

# The "Rey Solutions" Innovation from Polyrey

Presented by John McCaffrey (Polyrey UK)  
( Specification Sales & Product Development )

Mtech Innovation theatre  
Interbuild 2009



## Purpose of our talk today is to raise awareness of a new innovative product:

When we consider "Internal fit out" in general, whether that is a new build or a refurbishment project it represents a critical activity for the commercial office sector.

Today new materials are now emerging that can raise the level of current performance beyond current expectations.

Polyrey has successfully developed such a product.

So – who are Polyrey and what do they do?



## A quick overview of Polyrey S.A.S

Polyrey is a wholly owned subsidiary of ITW Inc – USA

Part of the decorative products division

2 plants based in France manufacturing since 1956

*We manufacture high quality decorative*  
HPL - High Pressure Laminates and  
MFC / MF MDF - Wood based Melamine panels for the interior fit out market

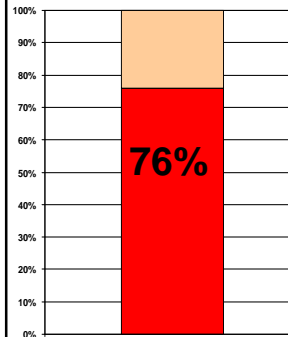
*We produce*  
15 million m2 of HPL per annum  
7 million m2 of Melamine per annum

140m Euro turnover / 800 employees

Route to market is via specification and national distribution



## Construction - A significant sales channel

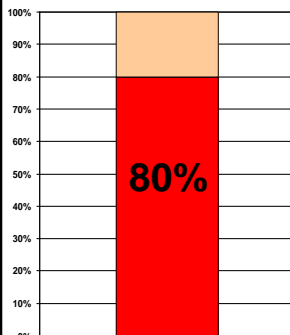


Today, 76% of Polyrey's sales are made within the construction market for various interior applications.

Walls, doors & furniture components, to name but a few.



## The innovation strategy



80% of our efforts and resources are focused within the specification market throughout Europe.

Innovation within this market is crucial for the future success of many products - that includes our own.

Polyrey's parent company ITW considers innovation a key strategy for future growth.



## Just focusing on the Office & Commercial Interior sector – what's new?

Well not a lot it seems? Traditionally if we look back at just solid partitioning and wall linings these have been heavily reliant on Vinyl or PVC faced plasterboards, High pressure laminates, melamine MDF or Chipboard panels, veneer and Glass.

So what's the problem? This is well covered?


Not exactly – there are environmental, performance and disposal issues in the case of PVC, difficulty in cleaning and providing modern decors with Vinyl, fabrication expertise associated with producing high specification HPL finishes and the low technical performance with Melamine chipboard or MDF substrates and the high cost of Glass or Veneer.

So what's the answer?


Polyrey has addressed these issues by patenting an innovative process using two very popular building products....





**Onto our Product offer direct from **

- **The Express range – available from stock**
  - Designed for time sensitive projects, manufacturers and installers alike
  - 12 decors available direct from Excel Laminating ( Hull )
  - 6 Ceiling tile decors from stock – plain and acoustic perforated
  - Can be substituted for existing vinyl or pvc panels
  - Class 0 / Euroclass B-s1,d0 fire classification as standard
  - 12.5mm 3000 x 1200mm sheet size as standard
- **The Architectural & Specification range - 2010**
  - An additional 30 plain, wood-grained and patterned decors
  - Will be made available January 2010
  - Designed for projects requiring a broader décor selection



**A flexible product offer complimentary as standard**

- ☐ All Rey Solutions decors are available in our HPL door sheet size of 2150x970mm for exact matching of vertical or horizontal decors.
- ☐ 6 Decors within the express range are available as 595 x 595mm ceiling tiles in plain or acoustic perforated tiles.





**The express decor product offer**

 B 069 Blanc Courchevel	 E 009 Crème Blanc	 H 025 Pommier de Normandie	 F 011 Frêne Antré
 156 Crème Classique	 A 057 Aulne Naturel	 F 012 Frêne Cendré	
 149 Gris Paloma	 B 057 Béton Naturel	 D 024 Danemark Porcelaine	 C 103 Chêne Lavé
	 C 047 Chêne Wengé		




**Sanitized Antibacterial finish**

The technical ability to offer an antibacterial finish is also possible with Rey Solutions.




THE BUILT-IN ANTIMICROBIAL PROTECTION

This is the world renowned "Sanitized" antimicrobial protection – in built within the melamine resin. Tested to be 99.95% effective against the growth of MRSA.



1. Plasterboard substrate
2. Sanitized melamine surface technology



**Product in use: Frame system and services in:**





**Product in use: Cutting and finishing to size**







**Product in use: Final installation**



**The future / a success story already?**

Last year sales started on the continent and to date we have sold in excess of 250,000 sq mtrs of product.

This week we launch our UK product offer via Interbuild with our distribution expert Excel Laminating.

And today we are proud to be able to offer this innovation for the UK market.

Rey Solutions - the ideal high performance & cost effective panel specification for interior fit out.



**Thank you for your time**

