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## DIGITAL LAMINATE: COOL DESIGNS for "HOT ITALIAN"

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Restaurant and retail interiors are designed with three basic factors in mind: function, ambiance, and visual impact. It's the visual impact which creates that all-important first impression, whether the restaurant is upscale, family-oriented, or a fast-food facility. While about 20% of the visual impact comes from surfaces, surfacing materials are one of the few areas where designers/builders can actually splurge because, if high pressure laminates are used, they generally constitute less than 2% of the interior budget.

High pressure laminates can have a significant effect on that all-important visual impact because they offer an unequalled choice of colors, patterns, and textures; are easy to install; have long-term resistance to wear and fading; can be used in all areas of a dining establishment, including the flooring; have the sustainability to meet most "green" building requirements and can showcase digital designs. Spectacular digital designs helped heat up the atmosphere at "Hot Italian" eatery and retail space in Sacramento, California as well as participating in the "green goal" of the project.

ABET LAMINATI's digitally printed laminate was creatively used on countertops in the restaurant area and on doors of fitting rooms and bathrooms in the retail section at Hot Italian. The overall theme for the space was Italian. The intent of the California firm, Creative Eye Design, was to use an Italian laminate manufacturer and digital imaging to capture the true essence of Italy. Not only was this accomplished by using ABET's digital laminates, but Hot Italian was chosen as one of only 75 participants in the LEED Pilot Program for Retail: New Construction. It is the first LEED certified restaurant in Sacramento, CA.

As for the construction timeframe, it took approximately four weeks to manufacture the digital laminate sheets. The images were digitally printed onto decorative paper and incorporated into the high pressure laminate manufacturing process in the typical way. ABET's white and black laminates were fabricated using standard woodworking tools (panel saws, routers, lay up equipment, etc.). The process was a successful mix of creative designs, digital technology and sustainable high pressure laminate.







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