

# Impact That's Priceless

SURFACES FOR RETAIL



 Wilsonart®

## ELEVATE YOUR BRAND WITH WILSONART

When a customer enters a retail space – whether it’s a store, market, bank, or boutique – they step into an experience. It has the potential to captivate the senses, build brand affinity, and turn people into repeat customers, but it takes the right materials to make it happen.

Given the convenience of online shopping, the retail experience can’t afford to be strictly transactional. It needs to communicate quality, performance, and identity. That’s why we push the boundaries of materials and curate the freshest, on-trend styles of today.

From front to back of house, we also help retail locations of all kinds make a statement. This is done while maintaining traffic and flow, directing customers to different locations, and making the products the stars of the space.

What more can we do for retail?  
Look closer and discover more.

## Experiences come in many forms.

At Wilsonart, we believe materials help heighten the experience. That’s why we offer a wide variety of surface options, made for any brand, in any space. As a one-stop shop, we become your trustworthy partner, helping you meet tight timelines and budgets while achieving your creative expectations.



**HPL** High Pressure Laminate

Outperforms traditional veneer and Thermally Fused Laminate for impact and scratch resistance  
Moisture-resistant surface  
Increase functionality with specialty laminates – RE-COVER™ for updating, High Wear for extra durability, or Fire-Rated for code compliance



**TFL** Thermally Fused Laminate

Industry’s best-matched Thermally Fused Laminate, High Pressure Laminate, and Edgeband solution for design and texture  
Maintains visual continuity without compromising design  
Cost-effective solution for low-touch applications



**SPC** Compact Laminate

High-performing structural panel  
Offers impact, water, and fire resistance, plus extreme durability for frequent cleaning  
Available in SOLICOR™ – specialty laminate with solid color core  
Comes in a variety of thicknesses



**QTZ** Quartz

Offers a rich and welcoming appearance  
Non-porous surface that’s stain- and scratch-resistant  
Tough, durable, and doesn’t require sealing, for lower maintenance and longer life



**SS** Solid Surface

Withstands frequent, daily cleanings  
Seamless, smooth, and non-porous for stain resistance and easy maintenance  
Easy to repair, refinish, or replace for low-cost, long-term service



**VDL** Virtual Design Library

Evolving online library with virtually unlimited High Pressure Laminate designs  
Allows for expressive designs – an excellent graphic wayfinding solution  
Our Spectrum offering – allows color matching using an industry-standard color system



**WxY** Wilsonart X You

Our quality laminate, featuring your custom design  
Enhances a location’s identity  
Allows surfaces to include instructional wayfinding  
Ideal for brand logos, messages, or illustrations – use on doors, shelving, walls, and more

