

## INTRODUCTION

Over the last century Formica Group has evolved from a small business, making insulation rings and radio parts, to a global group of companies leading innovation for decorative laminate surfacing products.

Formica® brand products today touch every aspect of our lives, providing the surfaces for spaces in

which we gather, work, learn, heal, shop, eat and play.

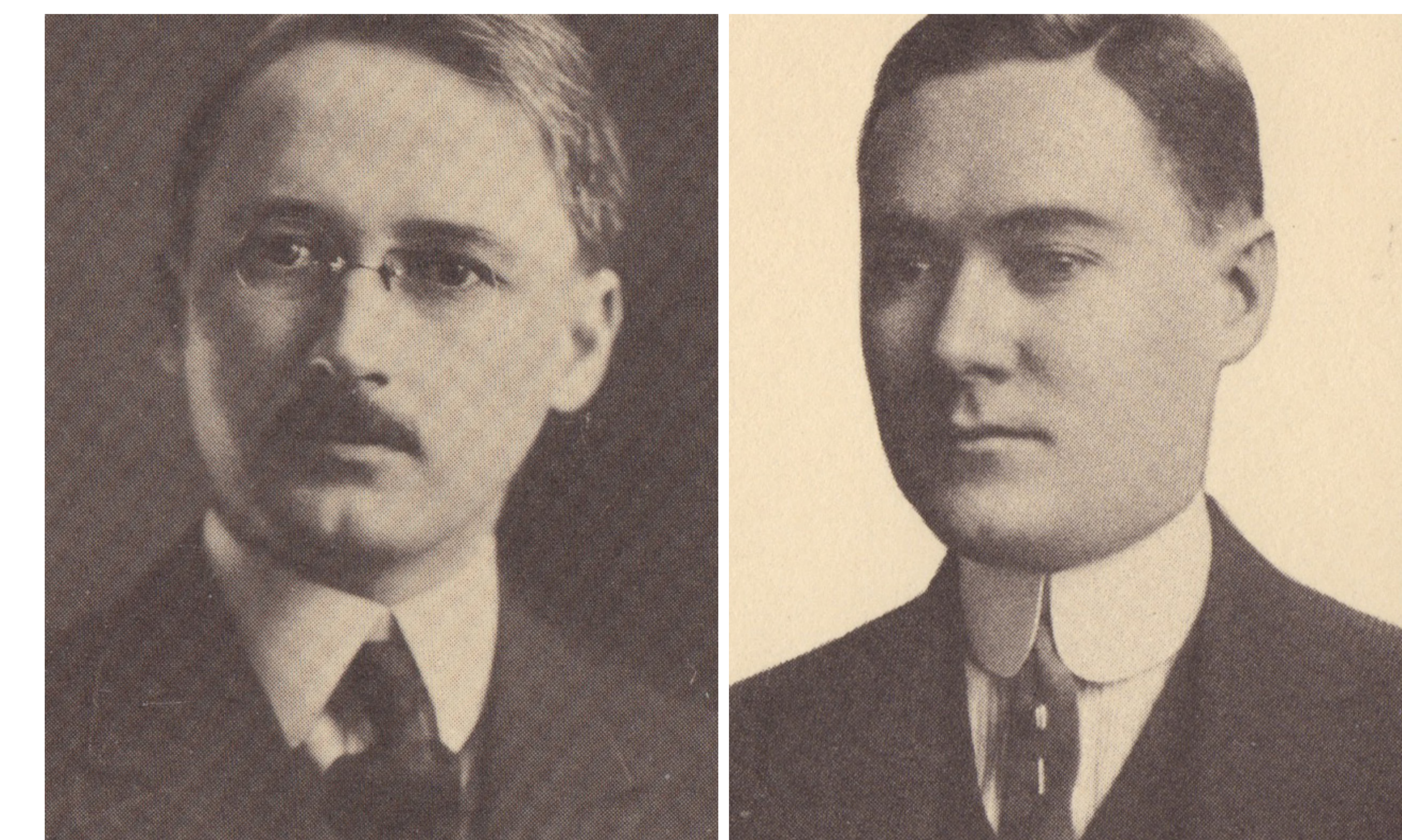
It's been a long journey since Formica brand founders, Herbert A. Faber and Daniel J. O'Connor, made the discovery that high-pressure laminate could be used to manufacture and improve electrical parts as a replacement for the mineral mica. This coined the term "formica" – the rest, as they say, is history, with the inventors having subsequently realised the potential for laminate as a decorative surfacing product.

The company's 100 year evolution has seen cultural shifts, economic changes, new trends evolve and global growth.

