



DESIGN  
STYLE  
INNOVATION  
IN SURFACE DECORATION

COLLECTION  
2018



**ALFATHERM**

Made in Italy

# SERICA®

LA NUOVA FRONTIERA

## SERICA: THE SURFACE WITH THE WOW FACTOR



SERICA® by Alfatherm has a warm luxurious and captivating silky finish and is now established as the new frontier for matt surfaces.



Incorporating extremely robust anti-scratch and anti-fingerprint technology with the added benefit of thermal healing of micro scratches, SERICA® sets new standards for customers wanting to achieve a realistic paint effect surface at a commercial cost.

SERICA® is designed to cover all types of decorative rooms in the home as well as offices, store fittings, and is a perfect choice for exhibition contractors and specialised projects.



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

Five-piece door designs with SERICA® can go through all production process without the need for protective foil, therefore reducing manufacturing time and reducing the scrap rate.



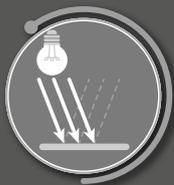
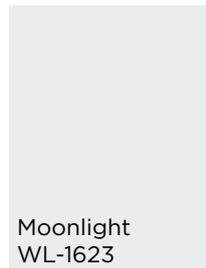
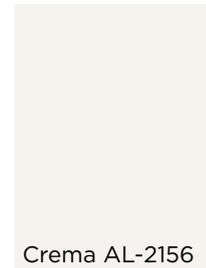
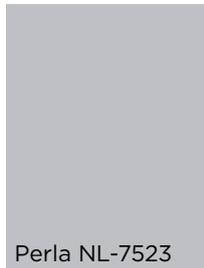
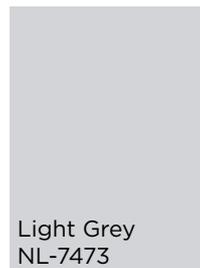
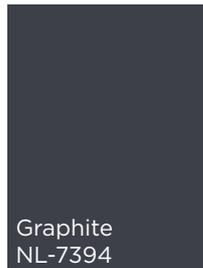
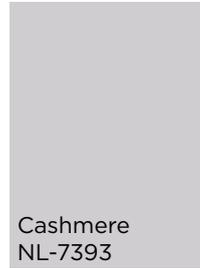
# SERICA®

LA NUOVA FRONTIERA

## SERICA SETS NEW STANDARDS

### SERICA Stock 3DL Programme

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



**SUPER MATT EFFECT**  
the new frontier  
of lacquering technology  
with low light reflectivity



**ANTI-FINGERPRINT**  
no more fingerprints  
on the surface  
for improved aesthetics

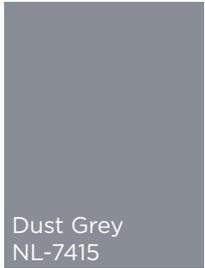


**EXTREMELY FLEXIBLE**  
thermoformable  
(3D membrane pressing),  
2D flat lamination and  
profile wrapping for  
5-piece doors



