



DESIGN
STYLE
INNOVATION
IN SURFACE DECORATION

interzum



Collection 2019



ALFATHERM

Made in Italy

SERICA[®]

LA NUOVA FRONTIERA

SERICA: THE NEW FRONTIER

SERICA by Alfatherm is setting new standards in the super matt surfaces' arena for both 2D and 3D applications.

Incorporating extremely robust anti-scratch and anti-fingerprint technology with the added benefit of thermal healing micro scratches SERICA has a warm and luxurious silky paint-like finish.



Courtesy of Welcome Furniture



Courtesy of O&S Doors



Courtesy of O&S Doors

OF SURFACE FINISH

It encourages customers to feel and touch the surface and offers a premium product at a realistic and commercial price. SERICA is now established as the new frontier for matt surfaces.

SERICA is versatile from a design perspective, covering all types of furnishings in homes, offices and stores is an excellent choice for exhibition contractors and specialised projects.



Courtesy of Wren Kitchens



Courtesy of Wren Kitchens

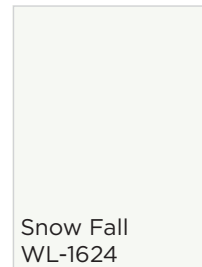
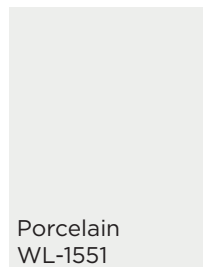
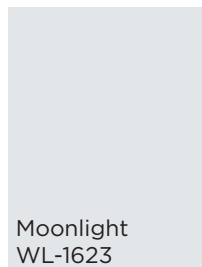
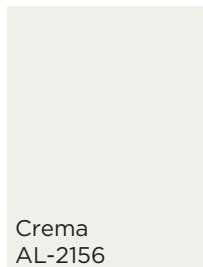
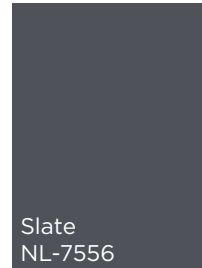
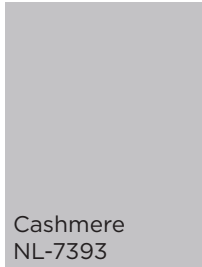
SERICA®

LA NUOVA FRONTIERA

SERICA SETS NEW STANDARDS

SERICA Stock 3DL Programme

The SERICA® collection is available in 36 current market trend colours.



The SERICA surface has excellent thermoformability and offers great freedom of design in a three dimensional sense.



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

Courtesy of Welcome Furniture

FOR SUPER MATT SURFACES

SERICA 3DL

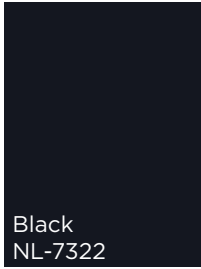
Width 1440 mm (56,7 inches)

Thickness 350 microns. (14 thou)

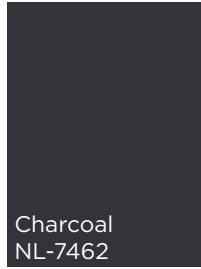
Roll length 200 liner metres. (650 feet).