We are very proud to be celebrating our 100 year anniversary this year and we have some very exciting plans for the future.

**FORMICA®** **FOREVER 100 YEARS**

## 1913 THE HIGHLIGHTS 2013



### 1913

Daniel J. O'Connor, while working at Westinghouse Electric & Manufacturing Company (Westinghouse), files a patent application for a process to make laminated insulators. O'Connor and Herbert A. Faber leave Westinghouse and, with banker John G. Tomlin, join in partnership as "Formica Products Company." The partners plan to produce commutator V-rings, in which laminate replaces mica. The company's first order is placed by Chalmers Motor Company.

Handwritten signatures of Daniel J. O'Connor and Herbert A. Faber.

### 1917

The Formica Insulation Company makes first contacts with the infant radio industry; develops communications components for the U.S. Navy and Signal Corps.





## 1918

Sales grow to US\$145,000.

## 1919

Sales reach US\$175,000. The company pursues sales of laminate gears.

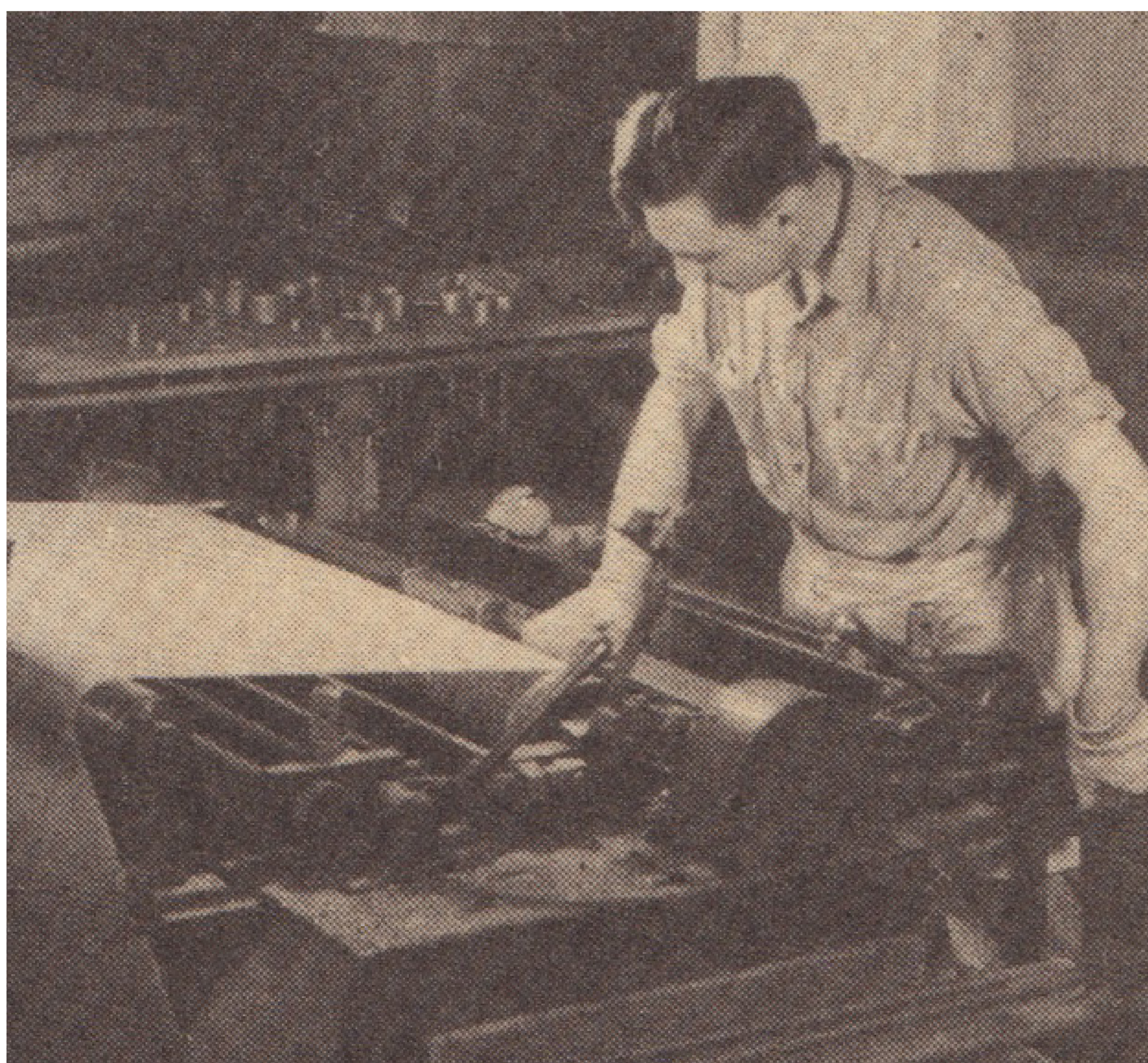
# 1920

## 1920

Sales of basic board for radio sets grow from 5,000 units in 1920 to 2.5 million in 1924.