**SILKY TOUCH**  
luxurious appearance  
and feel when  
touching the foil

# FOR SUPER MATT SURFACES



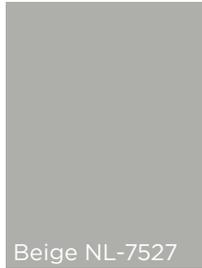
Dust Grey  
NL-7415



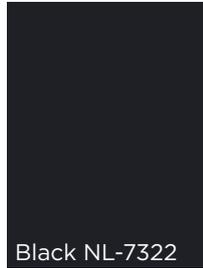
Indigo BL-6221



Kobe RL-5987



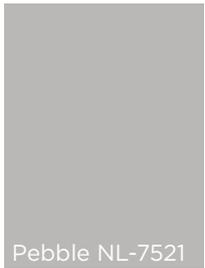
Beige NL-7527



Black NL-7322



Charcoal  
NL-7462



Pebble NL-7521



Rain Cloud  
NL-7455



Slate NL-7556



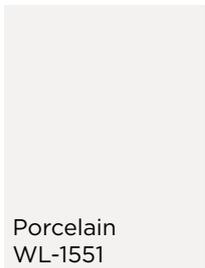
Taupe Grey  
Morning Dew  
NL-7450



True White  
WL-1552



Onice NL-7522



Porcelain  
WL-1551



Premium White  
WL-1648



Snow Fall  
WL-1624

SERICA 3DL  
Width 1440 mm (56,7 inches)  
Thickness 350 microns. (14 thou)  
Roll length 200 liner metres. (650 feet).



## HIGH SCRATCH RESISTANCE

extremely robust surface finish incorporating anti-scratch technology



## EASY REPAIR

thermal healing of micro scratches

## 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.



Exclusive Design Cooperation

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 (coming soon).

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 (coming soon).



# 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.

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

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



Tumalo Pine



Sahalie Pine

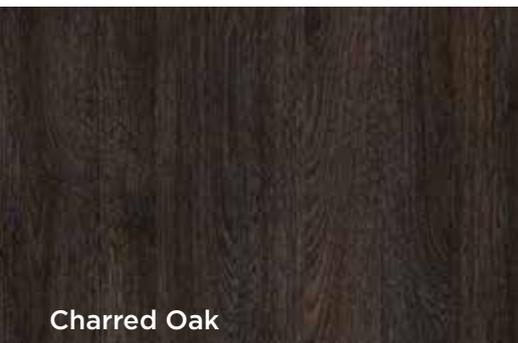


Exclusive Design Cooperation

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

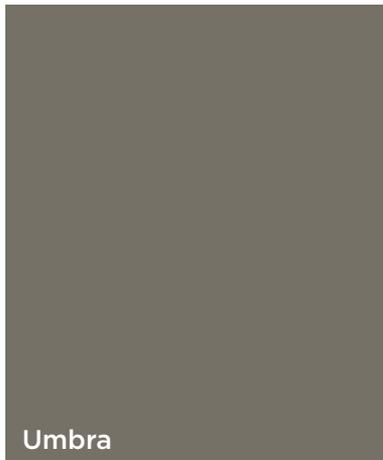
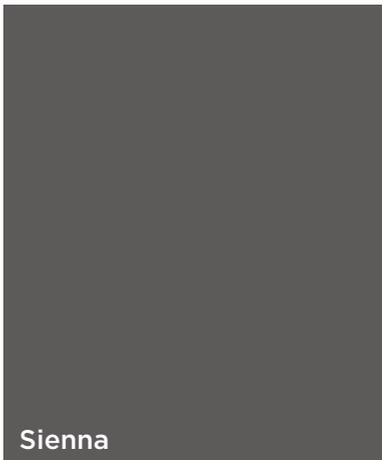
Reminiscent of high quality, hand crafted wood with the new Boreal texture, the deep brown Seared Oak colour brings a realistic appearance to this new design.

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

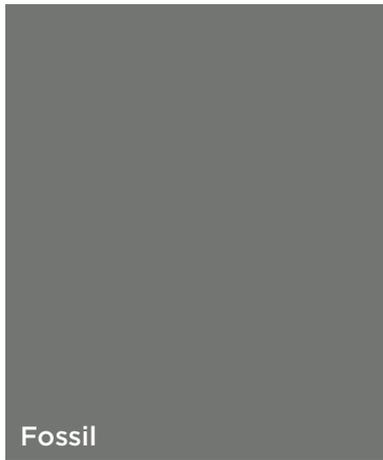
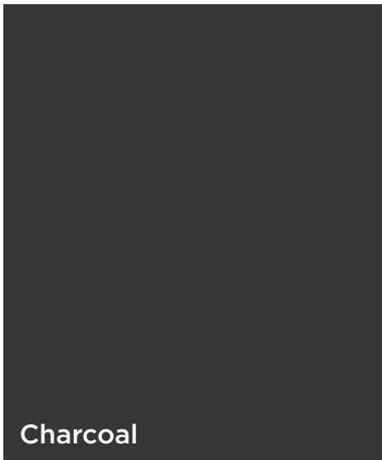