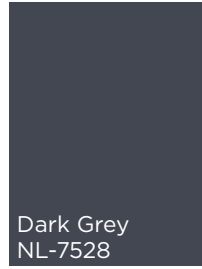
Beige
NL-7527



Black
NL-7322



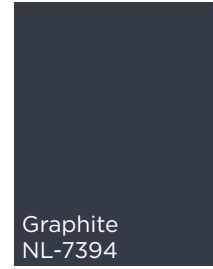
Charcoal
NL-7462



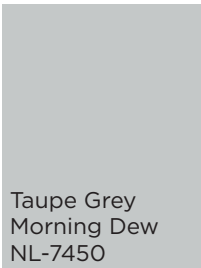
Dark Grey
NL-7528



Fjord
VL-4246



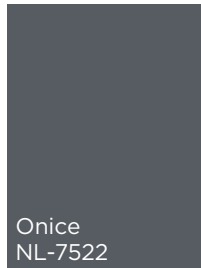
Graphite
NL-7394



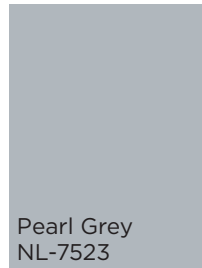
Taupe Grey
Morning Dew
NL-7450



True White
WL-1552



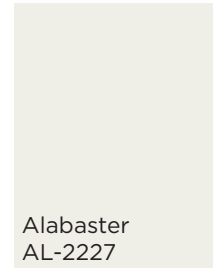
Onice
NL-7522



Pearl Grey
NL-7523



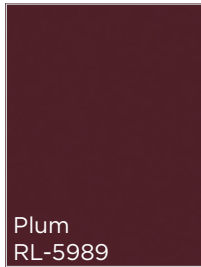
Stone Grey
NL-7361



Alabaster
AL-2227



Kombu Green
VL-4258



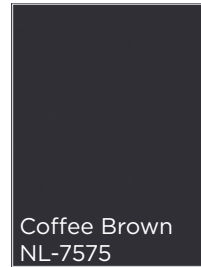
Plum
RL-5989



Terracotta
RL-5983



Mineral-Grey
NL-7574



Coffee Brown
NL-7575



Iron-Grey
NL-7576



ANTI-FINGERPRINT

no more fingerprints on the surface for improved aesthetics



SUPER MATT EFFECT

the new frontier of lacquering technology with low light reflectivity



SILKY TOUCH

luxurious appearance and feel when touching the foil



HIGH SCRATCH RESISTANCE

extremely robust surface finish incorporating anti-scratch technology



EASY REPAIR

thermal healing of micro scratches



Exclusive Design Cooperation



Mountain Larch

EMBOSSED-IN-REGISTER (EIR) TECHNOLOGY

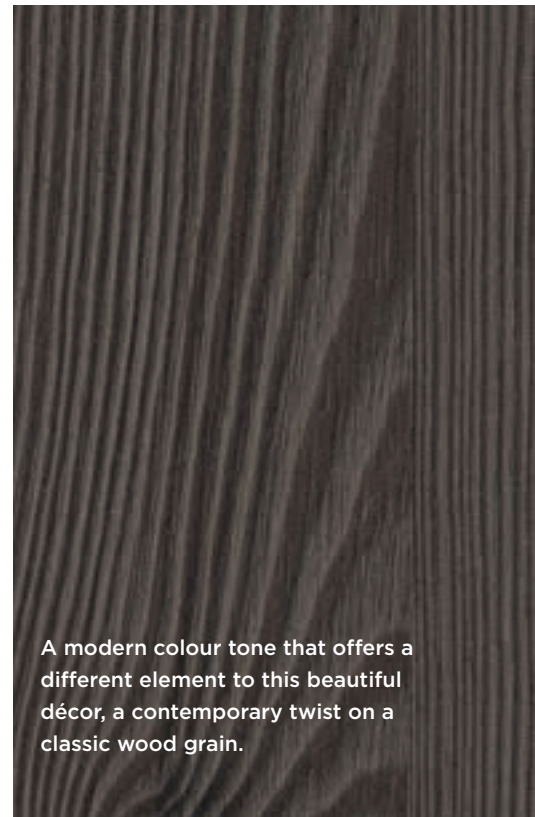
This design of Mountain Larch brings a series of decors with originality and with the pure natural touch achieved through the synchronisation of the wood grain surface. This décor can also achieve a lot of colour interplay making it easy to combine with industrial/rustic tones and grey/brown solid colours.



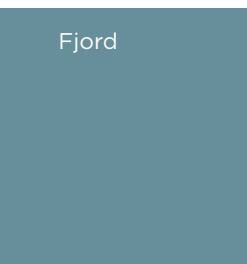
Nordic inspired, a powerful light colourful tone bringing a fresh feel to any room, which combines so well with our extensive range of stock of solid colours.



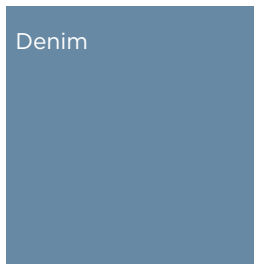
A honey coloured natural tone that creates a simple but immediate warm, cosy and inviting ambiance.



A modern colour tone that offers a different element to this beautiful décor, a contemporary twist on a classic wood grain.



