



**Süddekör Introduces Domestically Produced Product Line**

*North American Treating Facility develops new solid-color array*

**FOR IMMEDIATE RELEASE**

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**EAST LONGMEADOW, Mass.** – Süddekör has announced the launch of nine new solid-color laminate options that will be produced in the United States and available in July to all customers.

The new product line has been added to Süddekör’s repertoire in the wake of rising popularity in the laminate industry and a subsequent demand for convenient access to classic-yet-versatile solids. Industry trend-spotters report that laminate markets are on the rise due to the collision of several factors –aesthetically, clean lines are popular with new homeowners, and easier installation of these products also aligns well with the current home-renovation boom. Laminates are also a sustainable, ‘green’ material that fit into many budgets.

The nine new color offerings – standard white, black and a range of gray and almond – will be available in treated-sheet form in four- and five-foot widths, with a minimum order of 250 sheets per pallet. The new options are available for delivery within seven days of order placement, and produced in Süddekör’s East Longmeadow, Mass. facility. This new project will be managed by Rob Binnall, who has been promoted to Sales Manager, Treating. The position builds on Binnall’s technical knowledge of paper manufacturing and performance characteristics of industry papers.

Süddekör’s Treating Facility in East Longmeadow is just one of the company locations serving the North American market. It offers for the first time in the North American market, a single source supplier for finished, treated papers. The plant currently operates two state-of-the-art Vits treating lines, and offers several proprietary overlays for high- and low-pressure laminates.

**About Süddekör**

Süddekör is based in Agawam, Mass. and is a subsidiary of the 2D-Group (Süddekör/Dakor), one of the world’s leading décor printers and impregnators, headquartered in Laichingen, Germany. Süddekör supplies printed decorative paper to the North American laminate industry, and is the only company to offer North American laminate manufacturers a complete design service, from scanning and separations to cylinder engraving, printing and treating. Süddekör has plants in Agawam and East Longmeadow, Mass. and Biscoe, N.C. For more information, visit [Süddekörllc.com](http://Süddekörllc.com).