Colour has always had a great impact on our everyday lives and the way we feel and react with our surroundings and this stock range work equally well on their own or when twinned with our exciting new exclusive 2018 wood grain design co-operation with Arauco in Noce Luxent & Chique, Sahalie & Tumalo Pine and Toasted, Seared and Charred Oak.

All seven stock colours matched to Arauco TFL stock range are supplied in our OPACO surface which is the original super matt developed by Alfatherm combining outstanding impact strength with an interesting tactile touch.



**Arauco  
Opaco**  
Colour matches



**Arauco  
Standard**  
with texture  
surface finish





# 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 more than 1,000,000 metres of laminate, produced to date with 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

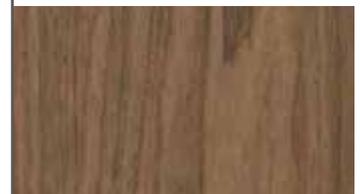
#### 2013 Olmo Odeon

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 VIVA™

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



## ATLANTA 2018



### 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.

Design Co-operation



arauco



TAFISA®



Exclusive Design Cooperation



redefining wood

EMBOSSED-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

The Nobella finish displays multiple planes of honed and flowing woodgrains. It's subtle shift in glosses create 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



# Walnut

Mimosa and Dalia are offered in true to nature walnut colours. This trendy and sophisticated woodgrain blends heartwood and sapwood displaying varying tones in a beautiful colour play. Dalia is deep and rich which lends authenticity to this natural walnut. The light and clean colours of Mimosa bring a subtle softness to this décor.

Mimosa



Dalia





Exclusive Design Cooperation



# Urban Cherry

An updated cherry design in three commercial colours.

Spectra

Light faded grey wood in an updated Cherry design.

Odeon

Warm yet natural mid tone Cherry wood.

Equinox

Natural Cherry, where urban style meets tradition.





Exclusive Design Cooperation

**TAFISA**® Inspiring excellence™

**BRAVA**™

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.



Crème de la Crème



Treasure Trove



Simply Gallant



Home Sweet Home



Black Tie



New Wave





Exclusive Design Cooperation

**TAFISA**® Inspiring excellence™

**FERIA**™

EMBOSSED-IN-REGISTER (EIR) TECHNOLOGY

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.



First Dance

Golden Light

Brass Band

Sunday Stroll

Ganache

Night Owl



Exclusive Design Cooperation

TAFISA® Inspiring excellence™

VIVA™

EMBOSSSED-IN-REGISTER (EIR) TECHNOLOGY

Alfatherm in an exclusive design partnership with Tafisa introduce at IWF 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.



Summertime Blues blends well with other colours and styles because of its raw quality which serves as a neutral, grounding base. The beautiful grey/brown delicate hues of this planked effect woodgrain make Summertime Blues a current trend favourite. This décor combines well with our VELLUTO solid colour NL7542 matched to Tafisa Evening Star L770.



# viva The true touch of wood™

Sugar on Ice has an unexpected raw touch. It takes the rustic trend and shifts towards more raw, natural looks. The planked effects of the design add great visual interest to the surface. When paired with clean furniture forms the natural beauty of the woodgrain takes center stage and prevents the structure from being overwhelming. Combine this stunning décor with a multitude of colours including our VELLUTO NL7545 matched to Tafisa Sea Fog L769.