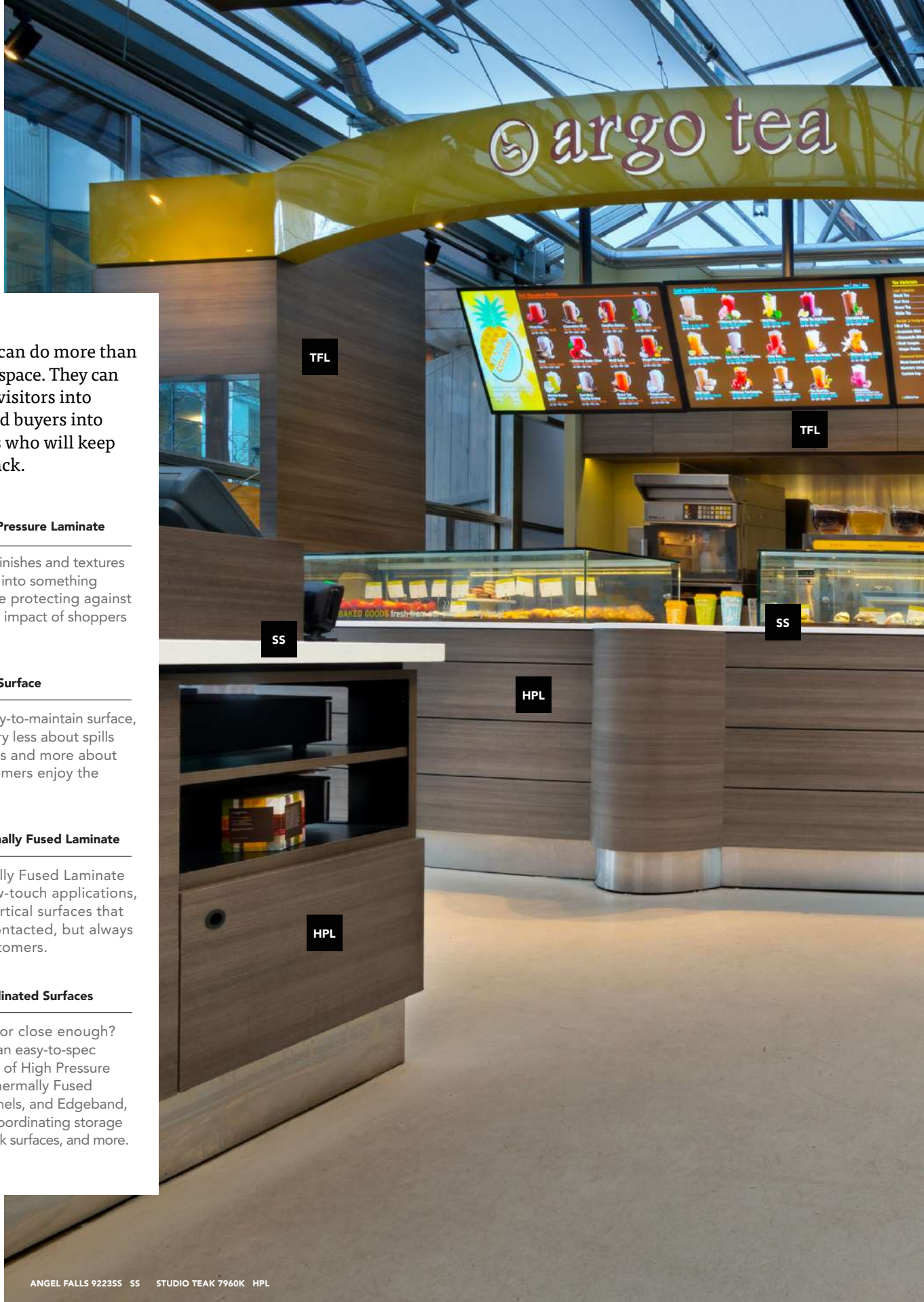


**DM** Decorative Metals

Pure metal surfaces that are adaptable and virtually unbreakable  
Ideal for vertical applications  
Blends industrial flair with striking, adaptable design  
Adds character accents and drama in a space

Our products are made with environmental responsibility. For more information, email or call us at [retail@wilsonart.com](mailto:retail@wilsonart.com) and 800-433-3222.





Materials can do more than fill a retail space. They can help turn visitors into buyers, and buyers into customers who will keep coming back.

**HPL High Pressure Laminate**

A variety of finishes and textures turn settings into something special, while protecting against the everyday impact of shoppers and guests.

**SS Solid Surface**

With this easy-to-maintain surface, you can worry less about spills and smudges and more about letting customers enjoy the experience.

**TFL Thermally Fused Laminate**

Our Thermally Fused Laminate excels in low-touch applications, including vertical surfaces that are rarely contacted, but always seen by customers.

**CS Coordinated Surfaces**

Why settle for close enough? We provide an easy-to-spec combination of High Pressure Laminate, Thermally Fused Laminate Panels, and Edgeband, perfect for coordinating storage cabinets, work surfaces, and more.

# Good design always checks out.

**Bar and Bistro**

Whether your vision is dark and moody or vibrant and colorful, materials like Quartz countertops and Compact Laminate satisfy creative visions, and are incredibly durable, and easy to maintain.