## 1921

Sales reach US\$360,000. During the 1920s, radios are often assembled at home from kits, with exteriors made of polished Formica® brand laminate in black or brown.



## 1922

Formica® is registered for the first time as a trademark.

## 1927

The company creates first decorative laminate using amino resins and an opaque barrier sheet to block the dark interior. This signifies the beginning of a shift in focus from industrial to decorative products.

# 1930

## 1931

Cigarette-proof laminate invented by adding a layer of metal foil, opening up the material for tabletops in popular soda fountains, cafes, night clubs, and restaurants.



## 1932

Formica® laminate is used at Radio City, Manhattan.

The interiors of ocean liners, zeppelins, and railroad cars are covered in Formica laminate as are the stations, lobbies and lounges.

## 1936

Formica® laminate is installed in all bathrooms of

Cunard's ocean liner RMS *Queen Mary* when it begins service.



# 1940



## 1941

As the USA enters World War II, Formica Insulation Company focuses on production for the military, including 88 distinct parts for the P-51 Mustang fighter plane.



## 1946

Formica Insulation Company enters international markets through a licensing agreement with the respected British firm, De La Rue.

## 1948

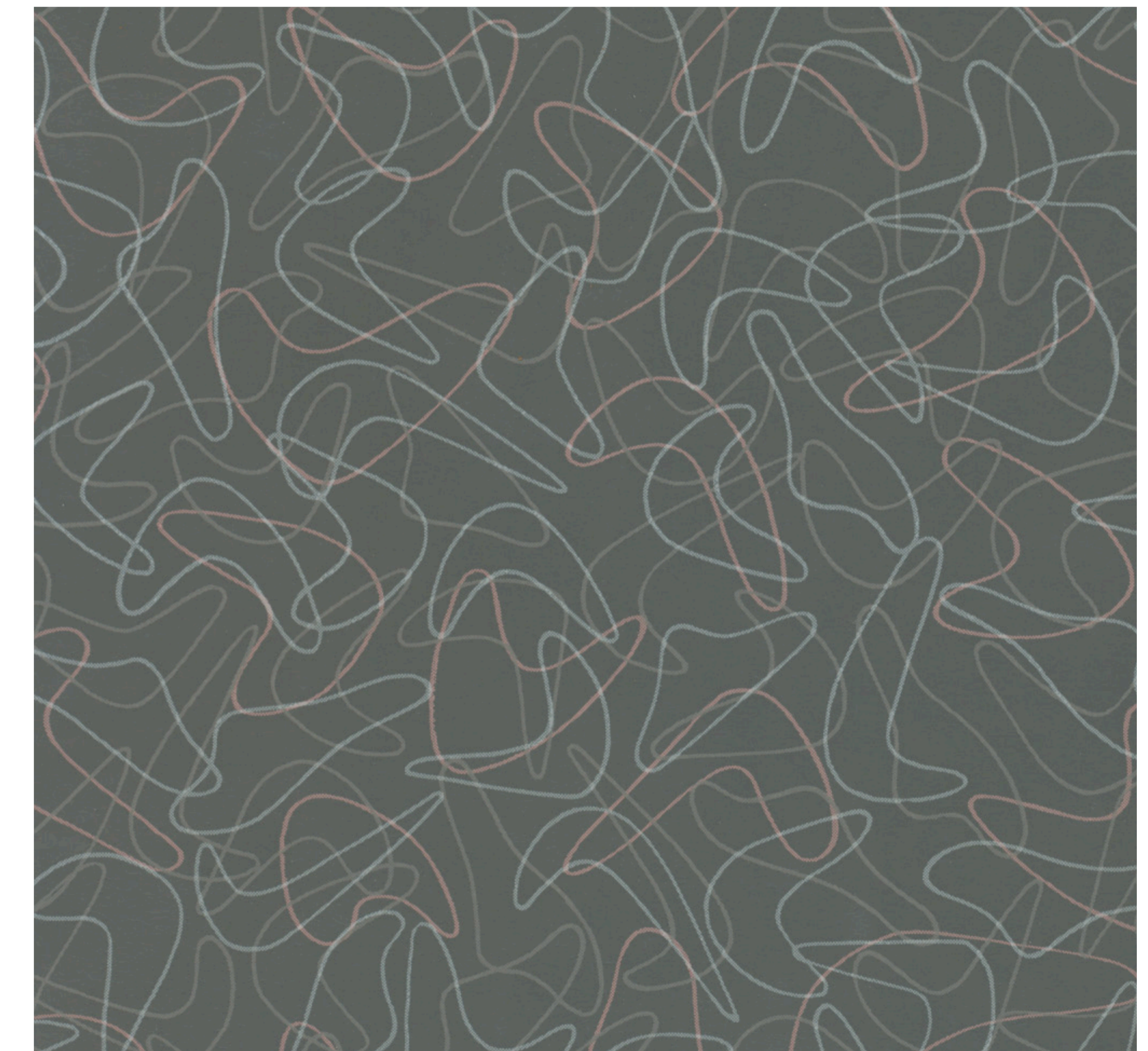
Marking a shift to production of decorative laminates, the Company drops “insulation” from its name and becomes The Formica Company.