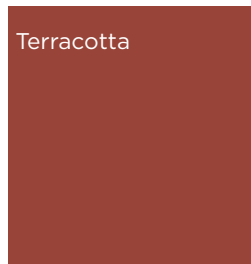
Fjord



Denim



Marine Blue



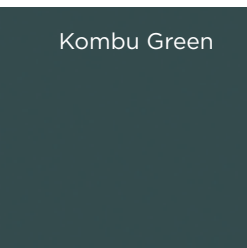
Terracotta



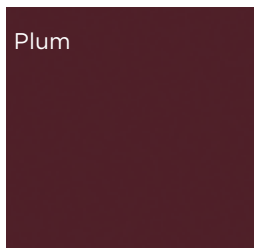
Dust Grey



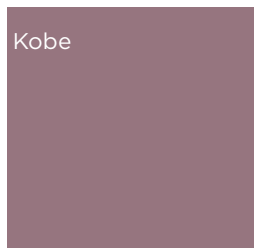
Stone Grey



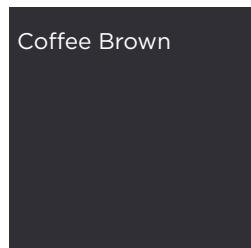
Kombu Green



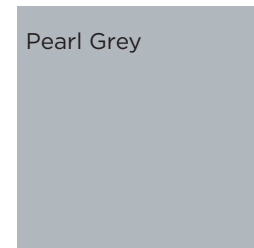
Plum



Kobe



Coffee Brown



Pearl Grey



Rain Cloud

Mountain Larch

EMBOSSED-IN-REGISTER (EIR) TECHNOLOGY

The deep and strikingly brushed Mountain Larch represents the pure natural nature of a softwood. Given that the white colour tone is more clearly in the foreground than the wood species itself, this decor is a classic example of the trend "Colour meets Nature".



Exclusive Design Cooperation

A design link with Surteco, the Kiruna décor has the charm of raw material, cloudy, pitted and rich in contrasts. In a variety of grey, black and copper shades with a metallic cylinder the design ranges from a concrete appearance to a titanium character with strong earthy tones. Modern and traditional living environments harmonise with this versatile design.



Mineral Grey

Anthrazit

Cooper

Metropolitan

Already well established in the market, this design from has an interesting mixture of elements giving an edgy urban appearance.

The three colour tones of grey from light to medium through to dark can easily create various moods in every room in the home.

Light Grey



Medium Grey



Dark Grey





Exclusive Design Cooperation



EMBOSSSED-IN-REGISTER (EIR) TECHNOLOGY

The Lyra décor is based on what is called “rediscovered wood” and comes from an artificial lake created in the 1960’s in Suriname, South America.

It gains its particular vintage look from trees that have stood submerged in water all this time.

A truly new and exciting décor for the market.



Lyra

Lyra displays a delicate yet complex layered woodgrain that brings craftsmanship and design to the forefront. Some call it “Shabby Chic” but we prefer “Contemporary Rustic”. Lyra already has the appearance of an old family antique embracing the imperfection of reality.



Kali

Rich and inviting is the only way to describe this beautifully complex woodgrain with its intense earthy coloration.



Asha

This expressive woodgrain coloured in vibrant and exotic hues evokes the lush Amazon forests from where it was born.



Whisky

Rich shades of medium and dark tones combine to evoke the English leather and artisanal spirits aged in oak barrels. Whiskey is inspired by these elements and those who use creativity and imagination to forge their own style.





ALFATHERM

Made in Italy

Design with the look, feel and touch of nature! Surface embossing created to match the natural design structure.

A symbolic journey along the Alfatherm's pioneering and innovative EIR (Embossed-In-Register) technology.



2014 Brushed Elm

Alfatherm launches its pioneering EIR technology at IWF Atlanta, USA, and presents Brushed Elm, a luxurious deep wood texture, giving light reflections in vertical and horizontal applications.



2015 Tortona Oak

Alfatherm starts its design partnerships with primary firms, launching Tortona Oak, the company's bestseller texture, developed in collaboration with EGGER, at Interzum 2015.

MILAN 2013

2013 Olmo Odeon

Alfatherm develops its unique emboss-in-register technology, which enhances the wood effect for thermoplastic foils. Olmo Odeon is the first embossed texture.



2016 VIVA

Alfatherm consolidates its presence on the North American markets. At IWF Atlanta Alfatherm presents VIVA - a unique texture and wood grain structure, developed in exclusive design partnership with Tafisa.



DESIGN | STYLE | INNOVATION

Embossed-In-Register (EIR) Technology



2018 FERIA™

Alfatherm consolidates its collaboration with Tafisa, launching FERIA™. A décor appealing to the senses with an original look that captures the essence of hickory.



2018 Nobella

Alfatherm launches the new texture developed in collaboration with Uniboard.



2018 BRAVA™

Alfatherm presents BRAVA™, the new texture developed in collaboration with Tafisa, inspired by teak, a noble and timeless wood species.