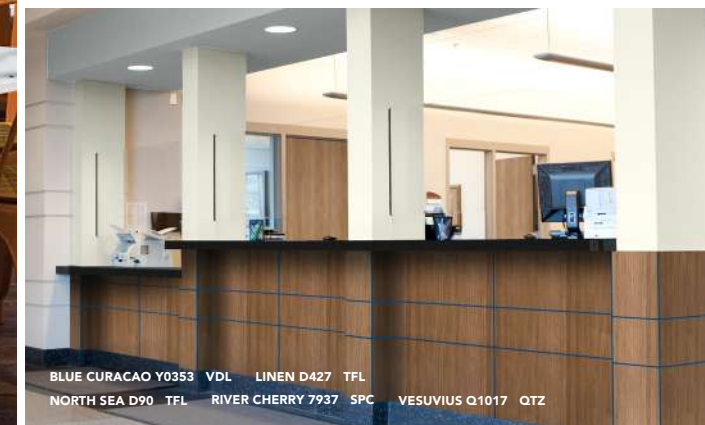
CALCUTTA MARBLE 4925 SPC LORRAINE Q1012 QTZ PHANTOM CHARCOAL 8214 TFL

**Pharmacy**

Strengthen the pharmacy experience. Adding surfaces with AEON™ Enhanced Scratch and Scuff-Resistant Technology makes the area perform better, longer. Durability only increases with Compact Laminate front faces.



BEIGEWOOD 7850 HPL GHOST CROSSTEX Y0614 VDL HIGH RISE 4996 SPC PLATINUM D315 HPL



BLUE CURACAO Y0353 VDL LINEN D427 TFL NORTH SEA D90 TFL RIVER CHERRY 7937 SPC VESUVIUS Q1017 QTZ

**Bank Teller Stations**

A blend of our best materials – Quartz, Compact Laminate, Thermally Fused Laminate, and more – provide endless design possibilities and durability you can take to the bank.

