



SERICA[®]

LA NUOVA FRONTIERA



SERICA: THE SURFACE WITH THE WOW FACTOR

SERICA by Alfatherm is the new warm, captivating and silky finish that gives surfaces a real WOW effect both to the touch and to the eye.

Extremely robust, incorporating anti-scratch and anti-fingerprint technology, SERICA is designed to cover all types of furnishings in homes, offices and stores and is an excellent choice for exhibition contractors and specialised projects. One of the major developments has been in the area of surface textures and lacquering in order to make this new generation of foils appear so authentic and true to life, with added benefits in terms of durability, functionality and workability.





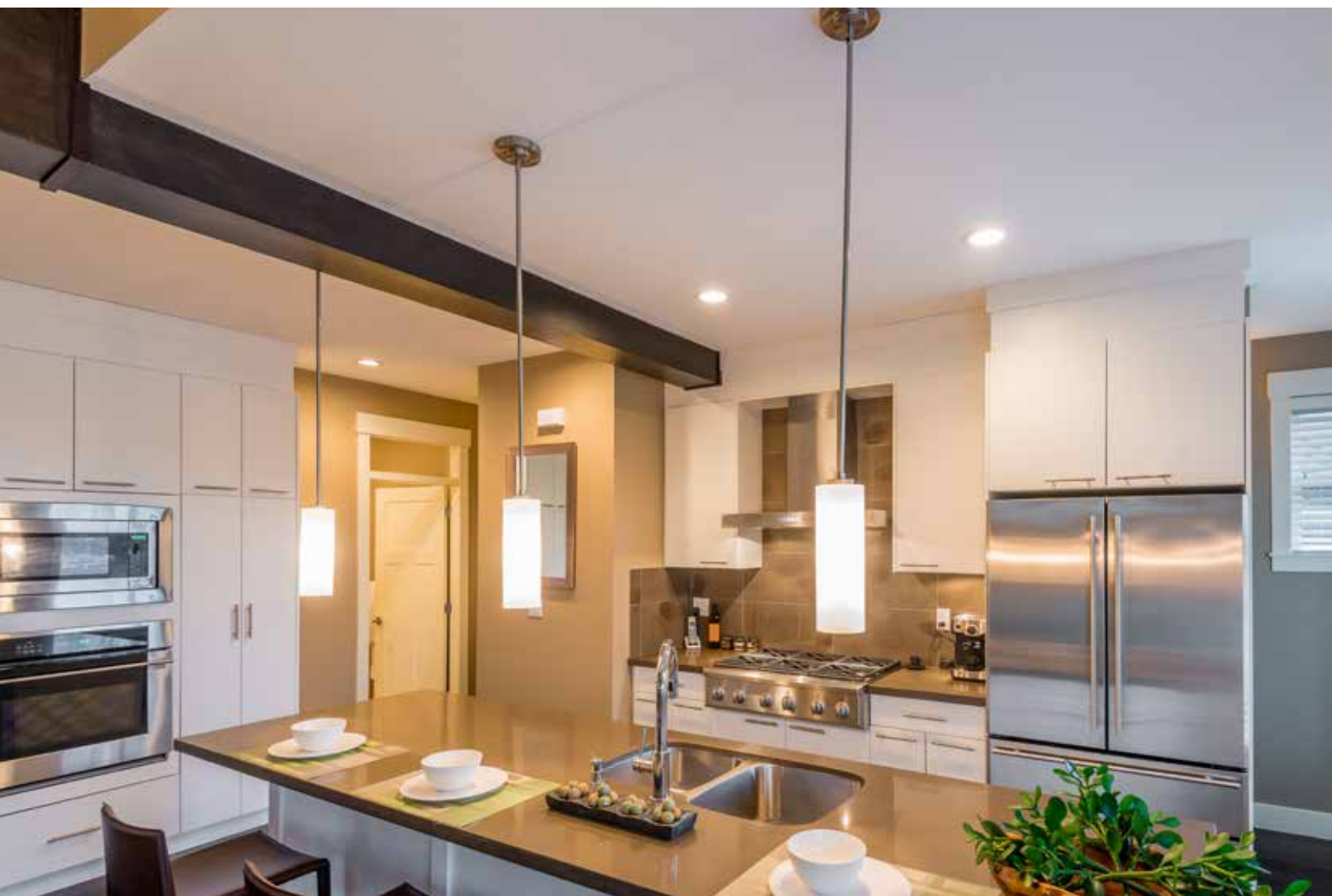
SERICA SETS NEW STANDARD FOR SUPER MATT FINISH

