

LG Hausys 2021 New Colors

By LG Hausys



Company Introduction

LG Corp.

62 Companies



Revenue \$156 Billion



Electronic

LG Electronics	LG Siltron
LG Display	LUSEM
LG Innotek	



Chemicals

LG Hausys	LG Life Sciences
LG Chem	LG Household & Health Care
LG MMA	



Telecom & Services

LG U+	SERVEONE
LG N-Sys	LG International
LG CNS	

Company Introduction

LG Hausys Vision

LG Hausys' vision, **"We create human-friendly, eco-conscious living spaces,"** informs all our strategies for realizing eco-conscious, energy-efficient, and human-friendly customer value.



NATURE

Pursuing spaces congruent with nature and the quality of life



HUMAN

Embracing People with aesthetically pleasing, "feel good" designs



SPACE

Creating unique living spaces for people's health and happiness



A dream HI-MACS® House by Lake Garda
Location Garda Lake, Italy | Design Dreer-Graf GmbH, Germany
Fabrication Dreer-Graf GmbH, Germany | Material HI-MACS® Alpine White
Photo credit © Melanie Gotschke
Others HI-MACS® supplier: Klöpfer Surfaces, Germany

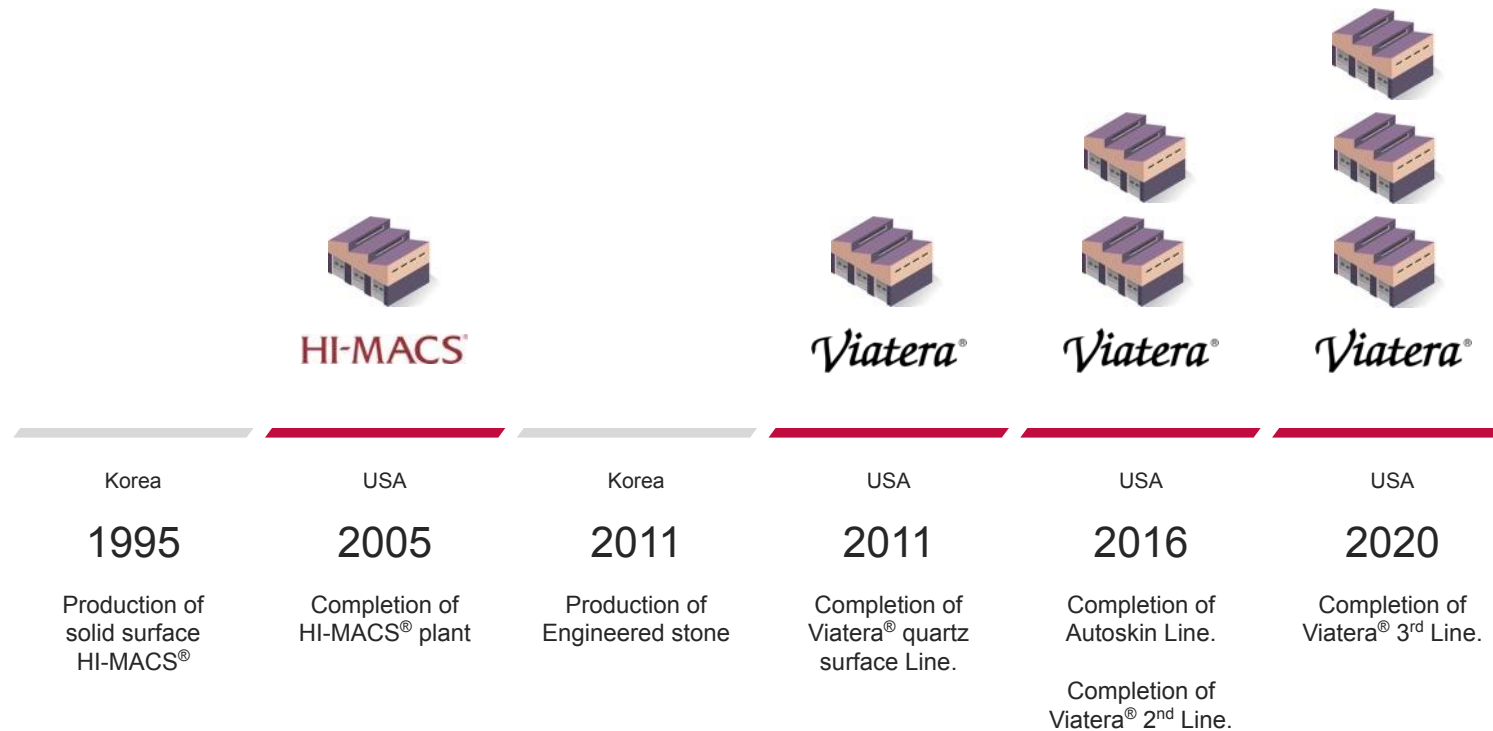
Company Introduction

LG Hausys Global Business



Company Introduction

History of LG Hausys America



Company Introduction

History of LG Hausys America

LG Hausys Surface Plant in Adairsville, GA



Welcome



Company Introduction

US & Canada Distribution Centers

14 Distribution Warehouses

- Calhoun, GA
- Tampa, FL
- Chester, VA
- Westfield, MA
- Elgin, IL
- Flower Mound, TX
- Denver, CO
- Phoenix, AZ
- Tukwila, WA
- Livermore, CA
- Placentia, CA
- Aiea, HI
- Calgary, AB
- Toronto, ON



Viatera®

“Viatera”

Italian Translation: By the way of the earth

Viatera® Quartz Surface

