

EuroShop 2026: LX Hausys Focuses on Design Excellence and even more Sustainable Premium Materials



At **EuroShop 2026** in Düsseldorf (22–26 February), **LX Hausys** presented its latest solutions for the international retail sector through a spacious, design-led exhibition stand created by the **multidisciplinary studio COAST**. Defined by bold volumes and sculptural forms fabricated in **HIMACS solid surface**, the immersive installation showcased the material's versatility, seamless appearance and advanced thermoforming capabilities.

“We are very satisfied with the outcome and consider the trade fair a clear success,” says **Timm Mudra, Director at LX Hausys Europe**. The design-led stand attracted highly qualified visitors, including international decision-makers and architects relevant to the company's business development.

The open-plan stand guided visitors through four clearly defined experiential zones, combining contemporary formal language with subtle references to Korean aesthetics. In the **Immersive Zone**, sculptural elements and carefully orchestrated lighting created a striking introduction. The **Heritage and Touch & Feel Zones** placed materiality and tactile experience at the forefront. Particular attention was given to the **Sustainability Zone**, where new **HIMACS colours featuring SCS-certified recycled content** were presented alongside a 15 [newly launched colours](#) even further enhancing the extensive colour palette and shown for the first time. Complementary information on



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High resolution images available: <https://www.lxhausys.com/eu-en/case-studies>

HIMACS

certification, material cycles and durability added emphasis to the company's sustainability ambitions.



Beyond the material presentation, the stand concept also made a strong design statement. *“The interplay of sculptural forms and seamless surfaces, of light and shadow, and of sensory, tactile experiences across different spatial atmospheres demonstrates the enormous potential of HIMACS — a material offering virtually limitless design possibilities,”* explains **Zlatko Antolovic, architect and founder of COAST.**



EuroShop's international reach was reflected in visitor engagement, with around 20% coming from non-European markets. LX Hausys also reported growing global brand recognition, with many visitors now immediately recognising HIMACS.

Strong interest was also generated by the **HFLOR Decolay 70 flooring collection**, featuring 22 wood and stone designs combining durability with adhesive-free installation and verified sustainability credentials. BENIF, the self-adhesive interior film for walls, ceilings and furniture, further addressed the demand for flexible and rapidly implemented design solutions in retail environments.

With its structured exhibition concept and focus on durable, high-quality materials, LX Hausys reinforced its positioning in the premium segment for retail and interior design at EuroShop 2026.

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HIMACS



HIMACS. The shape of your ideas.

Design: COAST | www.coastoffice.de | [@coastoffice_architecture](https://www.instagram.com/coastoffice_architecture)

Material: HIMACS, HFLOR, BENIF | www.lxhausys.com | [@himacseurope](https://www.instagram.com/himacseurope)

HIMACS fabrication: Atger

Booth Production and installation: Smart Design Expo

Photography: David Franck Photographie | [@davidfranck.de](https://www.instagram.com/davidfranck.de)

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www.lxhausys.com/eu/himacs

HIMACS is a solid surface material that can be moulded into any shape. It is widely used for architectural and interior applications, such as sculptural and high-performance wall cladding or kitchen, bathroom and furniture surfaces, in commercial, residential and public space projects. It is composed of minerals, acrylic and natural pigments that come together to provide a smooth, non-porous and visually seamless surface which meets the highest standards for quality, aesthetics, fabrication, functionality and hygiene – offering many advantages over conventional materials.

HIMACS provides limitless possibilities for surfacing solutions and inspires creative minds from all over the world. **Zaha Hadid, Jean Nouvel, Rafael Moneo, Karim Rashid, Marcel Wanders** and **David Chipperfield**, among others, have completed fabulous projects using HIMACS.

Proud to be at the forefront of innovation, LX Hausys made Solid Surface history with the introduction of **HIMACS Ultra-Thermoforming**, a pioneering formulation which pushes the boundaries of solid surface shaping to significant new levels with 30% greater thermoplastic capability. Furthermore, **HIMACS Intense Ultra** is a groundbreaking advance that now combines the qualities of both **Intense Colour Technology** and **Ultra-Thermoforming**.

To add to the benefits of working with HIMACS, now the iconic HIMACS Alpine White, plus a wide selection of colours, come with SCS certified pre-consumer recycled content for a more sustainable product offering.

HIMACS uses a simple heating process to give three-dimensional thermoplastic forming capabilities, allows visually seamless designs, offers a virtually limitless range of colours and – for some shades – exhibits a special translucency when exposed to light. Although HIMACS is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HIMACS is made using a next-generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HIMACS apart from other solid surfaces and creates a denser surface that is even sturdier, more homogeneous and more durable, and with better resistance and superior thermoforming results.

HIMACS does not absorb humidity, is highly resistant to stains and is easy to clean, maintain and repair. HIMACS is composed from premium-quality materials, ensuring a surface that is free from harmful substances such as silica, formaldehyde, VOC emissions, and nanoparticles. Prioritising health and safety, HIMACS offers peace of mind for any environment.

Countless internationally recognised certificates attest to the quality of HIMACS in terms of ecological commitment, hygiene and fire resistance – being the first Solid Surface in the market to receive the official **European Technical Approval (ETA) for façades** – for the Alpine White S728 colour.

HIMACS offers a 15-year warranty for products fabricated by a Quality Club Member.

For more information and to stay connected, visit our [EU WEBSITE](#), [UK WEBSITE](#) and our [newsroom](#).

Let's connect!



HIMACS is designed and produced by **LX Hausys (formerly LG Hausys)**, a world leader in the technology sector and a subsidiary of LX Holdings Corp.

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