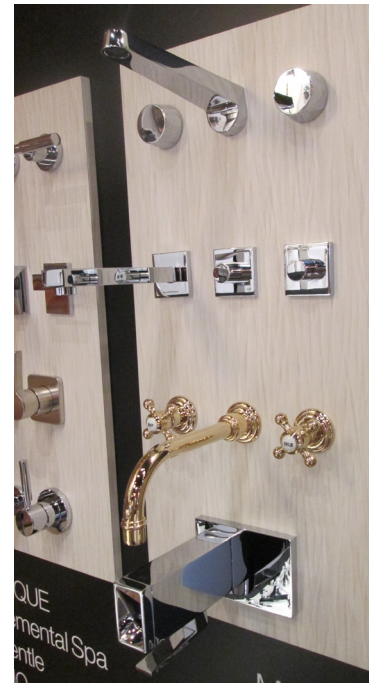


ABSTRACTS, DORNBRACHT INJECT CREATIVITY INTO JACK LONDON DISPLAY



Project: Jack London Kitchen & Bath Gallery

Product: Abstracts 5050 Beige Edgewave

Location: Duluth, GA

Phone: 770-564-3599

Website: www.dornbracht.com/en/

SITUATION

Headquartered in Germany, Dornbracht is an international design-build firm that manufactures premium bathroom and kitchen fixtures. Established in 1950, the company has made a name for itself with its quality craftsmanship and design.

In the last 10 years, Dornbracht has become well known for the minimalist black displays they design. But because competitors were beginning to mimic them, they wanted to add a creative touch to their traditional designs without distracting from the products on display.

Which is why, when the opportunity came to develop a 40-foot wide black display for Jack London Kitchen & Bath Gallery in Oakland, Dornbracht decided to use Abstracts 5050 Beige Edgewave to complement the overall design.

“Some of our dealers needed their displays refreshed. One of our dealers, Jack London, was excited about the chance to use the new Lamin-Art laminate because it was so fresh and unique compared to their old displays.”

— Matthew Miles, Marketing Manager, Dornbracht Americas

DESIGN

Aiming to distinguish the Dornbracht brand from competing manufacturers through the highest quality craftsmanship, the design team focused on the use of design-focused architectural materials in their displays.

Utilizing Lamin-Art's Abstracts 5050 Beige Edgewave to frame products on the black display wall, Dornbracht was able to step outside of their norm, while maintaining their own brand guidelines and high quality look.

"We used Lamin-Art's product to help showcase the product so it would really pop against the display," Miles says.

It also allowed Dornbracht to use a unique and visually appealing laminate that could hold up to cleaning and accidental scratching. It was attractive from any viewing angle in various lighting conditions as well.

"I love mixing the laminates. In this situation it made sense to mix black and white to do something different while preserving a high-end look."

— Matthew Miles, Marketing Manager, Dornbracht Americas

RESULTS

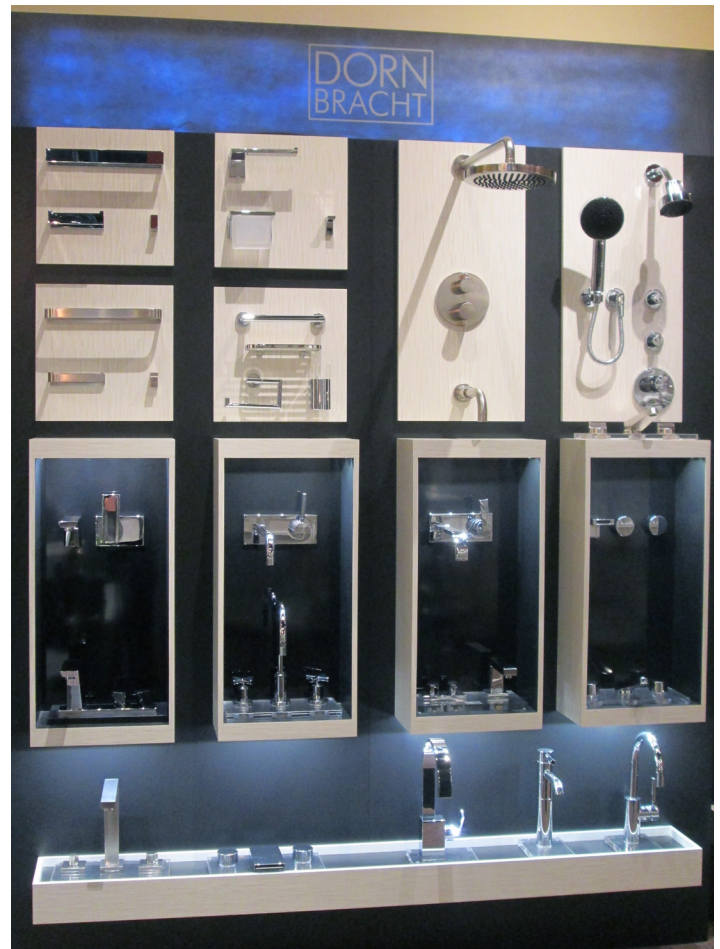
The contemporary look exceeded Jack London's expectations and motivated the showroom staff by offering a new sales environment. It also motivated Dornbracht's sales rep force to replace old displays.

"We feel the laminate could be applicable to any showroom we design," says Bruce Jones, Product Presentation Manager at Dornbracht Americas. "The client was very complimentary and appreciative of the final product."

Most importantly, the positive response affirmed to Dornbracht's marketing department that they were going in the right direction with their new design approach.

"The display received extremely positive feedback from Dornbracht corporate, and the kitchen and bath dealer where we used it. We will definitely be using more Lamin-Art laminates for future projects."

— Matthew Miles, Marketing Manager, Dornbracht Americas



Abstracts 5050 Beige Edgewave

DORNBACHT AMERICAS OVERVIEW

Principal:	Andreas Dornbracht and Matthias Dornbracht
Specialty:	Premium bathroom and kitchen fixtures and accessories
Location:	Duluth, GA
Phone:	770-564-3599
Website:	www.dornbracht.com/en/