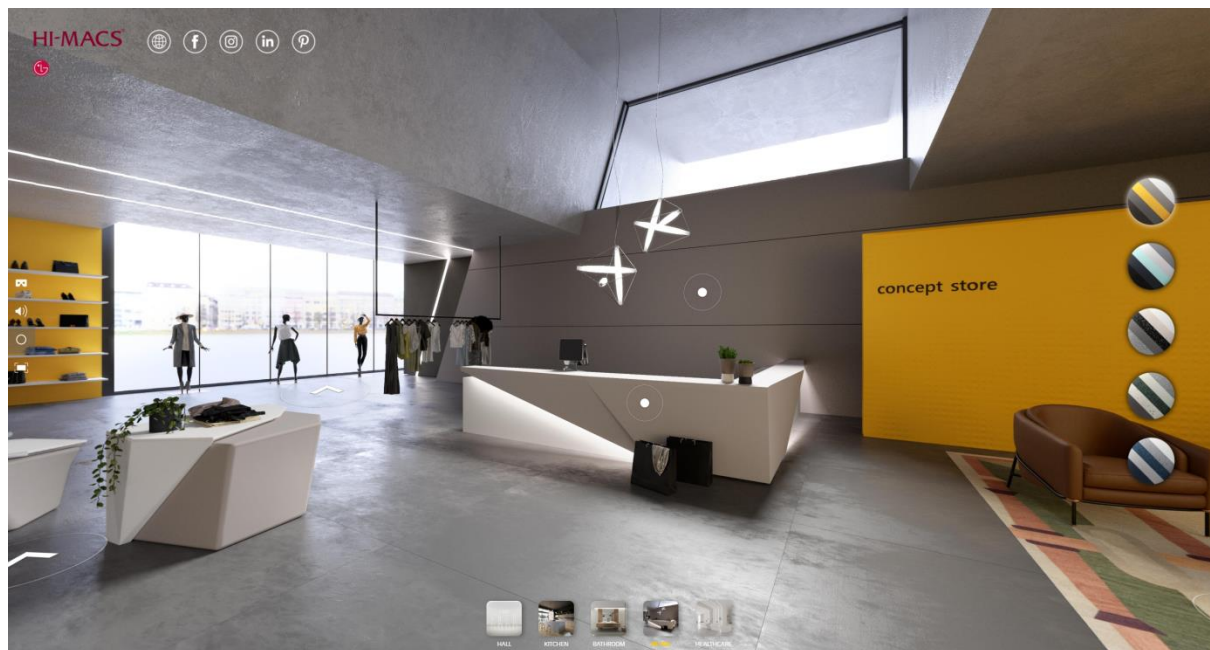


## HI-MACS® launches brand new interactive virtual showroom



As we all learn to embrace a new way of living and working, many businesses have adapted and accelerated their digital presence with online platforms that enable consumers, designers, architects and specifiers to engage from the safety and comfort of their own home or office. HI-MACS® is keeping one step ahead, ensuring it can stay connected to its audience, whatever twists and turns life brings, by launching a brand new interactive [virtual showroom](#) in January 2021. Accessed via its website at [www.himacs.eu](http://www.himacs.eu), the portal allows you to explore some of the infinite design possibilities when using HI-MACS® within your projects without leaving your space.