It's not always bad when a customer is "just looking." Especially when they're noticing environments filled with engaging, brand-centric focal points.

**SS Solid Surface**

Non-porous, seamless and color-through, our Solid Surface excels in the areas customers wander. As a renewable and repairable surface, it also provides easy day-to-day maintenance and long-lasting durability.

**HPL High Pressure Laminate**

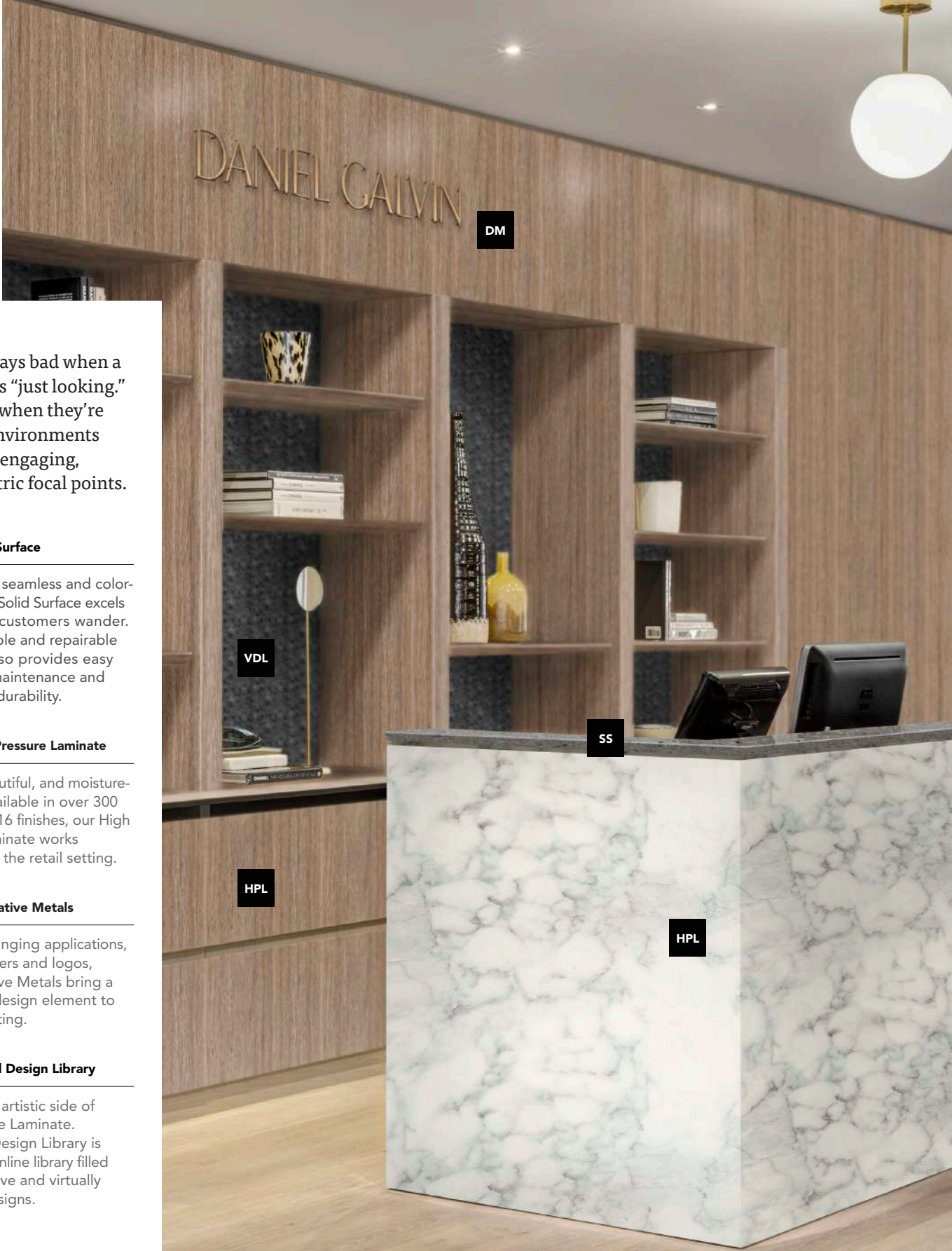
Durable, beautiful, and moisture-resistant. Available in over 300 designs and 16 finishes, our High Pressure Laminate works beautifully in the retail setting.