Compared to other similar materials, SERICA sets new standards for the sector, for example with its giant leap forward in super matt technology, which up until now has been focused purely on solid colours.

The SERICA surfaces are available in a number of solid colours as well in a variety of heartwood and sapwood tones, which allow combinations with no limits to creative imagination.

According to one of the leading European manufacturers of furniture frontals, SERICA is

*“the best performing super matt finish setting
a new standard on the market”.*





EXPLORING THE THREE-DIMENSIONAL SENSE

Because of the thermoformability of its polymeric foils, SERICA offers greater freedom of design, both in terms of surfaces (colour and printed decoration) and in a three-dimensional sense.

Thanks to the Alfatherm's exclusive and innovative EIR (embossed-in-register) technology, SERICA surfaces are also available in 3D foils in a wide range of new wood grain embossing colours and designs.

A pioneer of this technological breakthrough, Alfatherm boasts more than five years of experience in developing exclusive décors with EIR surfaces.

SERICA 3D foils are used to produce kitchen doors and drawer fronts, bathroom furniture, bedroom doors, living room furniture and even passage doors.



SERICA brings the haptic feel to large surfaces like interior doors, the SERICA surface demands to be touched to experience the true tactile sensation.

Five-piece door production with SERICA can go through all production processes without the need of a protective masking, significantly reducing the scrap rate.