Under De La Rue, the North Shields Factory opens in Newcastle, UK. De La Rue also sets up a branch in Australia, where Laminex dominates the laminate market.

# 1950

## 1950

Industrial designer Brooks Stevens designs the company's first graphic invention, the still iconic 'Skylark' pattern.



In 1940, only one-quarter of earnings are derived from the sale of decorative laminate, the remainder from industrial products. By 1950, the ratio is reversed.





## 1952

A production facility is set up in Kolho, Finland - Formica IKI Oy was founded in 1952.



laminated plastic

De La Rue reports that the use of Formica® laminate has expanded considerably internationally as the recognised material for equipping a modern kitchen.

## 1953

Founder Herbert Faber retires from the Board of Directors.

New postforming techniques allow fabricators to bend the laminates.

## 1954

Skylark pattern is renamed 'Boomerang'.

## 1956

Founders sell The Formica Company to a chemical conglomerate, American Cyanamid.

Founder Daniel J. O'Connor retires when the company is sold.

# 1960



## 1965

Formica Corporation, under its British licensee De La Rue, enters the Indian market in a joint venture with the Bombay Burmah Trading Company.



# 1970

## 1970

In the late 1970s, Formica Corporation establishes the Design Advisory Board (DAB), a group of influential architects and designers tasked with bringing Formica® brand laminate out of the 60s and into the present.

## 1978

The U.S. Federal Trade Commission (FTC) seeks to cancel the Formica® brand trademark,

charging that the word "Formica" had become a generic term. This action creates an uproar in the business community which views this as an attempt to eradicate the function of trademarks in the economy. Ultimately the FTC's action was dropped.