**DM Decorative Metals**

With wide-ranging applications, including letters and logos, our Decorative Metals bring a contrasting design element to the retail setting.

**VDL Virtual Design Library**

Discover the artistic side of High Pressure Laminate. Our Virtual Design Library is an evolving online library filled with expressive and virtually unlimited designs.



# Durability on display.

**Display Surface**

Can a material elevate the products they're on? Absolutely. Especially when it's our SOLICOR™ Laminate, which has a clean continuous look all the way to the edge.



FLAX LINEN 4990 HPL KHAKI BROWN D50 HPL

**Open Shelving**

Trends change every few years. Stay current with RE-COVER™. This innovative High Pressure Laminate option combines a pre-applied adhesive, so you can modernize a dated surface – displays, shelving, doors, and more – quickly and easily.



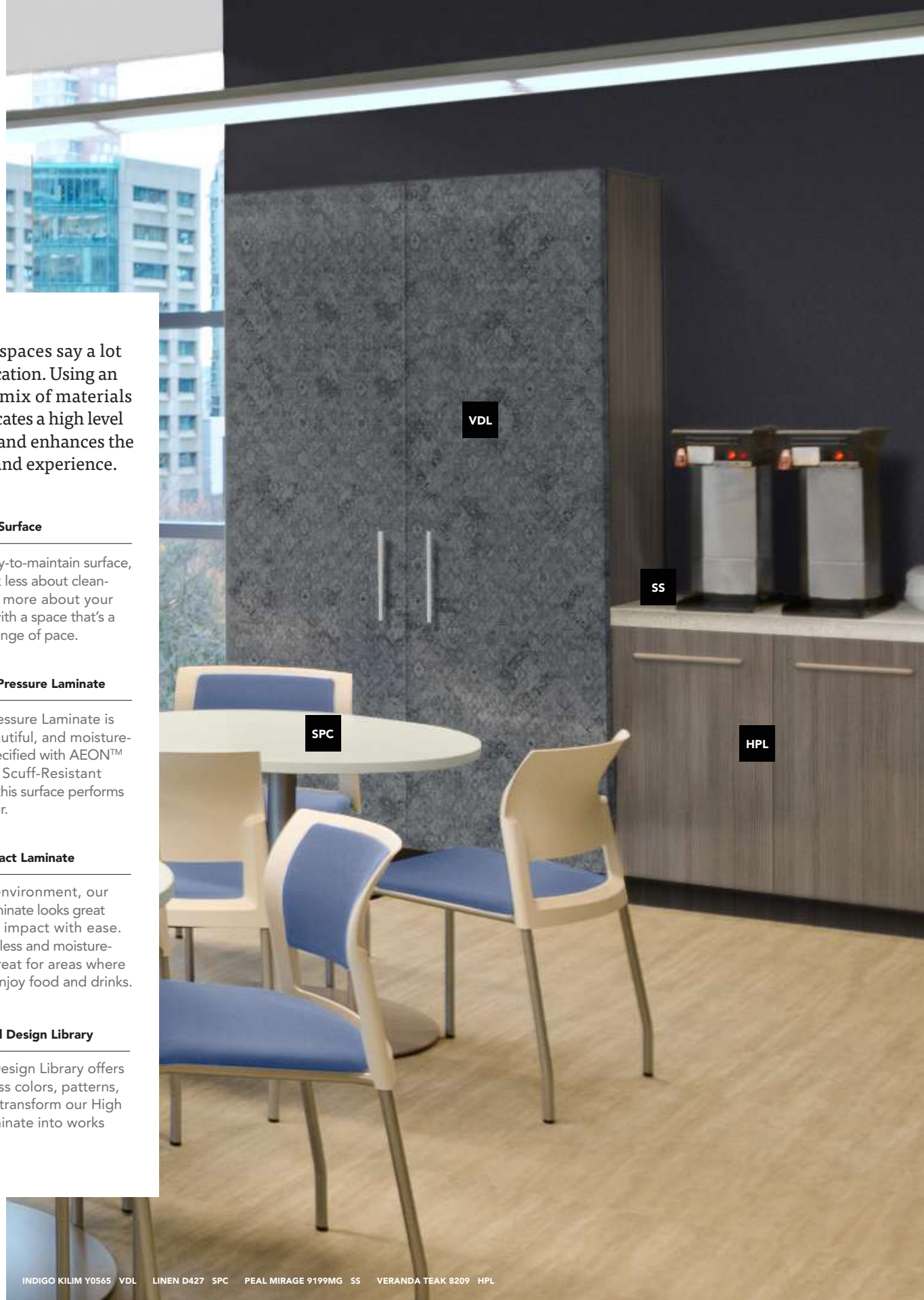
HEMATITE Y0505 VDL MANGALORE MANGO 7984 HPL



SILVER ALCHEMY 4860 AND DOVE GREY D92 SPC

**Showcase Cubbies**

Looking to frame products in a new way? Choose our SOLICOR™ Compact Laminate, a super durable material that makes inlay effects and crisp edge detailing simple to create.



Ancillary spaces say a lot about a location. Using an engaging mix of materials communicates a high level of quality and enhances the overall brand experience.

**SS Solid Surface**

With this easy-to-maintain surface, you can think less about clean-up time and more about your employees with a space that's a welcome change of pace.

**HPL High Pressure Laminate**

Our High Pressure Laminate is durable, beautiful, and moisture-resistant. Specified with AEON™ Scratch and Scuff-Resistant Technology, this surface performs better, longer.

**SPC Compact Laminate**

Across the environment, our Compact Laminate looks great and handles impact with ease. It's also seamless and moisture-resistant – great for areas where employees enjoy food and drinks.

**VDL Virtual Design Library**

Our Virtual Design Library offers nearly limitless colors, patterns, designs that transform our High Pressure Laminate into works of art.

# More impact in more places.

**Reception Lobby**

Whether it's a high-end store, spa, or salon, we elevate the first encounter with High Pressure Laminate desks, natural Quartz accents, and furnishings topped with Traceless™ Laminate – a surface that masks smears, smudges, and streaks.