SILKY TOUCH

luxurious appearance
and warm and
wax like feel when
touching the foil



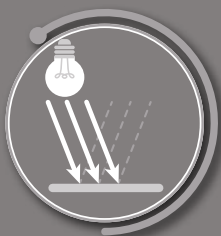
ANTI-FINGERPRINT

no more fingerprints
on the surface
for improved aesthetics



HIGH SCRATCH RESISTANCE

extremely robust
surface finish
incorporating
anti-scratch technology



SUPER MATT EFFECT

the new frontier
of the lacquering
technology
for a WOW factor



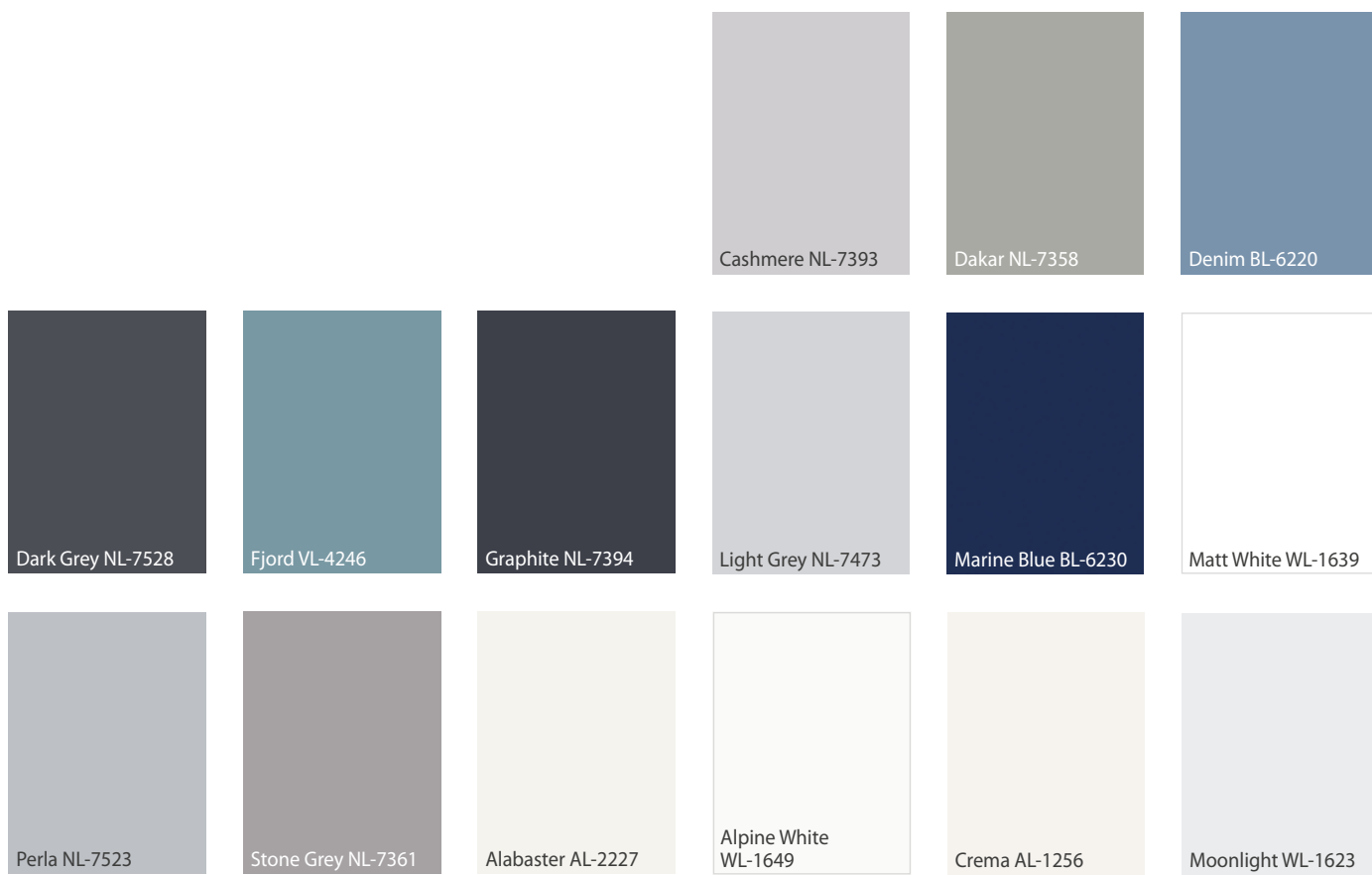
EASY REPAIR

thermal healing
of micro scratches
with a simple iron



EXTREMELY FLEXIBLE

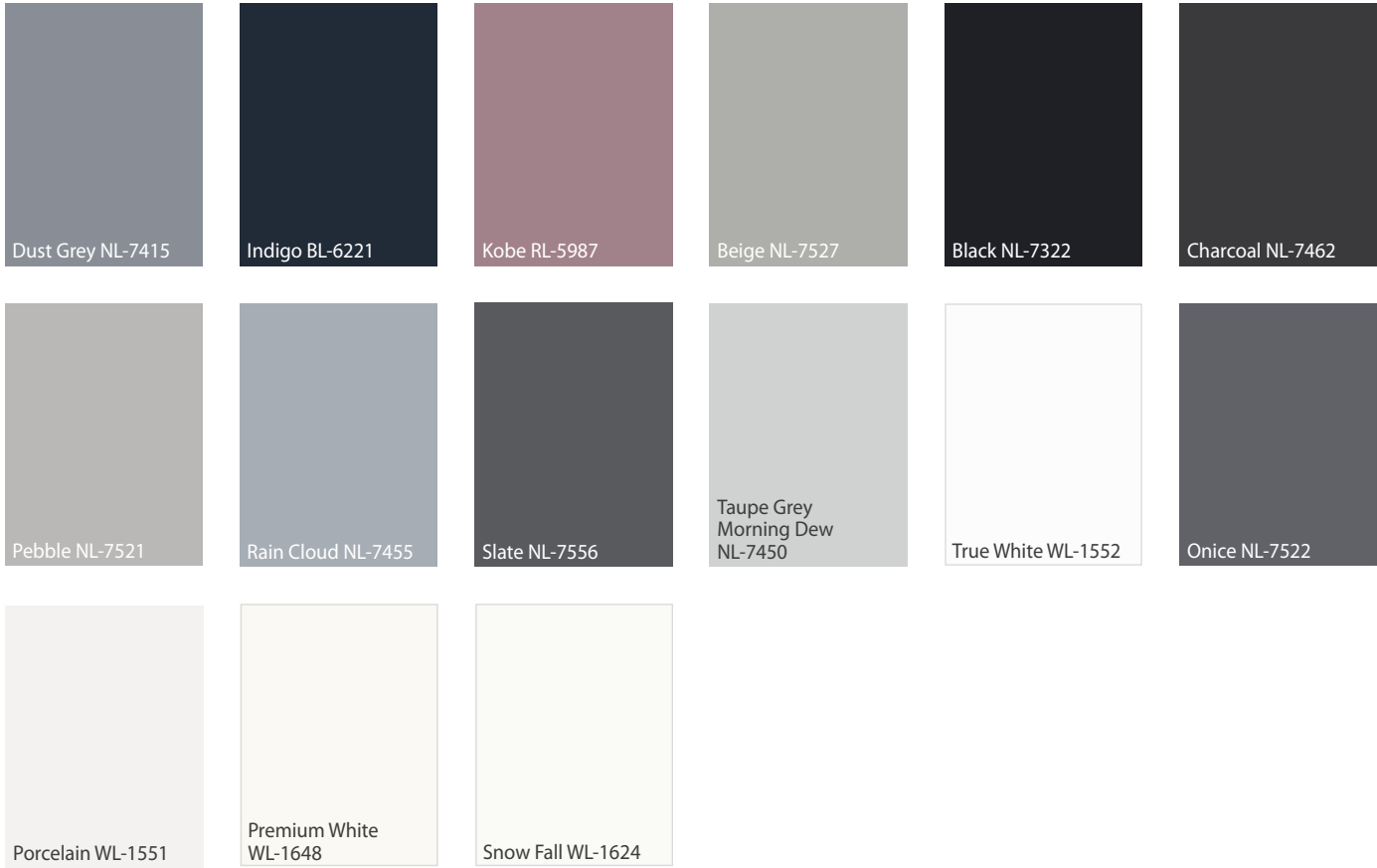
thermoformable
(3D membrane pressing),
2D flat lamination
and profile wrapping
for 5-piece doors




SERICA

STOCK PROGRAMME

The SERICA collection is available in 30 colours.



SERICA 3D foils

Width 1440 mm

Length from 25 linear metres to 200 linear metres
rolls according to customer specific request

Thickness 350 microns,

Edges are available with the same SERICA finish and colours,
