

PRESS RELEASE

arauco

For immediate Release

ARAUCO Introduces 11 New Prism TFL Designs for 2020-2021 Collection

ATLANTA – August 27, 2020 – ARAUCO will debut its 2020-2021 Prism Thermally Fused Laminate (TFL) collection during a [live video event](#) streaming from the company's Atlanta headquarters on September 16th at 2:00 PM ET. Tailored for the architecture, design and fabricator communities, the event will introduce seven authentic woodgrains and four versatile uni-colors inspired by holistic design, mixed media in décor, and textural realism.

Cascada

The new collection includes four new pines in the Cascada Series, standard with deep, authentic Boreal texture. In nuanced shades of cocoa, charcoal, misty white and espresso, these new designs help create a comfortable balance between natural elements, solid colors, metallics and stone finishes.

- **NEW: WF459 Abiqua Pine, WF460 Benham Pine, WF461 Koosah Pine and WF462 Wallowa Pine**

Nordica

The debut introduces one new ash, in Velvet texture, joining the Nordica Series to bring the illusion of open space to urban living. This bright, delicate wood look with soft neutral undertones brings understated elegance and minimalism to the indoor environment.

- **NEW: WF458 Presten Ash**

Select Originals

- **NEW: WF456 Enigma**, standard in Boreal texture.

Playing with trends of butcher block and herring bone, this textural and unique interpretation of a walnut décor is at home in a wide variety of applications.

- **NEW: WF457 Castanho**, standard in Boreal texture.

A multidimensional, umber tone with careful blue hints and light saw marks that add a rustic element to this chestnut woodgrain, creating a visually compelling impression.

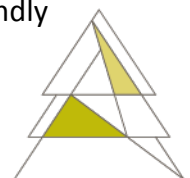
Accentz Solids

The collection introduces four new solids to the Accentz series, standard in Velvet texture. These uni-colors are developed to combine with Prism's exclusive collection of designer-friendly woodgrains and patterns.

NEW:

SF250 Duke - a compelling yet tranquil blue green

SF251 Celadon - a sage green with soothing grey undertones



SF252 Quarry - a sun bleached neutral, between limestone and granite

SF253 Adobe - a time-honored stoneware clay that adds optimism and warmth

“ARAUCO is in the unique position not only to offer customers aesthetic value, but also to provide an unparalleled service model,” commented John Verzino, TFL business development manager.

“Our PRISM TFL production is vertically integrated with our particleboard and MDF substrate manufacturing, and our paper treating capabilities. We manage our own inventories to maintain a current and balanced design offering and, in this way, we can provide a dependable supply with consistent high quality.”

“We’re delighted to launch our new Prism TFL Collection,” said Cathy Hummer, TFL design manager. “Our 11 new designs lend creative balance to the designer’s palette with comfortable yet fresh colors, earthy and rustic elements, and bold textures that add dynamic to any space without being overpowering. As with all our designs, we’ve aligned this launch with our design symmetry partners to offer complementary products to assure projects have a harmonious and natural look.”

Join the live event on September 16th using this link:

https://www.youtube.com/watch?v=fOoj2RxsY_I&feature=youtu.be

About ARAUCO Prism® TFL

ARAUCO Prism TFL is a colorful, laminate brand that features a wide spectrum of colors and textures. With substrates made from recycled, recovered and underutilized wood fiber, Prism is a truly sustainable surfacing solution. Available with moisture-resistant and fire-rated options, as well as options for VESTA ULEF technology and InCopper™ antimicrobial protection, Prism TFL is an ideal specified laminate and meets relevant green building standards including Leadership in Energy and Environmental Design (LEED®), Green Globes®, IgCC, and the CALGreen Code.

About ARAUCO

ARAUCO is a global manufacturer of forest products, including the industry’s most comprehensive selection of composite panels, premium plywood, millwork, lumber and wood pulp. With roots in sustainable forestry and innovative product development, ARAUCO brings more than a half-century of manufacturing and supply chain excellence to the North American market. The company operates multiple production facilities in both North and South America and ships to more than 3,500 destinations throughout North America.

###

For more information, contact:

Leslie Schworm, Media Marketing Manager

Leslie.Schworm@arauco.com