**Public Restroom**

When a bathroom is just as stunning as the environment outside it, customers take notice. Designs from our Virtual Design Library demand attention in countless ways.




**Break Room**

For taking a break or storing personal belongings, our materials elevate the common break room – from High Pressure Laminate kitchenette counters to durable, impact-resistant Compact Laminate lockers.

See everything else we have in store.

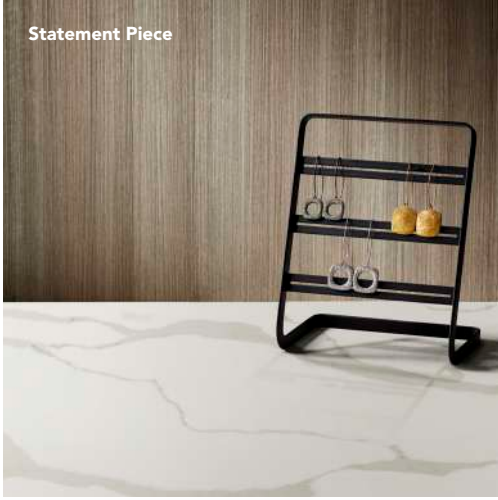
Visit [wilsonart.com](http://wilsonart.com) and discover thousands of options, countless possibilities, and designs that give customers a great experience.

**Smooth Checkout**




<b>HEIRLOOM SILVER</b> VDL Y0392-60	<b>MAGNOLIA</b> HPL 5012K-19	<b>CALCUTTA MARBLE</b> HPL 4925-38
<b>LUMINOUS WHITE</b> SS 9221SP	<b>SNOW WHITE VELVET</b> HPL 15501	<b>PHANTOM ECRU</b> HPL 8212K-28

**Statement Piece**




<b>TAUPE GEO</b> VDL Y0623-60	<b>WINDSWEPT PEWTER</b> HPL 4795-60	<b>ANGEL FALLS</b> SS 9223SS
<b>PHANTOM PEARL</b> HPL 8211K-28	<b>LOFT OAK</b> HPL 7968K-12	<b>CHARCOAL VELVET</b> HPL 15504

**Artisan Aesthetic**




<b>MIDNIGHT TWEEDISH</b> VDL Y0607-38	<b>BLUEBERRY TART</b> VDL Y0354-60	<b>HALDI</b> QTZ Q4032
<b>SAHARAN NIGHT</b> SS 9225SS	<b>EBONY CHAR</b> HPL 8205K-16	<b>MATTE GUNMETAL GREY</b> DM 6102

**Memorable Occasion**




<b>ANTIQUE BARREL CHEVRON</b> VDL Y0592-60	<b>SAGE CROSSTEX</b> VDL Y0615-60	<b>SILVER OAK PLY</b> HPL 8203K-28
<b>BERLIN MOD</b> VDL Y0579K-16	<b>JOVIAN</b> SS 9211CM	<b>PORTICO TEAK</b> HPL 8210K-28

**Sound and Serenity**



<b>ATLANTIS</b> HPL D25-60	<b>HIGH RISE</b> HPL 4996-38	<b>SATIN BRUSHED NATURAL ALUMINUM</b> DM 6257
<b>TWEEDISH PEWTER</b> VDL Y0512-38	<b>FLORENCE WALNUT</b> HPL 7993-38	<b>TITANIUM GREY</b> SS 9222SS

**Whole New Style**



<b>ZEN GREY</b> SS 9115GS	<b>GREY LAKE</b> QTZ Q1009	<b>BRANDED OAK</b> HPL 8207K-16
<b>ALUMASTEEL</b> DM 6277	<b>RIVER CHERRY</b> HPL 7937-38	<b>PHANTOM COCOA</b> HPL 8213K-28

# Making experiences a one-stop shop.

SURFACES FOR RETAIL

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 the office, education, healthcare, residential, hospitality and retail markets. Operating under the Wilsonart®, Resopal®, Polyrey®, Arborite®, Laminart®, Bushboard™, Shore™, Mermaid™, Ralph Wilson®, KML® 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, Houzz, Pinterest, Instagram, Twitter, LinkedIn and YouTube.



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