2016 Original Brushed Elm

A breakthrough in-register synchronised embossing technology. Never before had 3D laminate looked so much like “the real thing”. Alfatherm launches Original Brushed Elm, an elegant design with a deep brushed rich texture matched to the grain, developed with Uniboard.



COLOGNE 2019

Mountain Larch 2018

Alfatherm announces in preview the new texture Mountain Larch developed in collaboration with Egger



Design Co-operation





Exclusive Design Cooperation



redefining wood

EMBOSSSED-IN-REGISTER (EIR) TECHNOLOGY



Muted yellows and greys create a clean, fresh and vibrant décor.

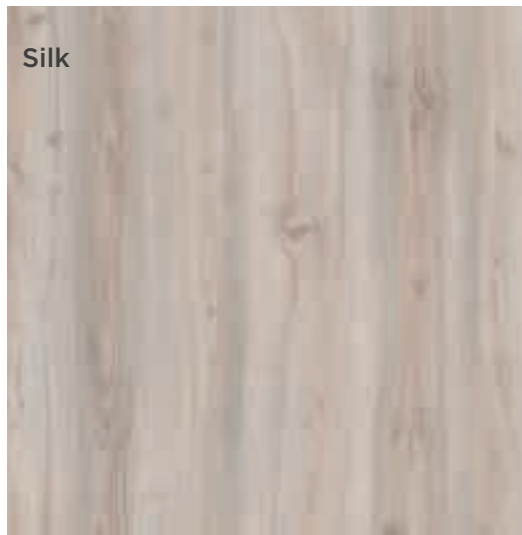
Soft and silky are the words that come to mind with this décor coloured in light muted tones.

Frosty white combined to a true grey make for the sleek and sophisticated combination in our white feather design.

Chiffon



Silk



Feather white



Nobella

Nobella is an exclusive EIR deep wood texture crafted by Milan's leading design community. Inspired by Italy's best modern styles, Nobella displays multiple planes of honed and flowing woodgrains. Its subtle shift in glosses creates a play of shadow and light that emphasizes the raw refined softness of natural wood.



Stone grey, solid and grounding, the perfect backdrop that shows just enough character without stealing the stage.

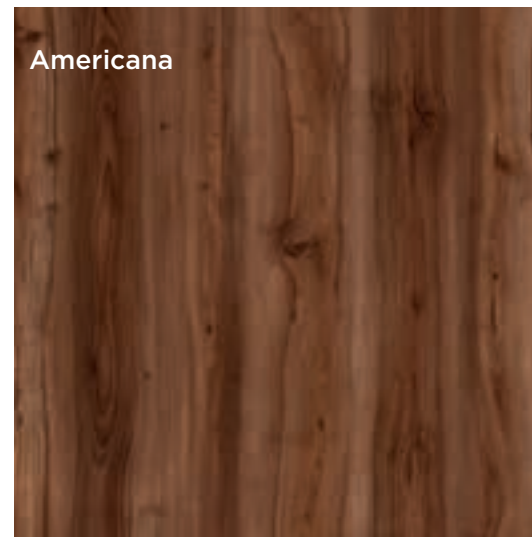
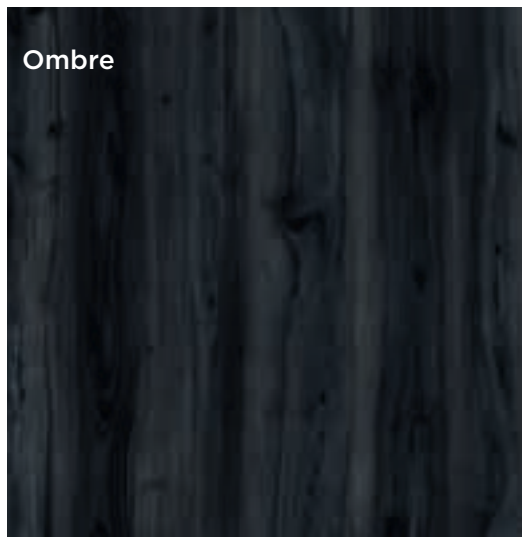
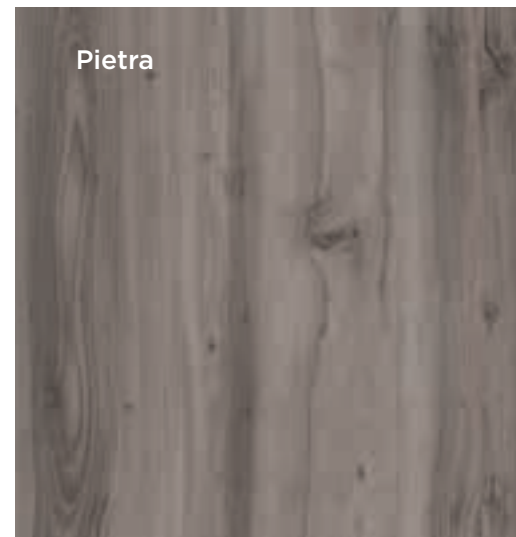
Mysterious and intense, Ombre plays with shadow and light to create a visual depth that begs to be seen.

