorative surfaces through improved performance and aesthetics. For more information, visit [www.Wilsonart.com](http://www.Wilsonart.com) or connect with us on [Facebook](http://www.facebook.com/Wilsonart), [Twitter](http://www.twitter.com/wilsonart) and [Instagram](http://www.instagram.com/wilsonart).