laminare

# 1980

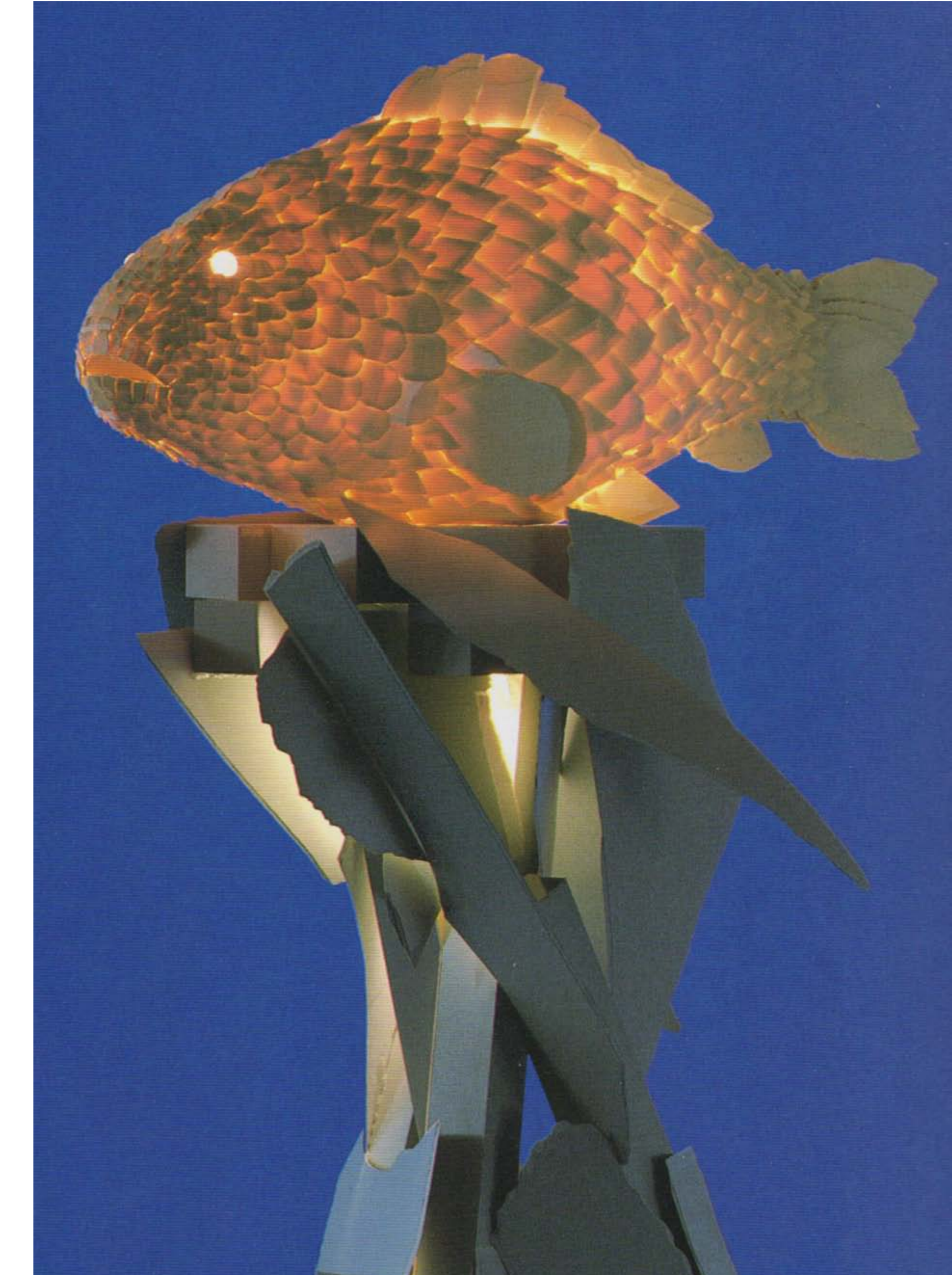
## 1980

Formica Corporation opens its first plant in Asia in Taiwan.



## 1982

The company introduces ColorCore®, its patented through-colour laminate line.



## 1983

The exhibition *Surface+Ornament* features a range of projects, including Frank Gehry's Fish Lamp, constructed of ColorCore® laminate chipped and torn into "fish scales" and lit from within.

## 1985

A group led by the management team and Shearson Lehman executes a buy-out of the company from American Cyanamid.

## 1987

Formica Corporation again becomes a publicly traded company, selling 5.3 million shares, one-third of the equity, for US\$64 million.



**1988**

Celebrating its 75th Anniversary, the company publishes the book, *Formica & Design: From the Counter Top to High Art* by Susan Grant Lewin.



**1993**

The Company expands in Malaysia as House of Formica®.

**1994**

As China's economy expands, Formica Corporation sets up Formica Shanghai with a manufacturing joint venture, followed by full ownership.