Viatera®

What is Viatera®?

Viatera® is made from **up to 93% natural quartz** and blended with advanced polymer resins and colorfast pigments.

Viatera® provides stunning color choices and hygienic properties with the look and feel of natural stone. You can enjoy the attractive and functional surface with no need for sealers.



Certifications: NSF, EPD, HPD, Greenguard(& Greenguard Gold)



Viatera® Vanity
Material Viatera® Forte

Viatera® Quartz Surface

Viatera®

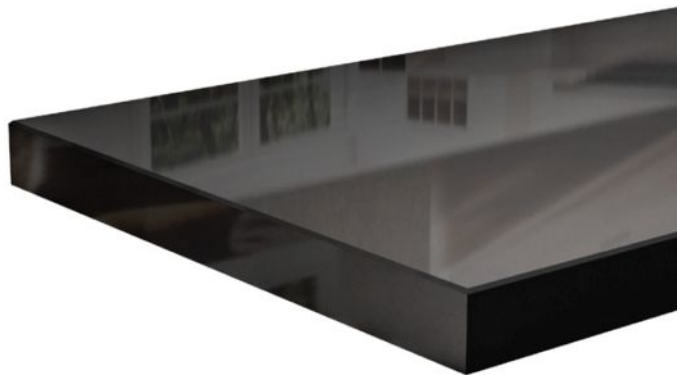
Viatera® Slab

Jumbo 1: 63"x126"

Jumbo 2: 63"x130" *Most Viatera® colors are offered in Jumbo 2 size*

Thickness: All slabs are available in 2CM, 3CM

Finish: Polished (Select colors are also offered in Brushed Finish)



POLISHED

Traditional reflective surface



BRUSHED

Soft and smooth feel with low-luster on the surface



Viatera® Countertop
Material Viatera® Carbo


Viatera[®] Quartz Surface

Viatera[®]

Interesting Facts About Quartz:

Hardness: Quartz is classified as a “7” on Moh’s Hardness Scale

Mineral	Hardness
Diamond	10
Corundum	9
Topaz	8
Quartz	7
Orthoclase	6
Apatite	5
Fluorite	4
Calcite	3
Gypsum	2
Talc	1

 Harder than most natural stones

← Granite

← limestone, marble

Non-absorbency: Quartz surfaces are virtually non-absorbent(**stain resistant**)

Surface Type	Moisture Absorbed %
Quartz	0.01%
Solid Surface	0.05%
Marble	0.11%
Granite	0.29%
Limestone	1.11%

Results based on ASTM test
Results based on an average of all samples tested



Viatera® Quartz Surface

Viatera®

Viatera® is Low Maintenance

Granite countertop requires regular sealing with stone sealer every 6 months to a year in order to keep the surface from staining.

