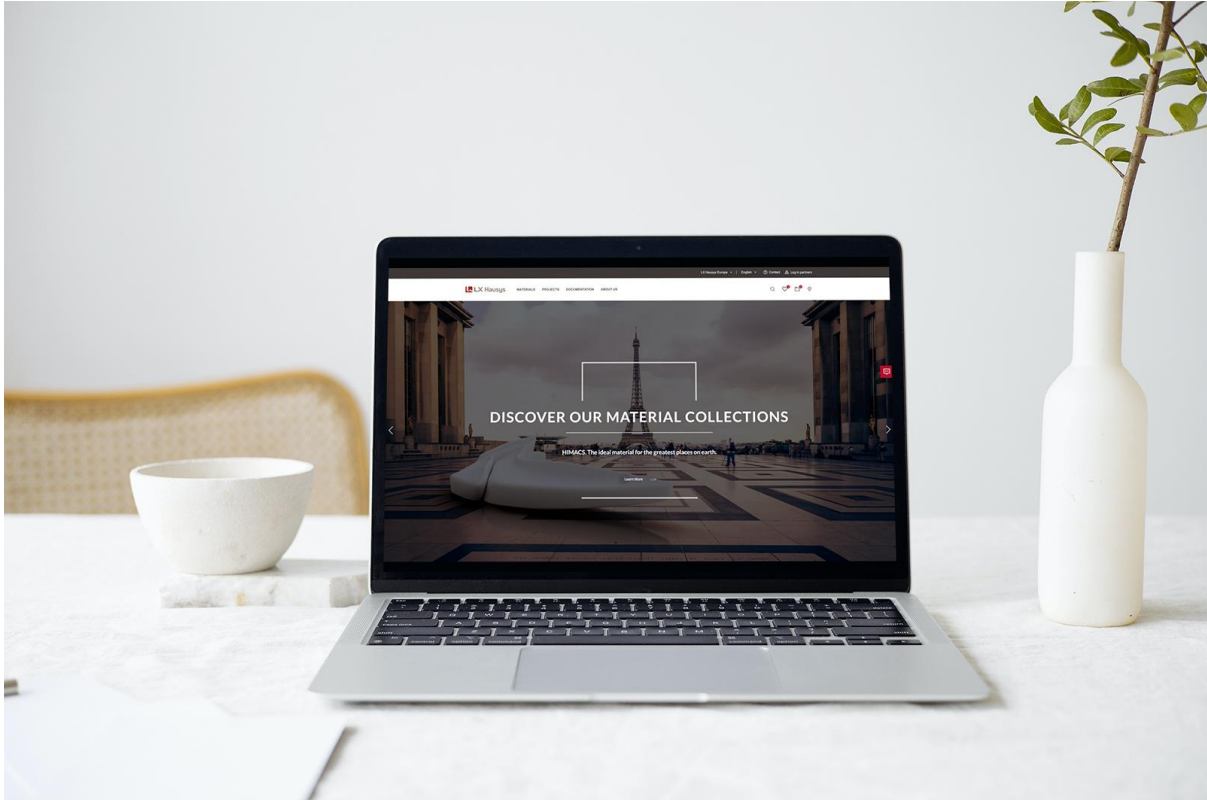


## LX Hausys Debuts New European Website Showcasing Two Inspiring Product Lines: HIMACS Solid Surface and HFLOR Luxury Vinyl Tile



**LX Hausys**, a leading global provider of innovative materials such as surfaces and flooring solutions, proudly announces the launch of its [all-new European website](#), designed to captivate and inspire the design and architectural markets. The revamped platform will serve as an immersive digital experience, showcasing LX Hausys' two exceptional product lines: **HIMACS Solid Surface** and **HFLOR Luxury Vinyl Tile**.

With an unwavering commitment to design excellence and uncompromising quality, LX Hausys continues to redefine the possibilities within the surfaces and flooring industry. The launch of the new European website marks a significant milestone in the company's journey, as it provides a seamless and visually stunning platform for architects, interior designers, and industry professionals to explore LX Hausys' extraordinary product offerings.