**1995**

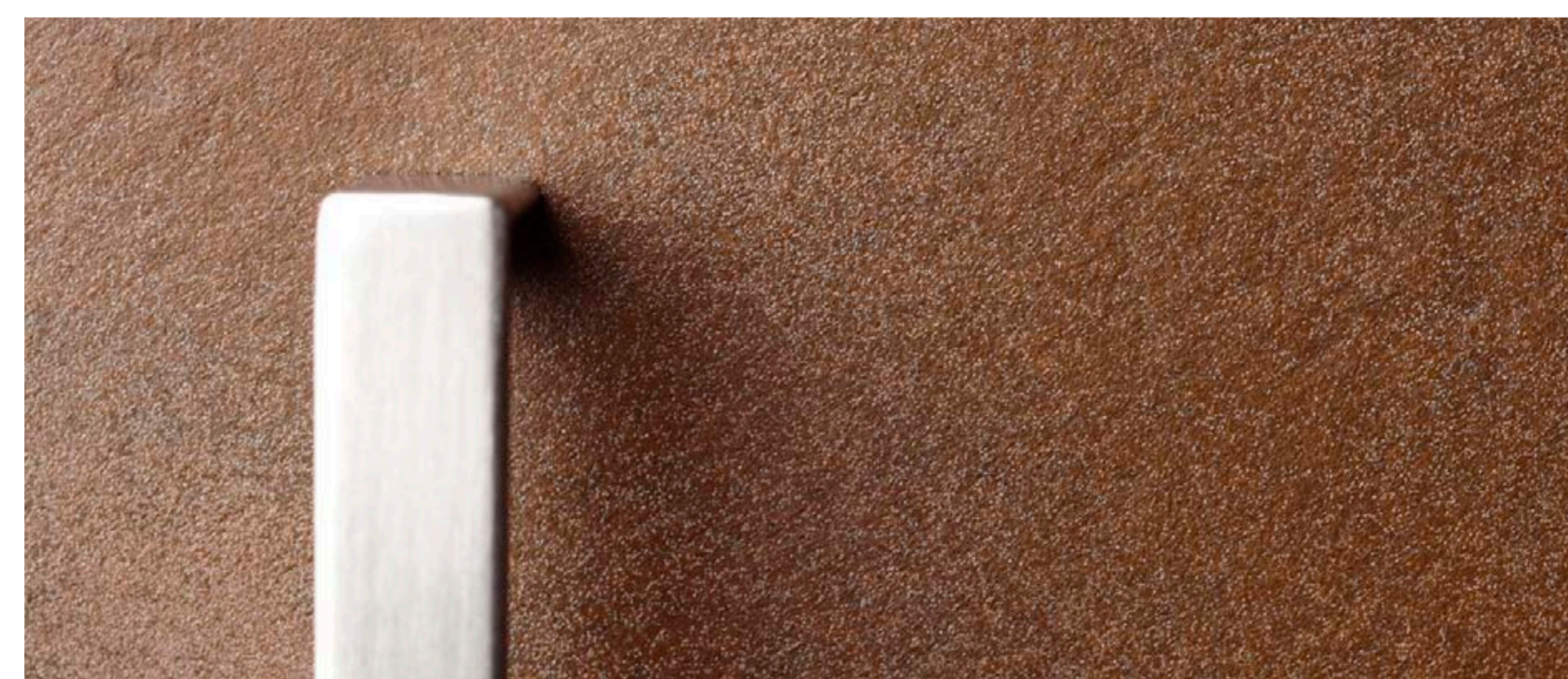
Formica Corporation is acquired by BTR Nylex Ltd., an Australian subsidiary of BTR plc, the British conglomerate that began as British Tyre and Rubber.

**1998**

In a third leveraged buyout, BTR sells Formica Corporation to a venture capital group including Citicorp's CVC European Equity Partners and Donaldson, Lufkin & Jenrette.

**1999**

Laminex Industries acquires the Formica operations in Australia and New Zealand.



**1990**

**1990**

Introduces International Collection of Metal Laminates.



**1992**

Formica Corporation establishes a Singapore branch, Formica (Singapore) Pte Ltd.

**2000**

**2000**

The company acquires Perstorp Surface Materials, a leading international producer of laminates, worktops, printed papers and foils. This extends the company's manufacturing footprint with factories in Newton Aycliffe, UK and Valencia, Spain

**2001**

The rapidly growing Metallics range is rebranded as Formica DecoMetal®.



**2002**

Burdened by debt, the Formica Corporation board and CEO, Frank Riddick, decide to seek protection in bankruptcy, emerging with a plan that brings US\$175 million cash investment, reduces secured debt and eliminates US\$215 million in unsecured debt.

**2003**

A sales office and distribution centre is established in Dongguan, South China.



**2005**

The company opens a 2nd factory in Qingpu, China

**2006**

Chemtop®2 is launched, offering a superior performance, chemical-resistant laminate.

Collaboration with Unilin in France to offer a range of complementary high pressure laminate and Melamine Faced Chipboard (MFC).

**2007**

Fletcher Building Ltd., a New Zealand company, acquires Formica Group divisions in Asia, Europe and North America for US\$700 million.



## 2008

Mark Adamson, president of Formica Group Europe, is appointed President and CEO of the Formica Group of companies.

## 2009

A new European headquarters in Newcastle, UK, becomes the catalyst for organisational change, integrating the European business and reconfiguring the product line.

## 2010



## 2010

Formica Group begins a process of Life Cycle Assessment (LCA), measuring resources and energy consumed by its products and the environmental impact of its manufacturing processes in all 10 international plants.

## 2011

Mark Adamson becomes CEO of the Fletcher Building Laminates + Panels division, which

unites the Formica Group of companies with the Laminex Group, forming the largest player in the laminate industry worldwide.

All plants producing Formica® brand laminate around the world achieve GREENGUARD® Indoor Air Quality certification.