However, Viatera® does NOT require regular sealing and it is easy to clean.

Normal cleaning requires only a damp cloth and a mild household detergent. For best results, clean spills as soon as possible.



Viatera® Countertop
Material Viatera® Ribera

Viatera® Quartz Surface

Viatera®

Viatera® is Non-porous

Viatera® is a non-porous surface and safe for food preparation. It is a recommended surfacing material for commercial food service, medical facilities, schools, hospitality and other businesses **where hygiene is essential.**

When a material or a seam is porous, food particle can be trapped in the surface material, becoming a breeding ground for bacteria and contamination.



Viatera® Countertop
Material Viatera® Etude

Viatera[®] Quartz Surface

Viatera[®]

Summary: Viatera[®] Advantages

- **Strong & Durable**
 - ✓ Contains up to 93% natural quartz
- **Hygienic & Safe**
 - ✓ Non-porous surface
 - ✓ NSF(National Sanitation Foundation) certified
 - ✓ Greenguard & Greenguard Gold certified for indoor air quality
- **Stain Resistant**
- **Low Maintenance**
- **Offered in jumbo size**
 - ✓ Viatera[®] jumbo slabs are about 24% larger than standard quartz slabs
 - ✓ Ideal for larger kitchen projects



Viatera[®] Surface
Material Viatera[®] Encore

VIATERA 2021

[NEW] URBAN COLLECTION

[NEW] CALACATTA COLLECTION

MASTERPIECE COLLECTION

URBAN

COLLECTION



**Metropolitan
Industrial
Sophisticated
Contemporary**



Gotham



Gotham

63"x130", 2CM & 3CM

Brushed Finish

MADE IN USA

with US and imported parts



Gotham

63"x130", 2CM & 3CM

Brushed Finish

MADE IN USA

with US and imported parts

Close-up View



Metro



Metro

63"x130", 2CM & 3CM

Brushed Finish

MADE IN USA

with US and imported parts





Metro

63"x130", 2CM & 3CM

Brushed Finish

MADE IN USA

with US and imported parts



Close-up View



CALACATTA

COLLECTION