Tea for two



Tete a tete



Weekend getaway



Winter fun



Summertime Blues



Sugar on ice





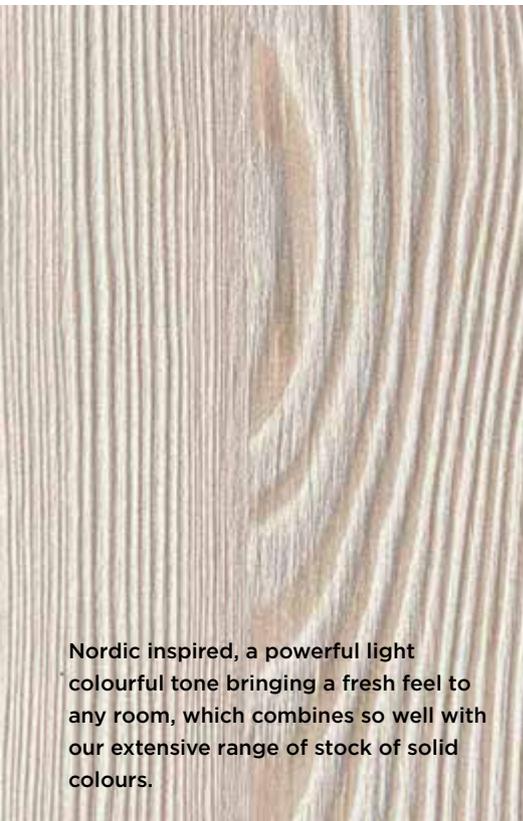
Exclusive Design Cooperation



# Mountain Larch

EMBOSSED-IN-REGISTER (EIR) TECHNOLOGY

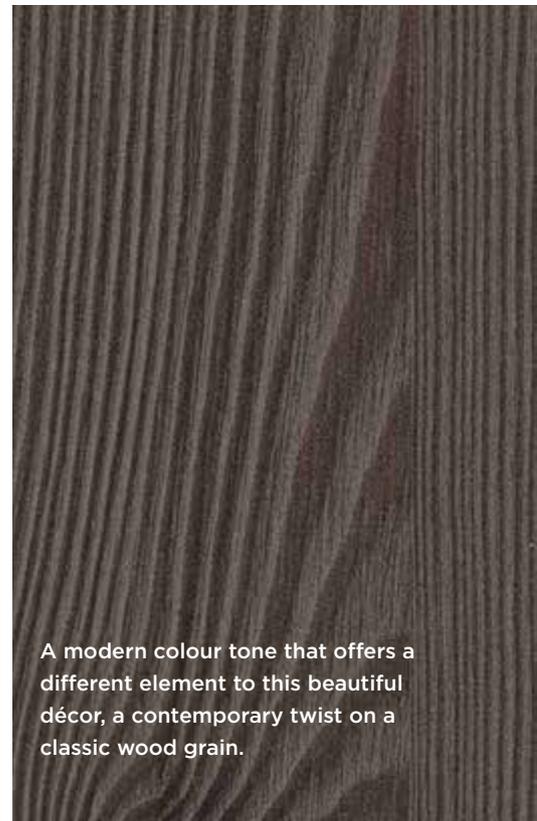
This new design of Mountain Larch brings a series of decors with originality and with the pure natural touch achieved through the synchronisation of the wood grain surface. This décor can also achieve a lot of colour interplay making it easy to combine with industrial/rustic tones and grey/brown solid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



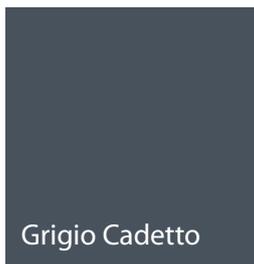
A honey coloured natural tone that creates a simple but immediate warm, cosy and inviting ambiance.