Lush and saturated colorations amplify the wood grain of this time honored and sought out wood essence.

Pietra

Ombre

Americana





Exclusive Design Cooperation

TAFISA® Inspiring excellence™

BRAVA™ & FERÍA™

EMBOSSED-IN-REGISTER (EIR) TECHNOLOGY

Alfatherm in an exclusive design cooperation with Tafisa presents two new ranges of EIR wood grain decors, perfect in combination with their extensive stock collection of SERICA®, OPACO & VELLUTO solid colours. Inspired by Teak, a noble and timeless wood species, BRAVA creates a lasting impression with its rich cathedral motif.

FERIA™: an original look capturing the essence of Hickory, a trusted wood known for its lightness and durability, with its grain characteristics and colour tones of warm variations and inviting appearance.



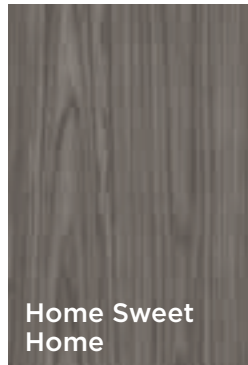
Crème de la Crème



Treasure Trove



Simply Gallant



Home Sweet Home



Black Tie



New Wave



First Dance



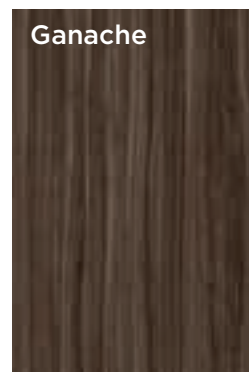
Golden Light



Brass Band



Sunday Stroll



Ganache



Night Owl



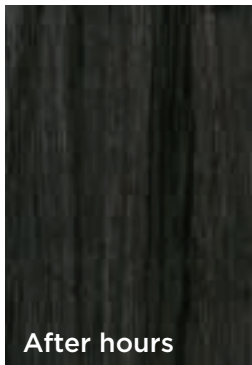
Exclusive Design Cooperation

TAFISA® Inspiring excellence™

VIVA™

EMBOSSED-IN-REGISTER (EIR) TECHNOLOGY

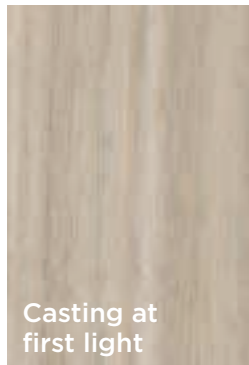
Alfatherm in an exclusive design partnership with Tafisa introduced in 2018 two new additions to the VIVA collection, Summertime Blues and Sugar on Ice, both with their pioneering EIR technology for 3DL door production. The VIVA collection has been developed by Tafisa with an innovative vision to create a unique texture and woodgrain structure.