Timeless

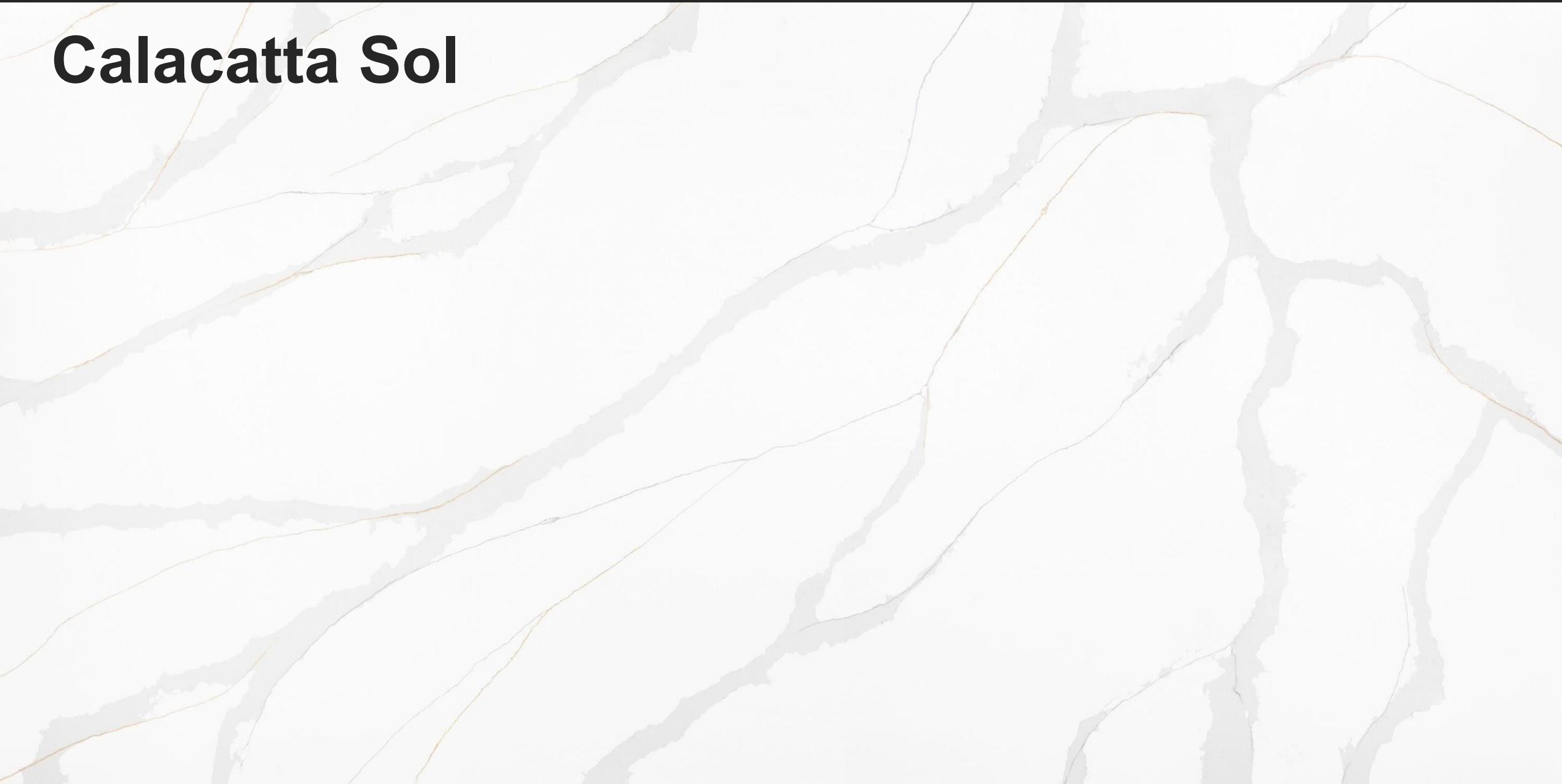
Natural

Graceful

Warm



Calacatta Sol





Calacatta Sol

63"x130", 2CM & 3CM

MADE IN USA

with US and imported parts

Close-up View



Calacatta Sol

63"x130", 2CM & 3CM

MADE IN USA

with US and imported parts

Calacatta Plata





Calacatta Plata

63"x130", 2CM & 3CM

MADE IN USA

with US and imported parts





Calacatta Plata

63"x130", 2CM & 3CM

MADE IN USA

with US and imported parts



Close-up View

MASTERPIECE

COLLECTION



Tranquil

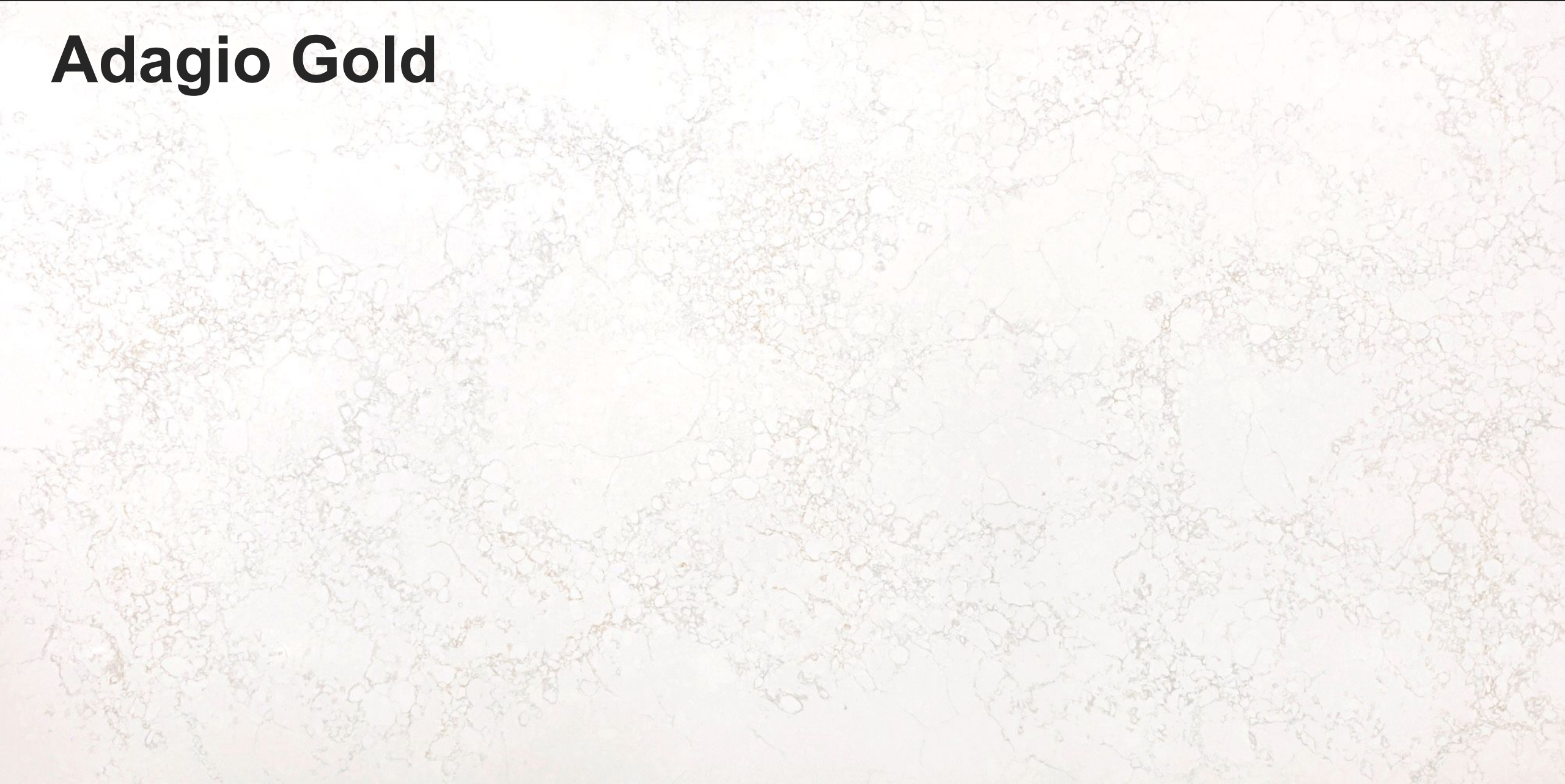
Gentle

Delicate

Embracing



Adagio Gold





Adagio Gold

63"x130", 2CM & 3CM

MADE IN USA

with US and imported parts



Close-up View



Adagio Gold

63"x130", 2CM & 3CM

MADE IN USA

with US and imported parts



HI-MACS[®]

“HI-MACS”
Meaning, High – Marble Art for Customer Satisfaction

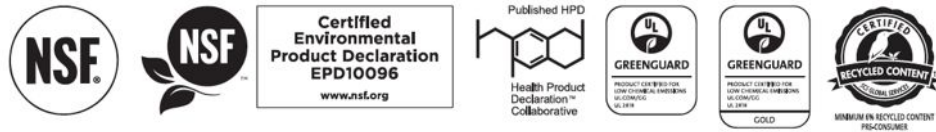
HI-MACS® Solid Surface

HI-MACS®

What is HI-MACS®?