coloured throughout the core, thickness 800 my, width 22 mm.

SERICA TU UV

TECHNICAL DATA

Properties	Value		Unit	Method	Note
Dimensional stability temperature (100 °C)	Long.	< - 7	%	Internal method	according to ASTM D 1204
	Trans.	+/- 2			
Density	1.33 - 1.42			DIN 53479	depending on the shade colour
Tensile strength	Long.	> 40	MPa/m ²	MTD 001	according to ISO R527-3
Elongation at break	Long.	> 50	%	MTD 001	according to ISO R527-3
Scratch resistance	3			UNI EN 438/25	
Hoffman Scratch	5		N		
Heat resistance of the embossing (100 °C)	no visible changes			ALFA AW100	condition: T= 100°C x 10 min in AIR
Stains resistance	5			UNI EN 12720	
Detergent resistance	5			COSMOB Internal method	
Light resistance	5		grey scale	UNI EN 4892-2:2013	except part 5, use method B (indoor)
Wear resistance	4			UNI EN 438/10	
Gloss 60°	3		gloss	ALFA AW A16/10	± 1 gloss
Colour	light colours	ΔE	max 0.80	CIELAB	
		ΔL	± 0.50		
		Δa	± 0.30		
		Δb	± 0.40		
	dark colours	ΔE	max 1.00		
		ΔL	± 0.70		
		Δa	± 0.60		
		Δb	± 0.60		