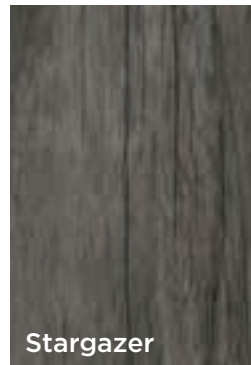
After hours



Apres ski



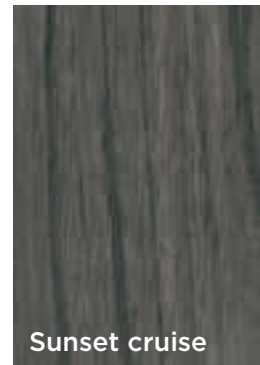
Casting at first light



Stargazer



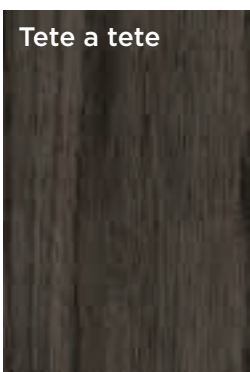
Sunday brunch



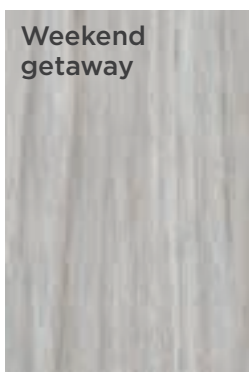
Sunset cruise



Tea for two



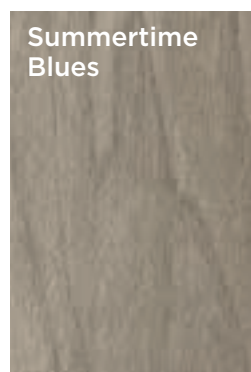
Tete a tete



Weekend getaway



Winter fun



Summertime Blues



Sugar on ice

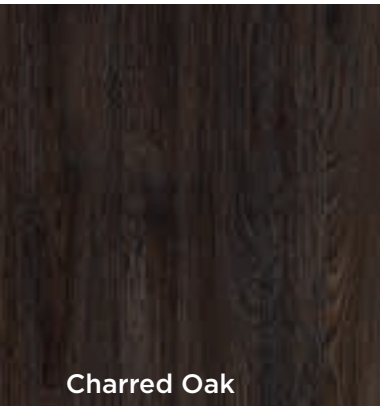
Exclusive Design Cooperation

Nearly Black Charred Oak with the new Boreal texture brings a sophisticated authenticity marking a departure from an overly distressed and rustic appearance.

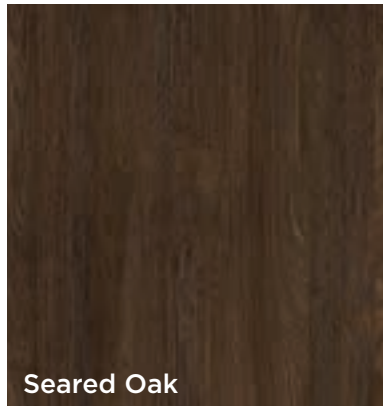
Reminiscent of high quality, hand crafted wood with the new Boreal texture, the deep brown Seared Oak colour brings a realistic appearance to this new design.

With the new Boreal texture the beautiful grey colour tones of Toasted Oak are totally on trend for all areas of the home.

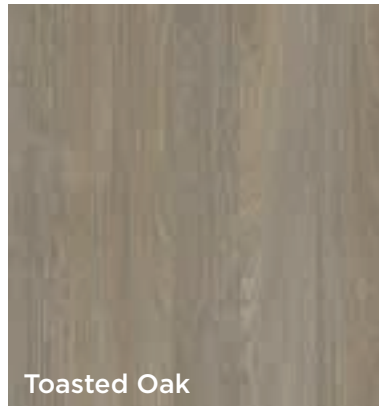
The colour styling of Luxent is dark and elegant. A modern take on a classic, this colour balances warm and cool tones to accentuate the strong movement of the grain, while holding onto the smooth nature of the design.



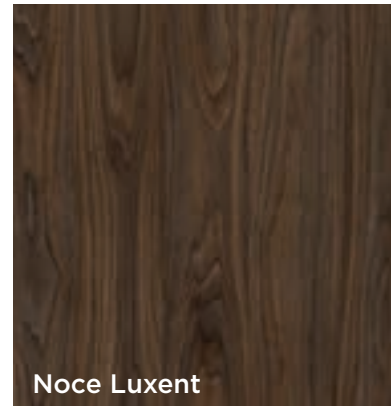
Charred Oak



Seared Oak



Toasted Oak



Noce Luxent



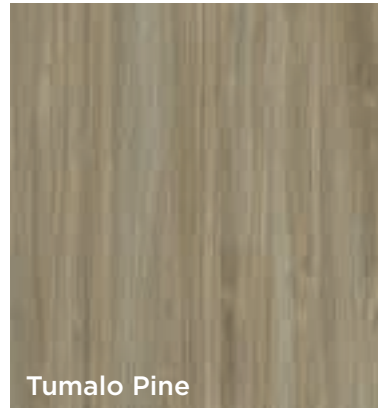
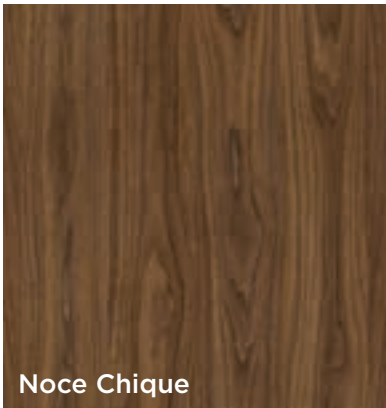
arauco

Alfaterm presents its new exclusive 2018 wood grain design co-operation with Arauco in Noce Luxent & Chique, Sahalie & Tumalo Pine and Toasted, Seared and Charred Oak.