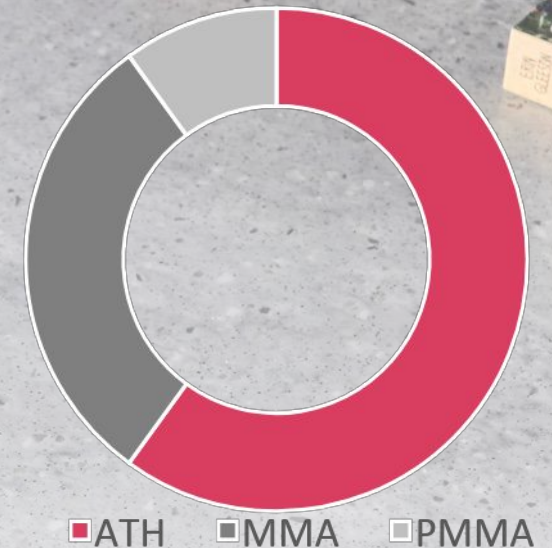
HI-MACS® is a delicate composition of acrylic, minerals and natural pigments that combine to create a smooth, non-porous, thermoformable surface with inconspicuous seams.

Thanks to these qualities and the outstanding flexibility in fabrication and design, HI-MACS® offers countless advantages over conventional materials.



Certifications: NSF, EPD, HPD, Greenguard(& Greenguard Gold), SCS(Eden Plus collection only)

What's in HI-MACS®?



HI-MACS® Kitchen
Material HI-MACS® Lago

HI-MACS[®] Solid Surface

HI-MACS[®]

HI-MACS[®] Sheet

Nominal Dimension: 30"x145"

Thickness: 1/2", 1/4", 3/8"

HI-MACS[®] Application Examples

- **Residential** – kitchen counter, bathroom sink vanity
- **Healthcare** – Nurse station, sink vanity, doctor's desk, wall rail
- **Hospitality** – Lobby desk, bed table, bath vanity
- **Education** – Desk, partition walls, windowsills, cafeteria counter
- **Restaurant** – Bar top, table, cashier counter
- **Other** – RV, Motor Home, Bench, decorative piece, display stand, etc.



HI-MACS® Solid Surface

HI-MACS®

Summary: HI-MACS® Advantages

- **Hygienic & Safe**
 - ✓ Non-porous surface
 - ✓ NSF(National Sanitation Foundation) certified
 - ✓ Greenguard & Greenguard Gold certified for indoor air quality
- **Inconspicuous seams**
- **Low Maintenance**
- **Limitless Design Option**
 - ✓ Unlimited color spectrum
 - ✓ Easy fabrication & thermoformable
- **Environmentally Friendly Manufacturing Process**
 - ✓ Reuse supersacks, film cores
 - ✓ Recycle cardboard, acetone, water
 - ✓ Reduce dust & emission



HI-MACS® Kitchen
Material HI-MACS® Aurora Gray



HI-MACS 2021

[NEW] WOOD COLLECTION

AURORA COLLECTION

WOOD

COLLECTION



Cream Oak

30"x145", 1/2" Thickness

MADE IN USA

with US and imported parts



Close-up View



Gray Teak

30"x145", 1/2" Thickness

MADE IN USA

with US and imported parts

Close-up View



Close-up View



Dark Walnut

30"x145", 1/2" Thickness

MADE IN USA

with US and imported parts

AURORA

COLLECTION

Aurora Ecru

30"x145"

1/2" Thickness



Close-up View



Close-up View



Aurora Frost

30"x145"

1/2" Thickness



Aurora Ocean Gray

30"x145"

1/2" Thickness

Close-up View





Close-up View



Aurora Midnight

30"x145"

1/2" Thickness



THANK YOU



LG HAUSYS AMERICA HQ

900 Circle 75 Parkway Suite 1500

Atlanta, GA 30339

WEBSITE

www.LGhausysUSA.com