Following exterior compact success in local markets VIVIX® Architectural Panels by Formica Group is launched across all European Markets

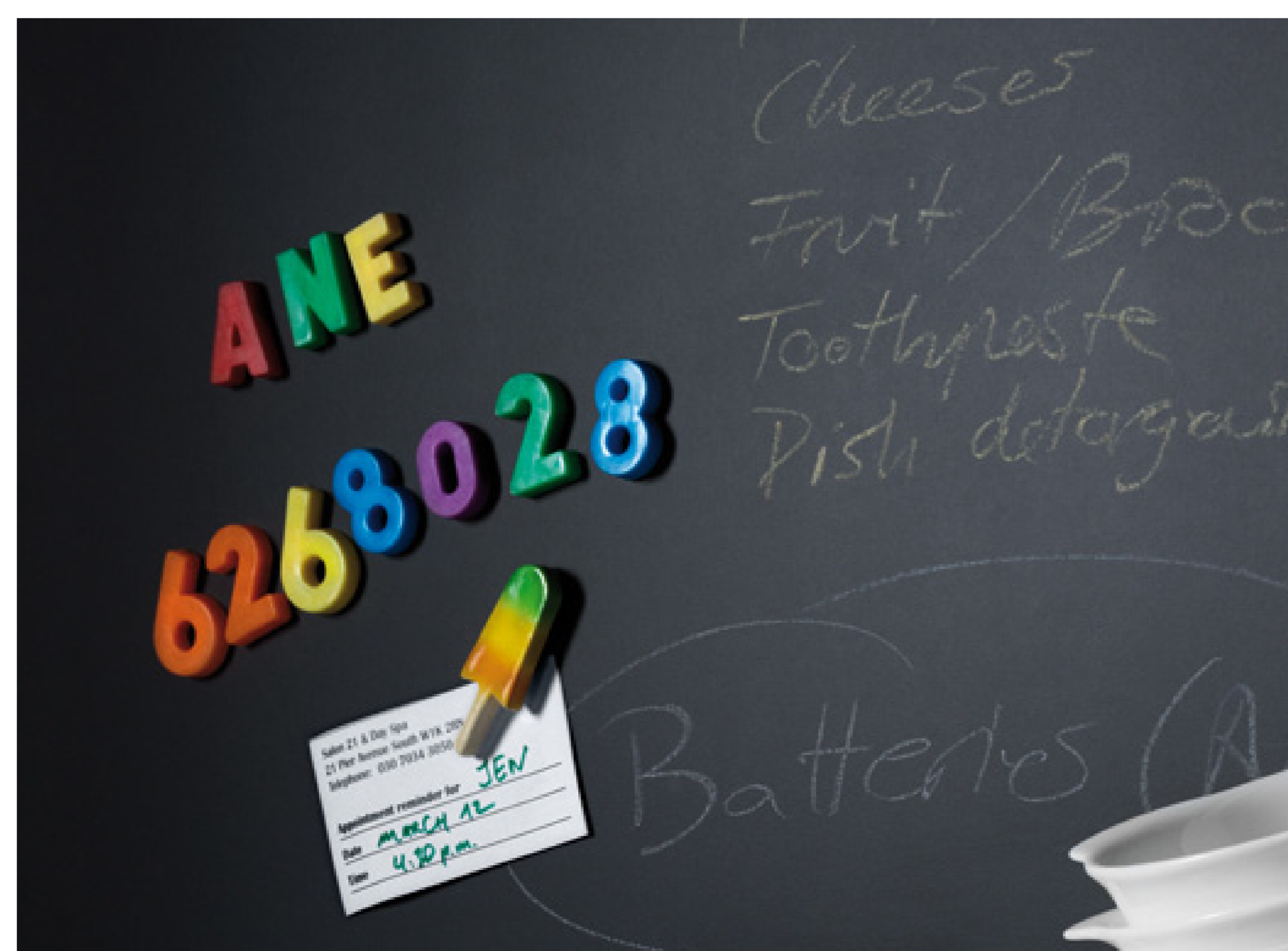
## 2012

Mark Adamson becomes CEO of Fletcher Building. Paul Zuckeman replaces Adamson as CEO of Fletcher Building's Laminates + Panels Division.

Purchase of Welpack factory in India

Formica Group becomes the first laminate manufacturer in the world to be awarded the Carbon Trust's Carbon Reduction Label.

Formica® Magnetic Laminate launched.



Formica Group buys Homapal Plattenwerk GmbH, a specialist metallic laminate producer.