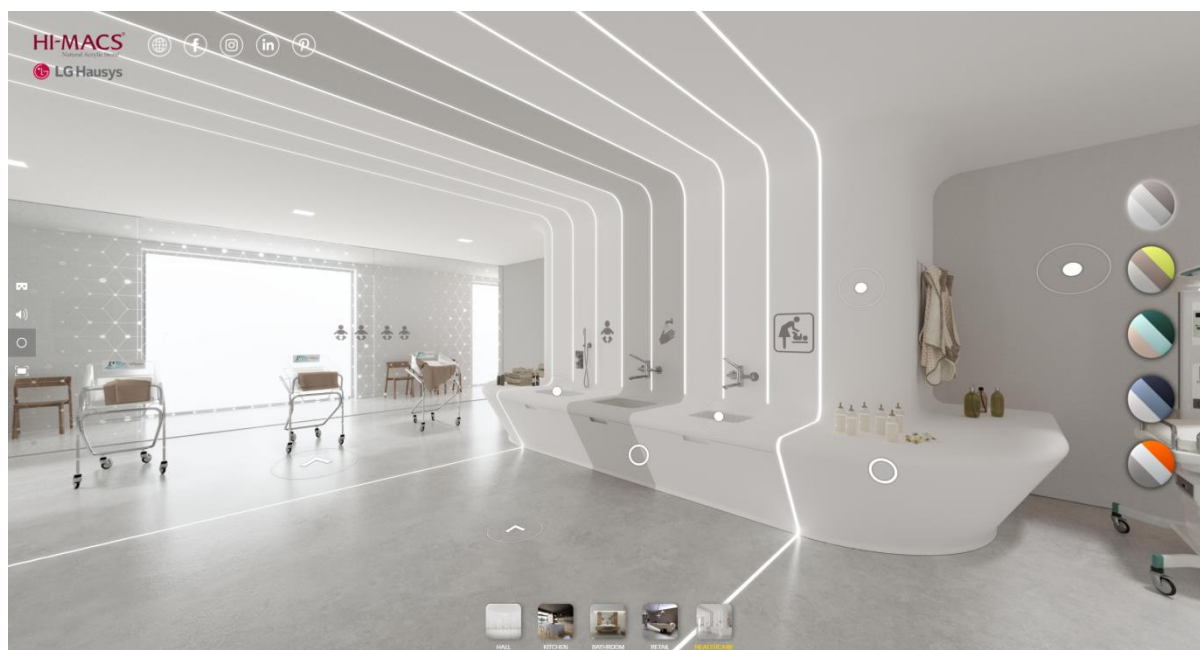
Step into a series of virtual rooms – Hall, Kitchen, Bathroom, Retail and Healthcare – then click on the various information points for details of the HI-MACS® surfaces shown. You'll find information about the colour and the collection, with links that directly take you to further reading on the website. Zoom in on different aspects of a room's design for a closer look at everything from kitchen islands and worktops to bathroom basins and shower trays and play around with different colours and finishes to change the visual effect in an instant. See how HI-MACS® is one of the most hygienic materials on the market today – perfect for healthcare buildings and all other public places.

By clicking on the interactive rooms, you can see for yourself how diverse the applications of HI-MACS® really are. Discover the different ambient effects, switch between basins and bathtubs, play with different colour palettes and find out all the essential information for the surface shown. If you have any questions as you go along, you can simply email the team at: [info@himacs.eu](mailto:info@himacs.eu)

The new virtual showroom is the perfect opportunity and online platform for consumers, designers, architects and specifiers to engage with and enjoy seeing the different applications of HI-MACS®, especially in the current climate of home working and ongoing pandemic restrictions.

While we remain optimistic that things will start to slowly return to some sort of normal in 2021, this new interactive platform allows for an interactive, inspirational guide to our products and processes, wherever you are.

<https://himacs.eu/en/showroom>



## HI-MACS® by LG Hausys

[www.himacs.eu](http://www.himacs.eu)

HI-MACS® 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 manifold advantages over conventional materials.

HI-MACS® 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 HI-MACS®.

At the forefront of innovation as always, LG Hausys recently introduced two new products. First **HI-MACS® 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 for the Solid Surface history since its inception in 1967. Now, **HI-MACS® Intense Ultra**, combining the characteristics from two disparate worlds: **Intense Colour Technology** and **Ultra-Thermoforming**.

LG Hausys' HI-MACS® 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 HI-MACS® is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HI-MACS® is manufactured using a new generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HI-MACS® apart from other solid surfaces and creates a denser, even more homogeneous, sturdy, durable surface – with a better resistance and superior thermoforming performance.

HI-MACS® 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 HI-MACS® 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 Alpine White S728 colour. Furthermore, HI-MACS® has obtained the French **QB certification** and **CSTB ATec “Avis Technique”** for facade applications.

HI-MACS® offers a 15-year warranty for products fabricated by a Quality Club Member.



### HI-MACS®. Because Quality Wins.

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

*Let's connect!*



\* **HI-MACS®** is designed and produced by **LG HAUSYS**, a world leader in the technology sector belonging to LG Group, and distributed by **LG HAUSYS EUROPE** based in Frankfurt (Germany).

**HI-MACS® Media contact for Europe:**

Mariana Fredes – LG Hausys Europe GmbH - Ph. +41 (0) 79 693 46 99 – [mfredes@lghausys.com](mailto:mfredes@lghausys.com)

High resolution images available: [www.himacs.eu/newsroom](http://www.himacs.eu/newsroom)