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



Fjord



Grigio Cadetto



Brown Grey



Ocre Rouge



Dust Grey



Onyx Grey



Denim



Carta da Zucchero



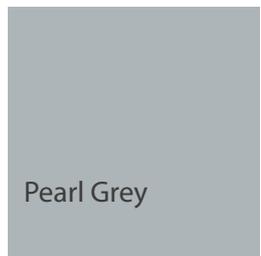
Pebble



Terre Sienne Brique



Light Grey



Pearl Grey

# Kiruna Metropolitan

## Kiruna

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, back 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

## 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



# SERICA Futura

LA NUOVA FRONTIERA

One of the most appreciated products, among those presented by Alfatherm, has been the new recycled PET surface for furniture. A visionary product of its kind, entirely made from post consumable PET bottles.

Made of recycled PET from bottle flakes, FUTURA PETR, offers to the global markets a high quality and environmentally sustainable alternative.

Developed in close cooperation with suppliers of recycled raw materials, the new surface offers the market an absolute innovation in terms of environmentally conscious products. 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.



# PET FOILS



Following the trend for alternative materials and anticipating needs for bio-based polymer films, Alfatherm decided to invest in an extrusion line to produce PET and biodegradable films. Analysing specific properties of PET film, Alfatherm invested in research to produce innovative recipes to produce more rigid films to reduce the telegraphing effect onto MDF and chipboard.

SERICA was an ideal surface finishing to be applied onto PET to get a silky surface effect using thinner films as well as scratch resistant HG finish. Another area of business that has been discovered is in non-kitchen price sensitive related furniture where there is a demand for attractive looking high gloss surfaces with reduced orange peel and telegraphing properties.

A major focus was given to this material in 2017 when Alfatherm launched some dramatic trend colours such as Kobe, Slate and Indigo plus a full colour palette of grey tones starting from very light shades through to graphite and an interesting colour called “Nearly Black”.

The end result has been a growing monthly demand for PET especially with the new SERICA anti-scratch and anti-fingerprint surface.

# NORTH AMERICA Stock Programme

Minimum order: 1 roll  
Width: 1440mm (56.7 inches)  
Length: 200 linear metres (650 feet)  
Thickness: 350 microns (14 thou)

The Alfatherm North America Stock programme is a constant evolution of finishes, textures, colours, and woodgrains developed with a firm eye on market trends and particularly focused in offering exclusive design partnerships with the leading TFL producers helping to bring a co-ordinated approach to furniture design. The stock programme has been developed to bring to the market innovative and commercially successful design possibilities without having to invest in large production volumes.



## Serica

30 colours available  
on SERICA page.



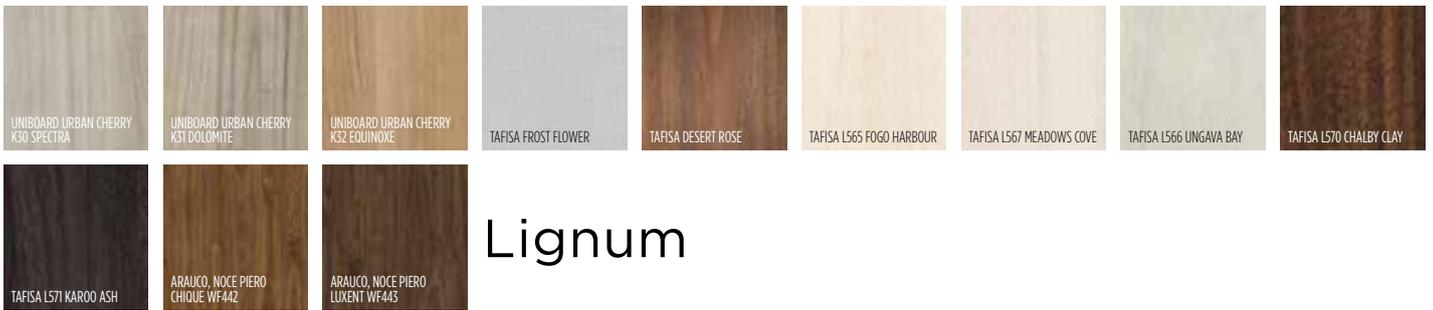
## Solida



## Solida Opaco



## Solida Velluto





# 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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