## 2013

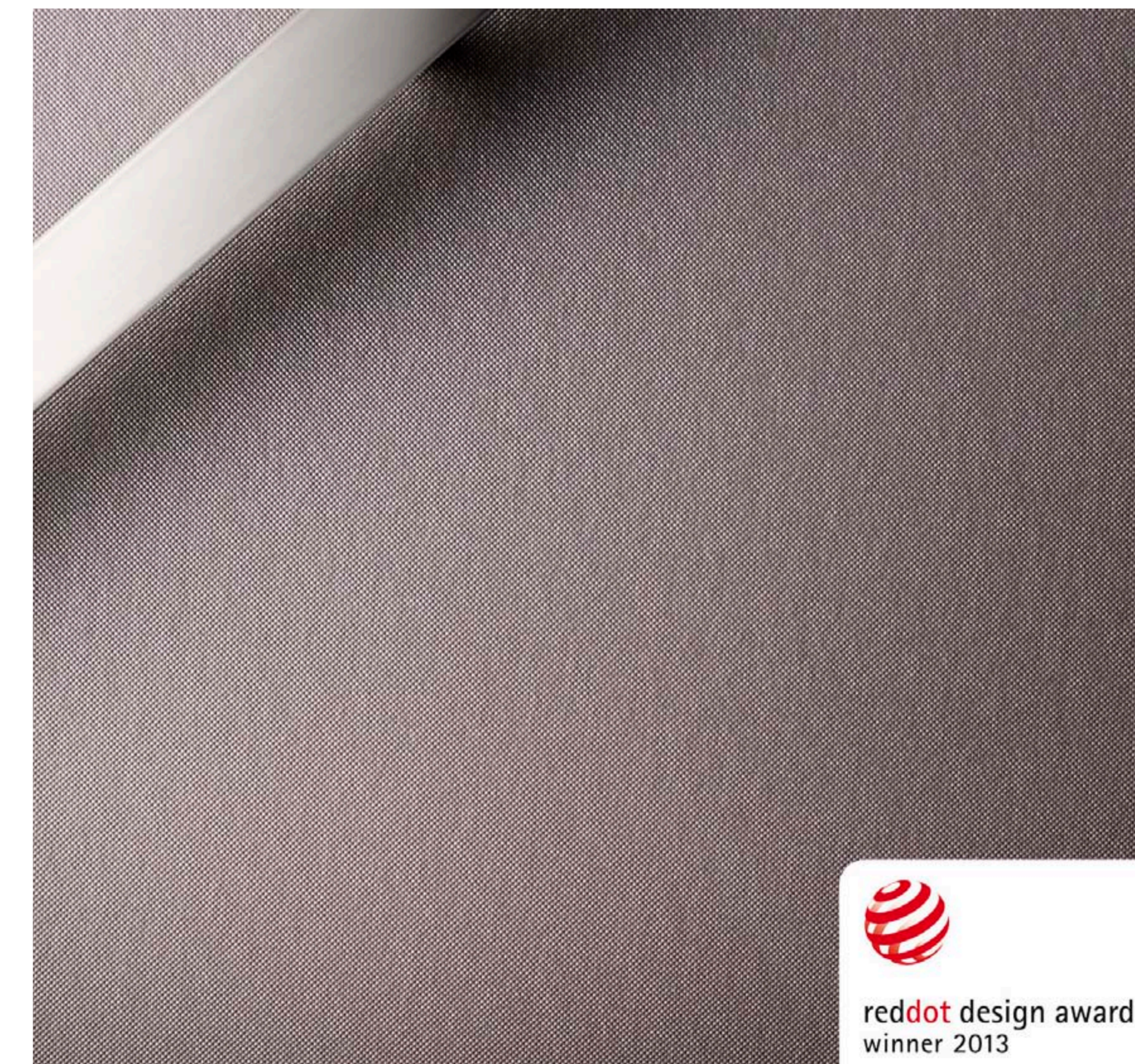
The Formica® brand celebrates its 100th Anniversary.



Formica Group Europe starts selling FSC® certified laminates



Formica Group wins the Red Dot Product Design Award for new texture Plex.



Formica Group launches the Formica brand 100-Year Anniversary Laminate Collection. Formica Forever Limited Edition Book is published.

New factory in China planned to open in October 2013.

# THE FUTURE

Formica Group will continue to lead and innovate with pioneering laminate designs and new surface textures, offering the perfect solution for both interior and exterior applications globally.

We will continue our commitment to sustainability as we strive to be socially, ethically and environmentally responsible, including reducing our products' carbon footprint.

We will continue to work with architects and designers and inspire future generations to use our products.