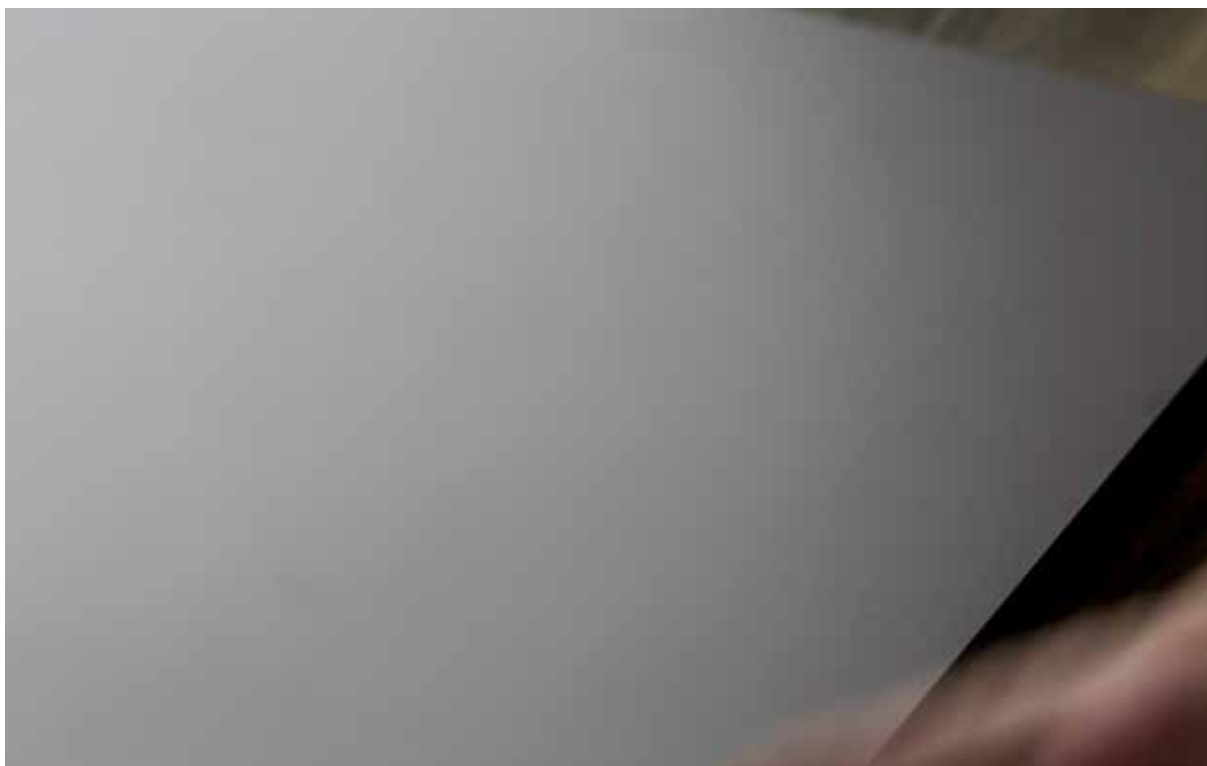


SERICA: EASY TO REPAIR!

SERICA surfaces have anti-scratch properties.

But in case micro-scratches occur, the surface can be easily repaired.
It is sufficient to use a simple iron or a hair drier to renovate the surface.

And SERICA returns to a new life!



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