**The HIMACS Solid Surface collection** stands as a testament to LX Hausys' dedication to innovation and craftsmanship. This premium line of solid surfaces combines remarkable functionality with breathtaking aesthetics, offering designers an extensive palette of colours and finishes to unleash their creativity. HIMACS Solid Surface is renowned for its superior durability, incredible thermoformability, resistance to stains and scratches, and ease of maintenance, making it an ideal choice for diverse applications in residential, commercial, and public sector projects.

HIMACS Media contact for Europe:

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

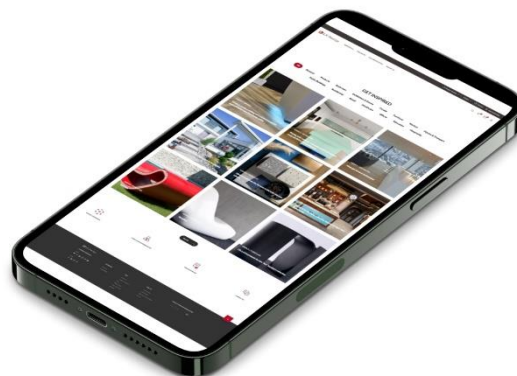
# HI·MACS

In parallel, **LX Hausys' HFLOR Luxury Vinyl Tile** range showcases the company's passion for crafting captivating spaces. With a meticulous blend of form and function, HFLOR presents an exquisite selection of flooring solutions, featuring a diverse range of premium flooring solutions, including luxury vinyl planks and tiles. Inspired by the latest design trends, HFLOR Flooring offers an array of styles, textures, and patterns to elevate any interior space, while maintaining exceptional performance, longevity, and ease of installation.

The new European website presents an intuitive and user-friendly interface, where visitors can effortlessly navigate through the extensive product catalogue, add products to a favourite library and compare them later for an improved overview. Users will also find comprehensive product information, inspiring visuals and virtual showrooms, and technical specifications, enabling them to make informed choices based on their project requirements. Additionally, the website features an interactive gallery showcasing stunning applications of HIMACS Solid Surface and HFLOR Flooring, providing inspiration and enabling designers to envision the transformative power of LX Hausys' products.

*"We are thrilled to unveil our new European website, an immersive platform that reflects our commitment to design innovation and elevating spaces. At LX Hausys, we are committed to continuously improving our website to cater to the ever-changing needs of our valued customers." said MC Chun, General Manager at LX Hausys. "With HIMACS Solid Surface and HFLOR Flooring taking center stage, we aim to inspire and empower architects and designers to bring their creative visions to life, while providing them with the highest quality and performance standards in the industry."*

For more information about LX Hausys' new European website and its extraordinary product lines, please visit <https://www.lxhausys.com/eu>. Experience the beauty, durability, and limitless possibilities that HIMACS Solid Surface and HFLOR Flooring can bring to your projects.



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## About HIMACS Solid Surface

[www.lxhausys.com/eu/himacs](http://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.

At the forefront of innovation as always, LX Hausys recently introduced two new products. First, **HIMACS Ultra-Thermoforming**, an innovative formula that pushes the boundaries of solid surface shaping to a whole new level, with 30% more thermoplastic capabilities - the biggest innovation in the history of Solid Surface since its inception in 1967. And now, **HIMACS Intense Ultra** combines the characteristics from two disparate worlds: **Intense Colour Technology** and **Ultra-Thermoforming**.

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.

Countless internationally recognized 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.



### HIMACS. Because Quality Wins.

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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## About HFLOR

**HFLOR** is a leading global brand specialising in flooring products known for their exceptional quality, human-friendly features, and eco-consciousness. As part of the LX global corporation, HFLOR has been at the forefront of developing and producing high-performance flooring solutions using advanced manufacturing techniques over 60 years. Their LVT products are carefully crafted with eco-friendly materials and processes, ensuring minimal impact on the environment. Whether you're looking for a durable glue-down system or the convenience of a floating loose-lay or click system, HFLOR offers lifelike designs that bring spaces to life. Choose HFLOR for premium luxury vinyl tiles that merge elegance with sustainability.

**For more information, visit [www.lxhausys.com/eu/hflor](http://www.lxhausys.com/eu/hflor) and follow us on social media [@hflor.europe](https://twitter.com/hflor.europe).**