A well executed European Walnut, the colour styling of Chique is a warm, natural oiled look which feels perfectly at home in both commercial and residential applications.

Warm Sahalie Pine has subtle brown undertones with an open and airy structure.

Cool Tumalo Pine has subtle grey undertones with an open and airy structure.



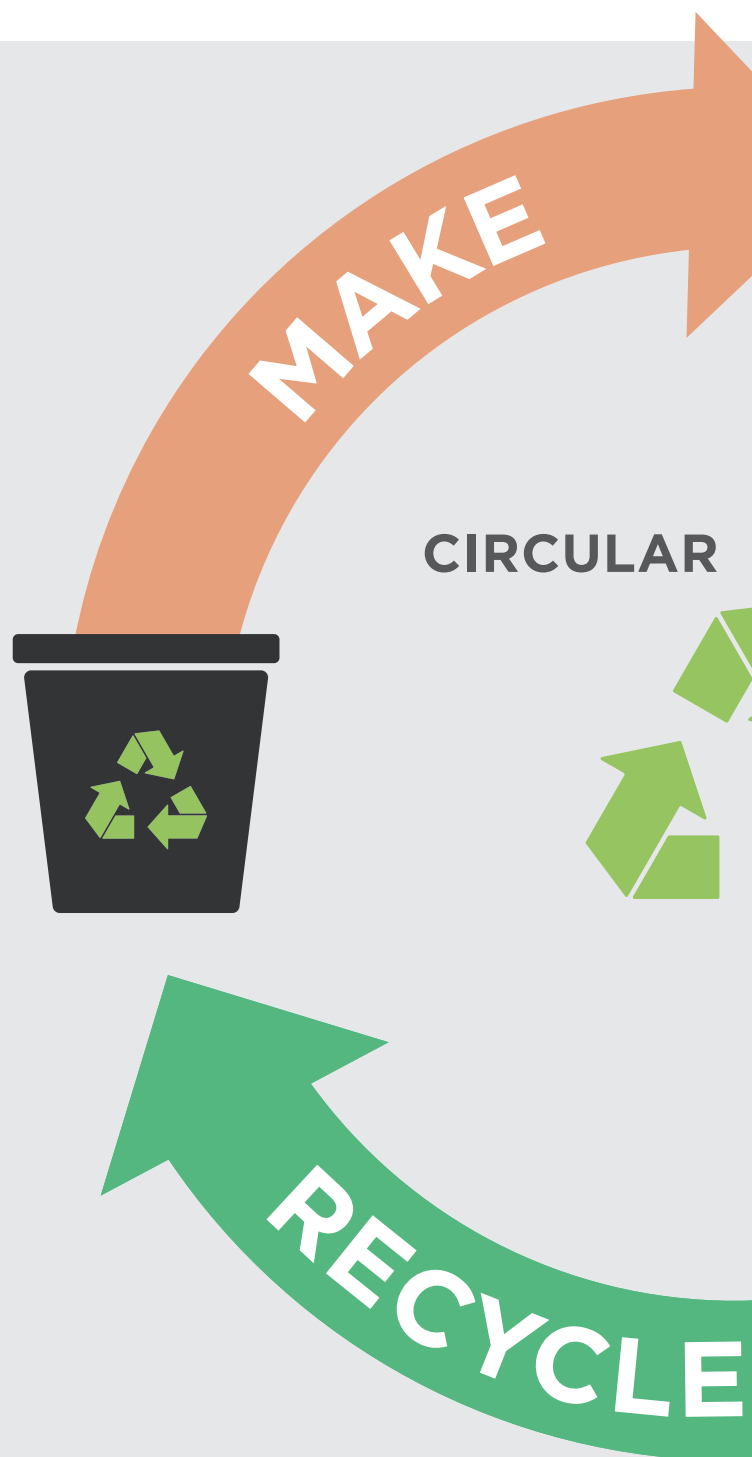
Futura

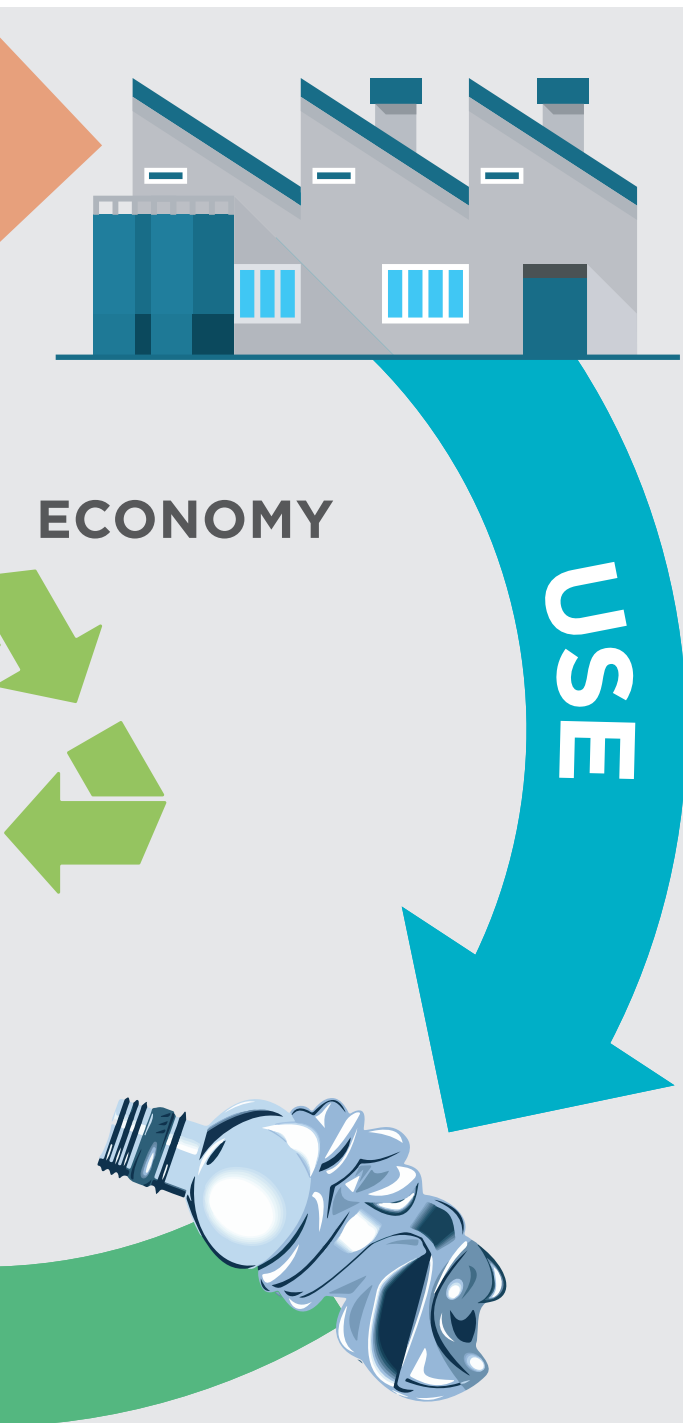
Futura is the Alfatherm's innovative collection of film and foils produced with recycled materials.

One of the most appreciated products, among those presented by Alfatherm, has been the new surface for furniture made with recycled PET.

A visionary product of its kind, made from post consumable PET bottles.

The recycled PET material combines perfectly with all the finishes proposed by Alfatherm in all its colour range, and it is particularly suitable for the anti-scratch and anti-fingerprint silk-like SERICA® finish.





In line with the EU policies on Circular Economy and Plastics Strategy, Futura intends to meet the greater consumer sensitivity to the so-called 'green' products, offering the market an innovation in terms of environmentally conscious products.

Futura PET foils were developed in close cooperation with suppliers of recycled raw materials (PET bottles are collected and separated from municipal solid waste by DEMAP and transformed in PET flakes by DENTIS) in order to guarantee the maximum traceability.



ALFATHERM

Made in Italy

**With over 50 years' experience
supplying the worldwide
furniture industry with
innovative thermoplastic foils.**

MADE IN ITALY



Alfatherm, based in Italy just outside Milan is a leading manufacturer of 2DL & 3DL thermoplastic foils for the Global furniture industry. Alfatherm's products are created using Italian DESIGN, STYLE and INNOVATION and the company is totally committed to bring continuous development reflecting the latest design trends in all markets. Their aim is to bring market advantage to their customers with a range of visionary products providing a blend of high quality design with industry leading technology.

With Alfatherm North America Inc. the company intends to strengthen its direct presence on one of the most dynamic and stimulating areas of global business. Their aim will be to focus on a range of new products, including their pioneering SYNCHRONISED in REGISTER embossing technology (EIR), SERICA a new frontier in surface finishing with anti-scratch and anti-fingerprint properties and the environmentally conscious FUTURA PETR made from recycled bottle flakes.

ALFATHERM S.P.A. CON SOCIO UNICO



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