

# 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

|                  |                            |
|------------------|----------------------------|
| <b>LG Hausys</b> | 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

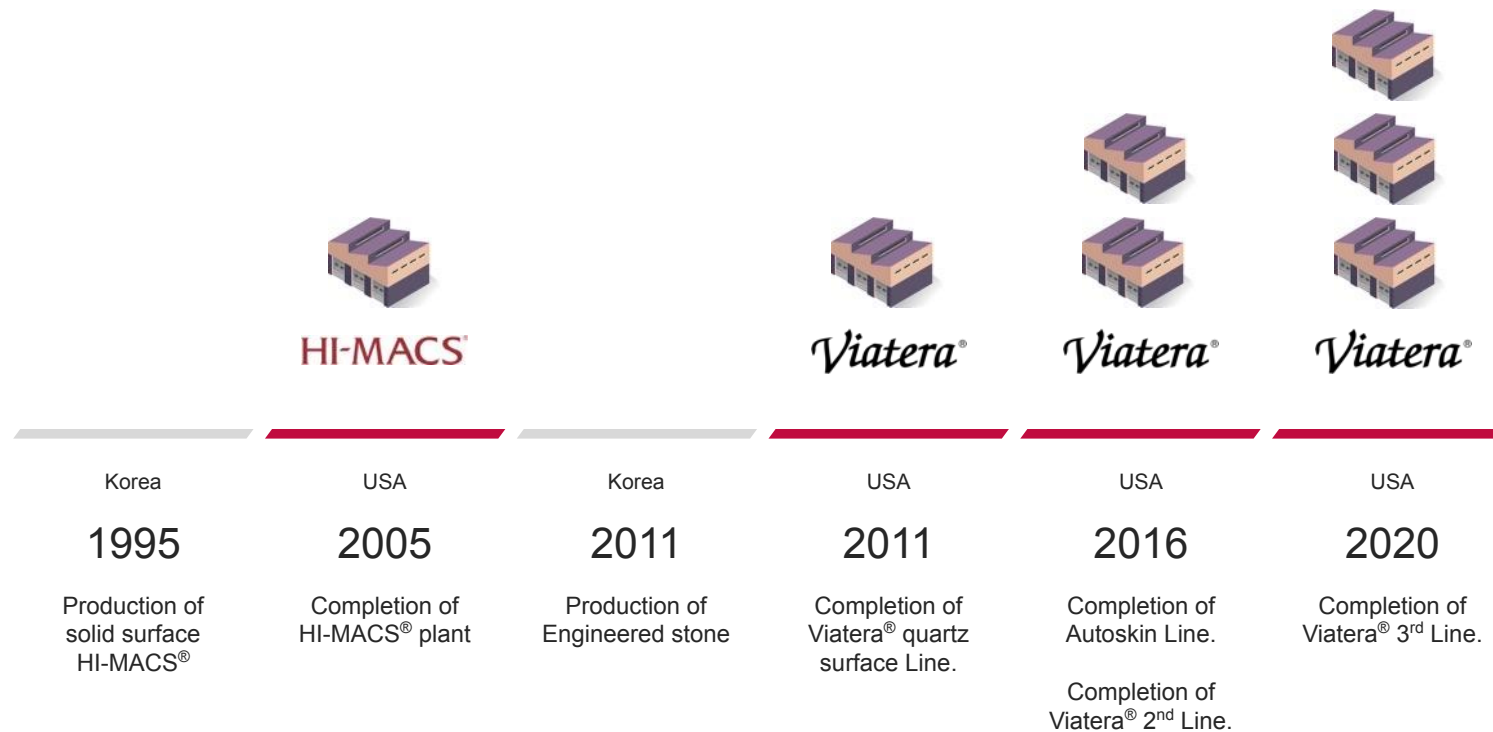
# Company Introduction

## 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®*

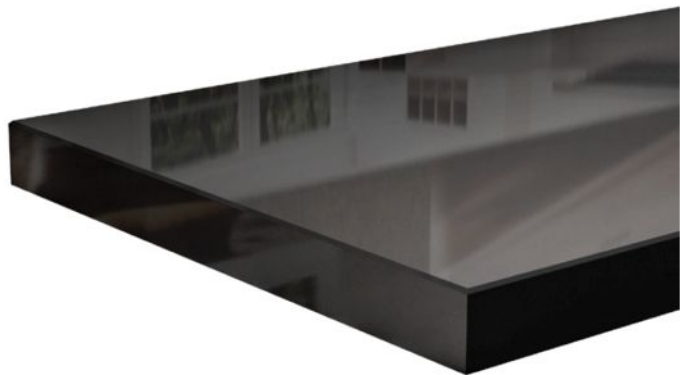
## Viatera® Slab

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<sup>®</sup> Quartz Surface

Viatera<sup>®</sup>

## Interesting Facts About Quartz:

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

| Mineral       | Hardness |
|---------------|----------|
| Diamond       | 10       |
| Corundum      | 9        |
| Topaz         | 8        |
| <b>Quartz</b> | <b>7</b> |
| 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 % |
|---------------|---------------------|
| <b>Quartz</b> | <b>0.01%</b>        |
| 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<sup>®</sup> Quartz Surface

*Viatera<sup>®</sup>*

## Summary: Viatera<sup>®</sup> 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<sup>®</sup> jumbo slabs are about 24% larger than standard quartz slabs
  - ✓ Ideal for larger kitchen projects



Viatera<sup>®</sup> Surface  
Material Viatera<sup>®</sup> 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**

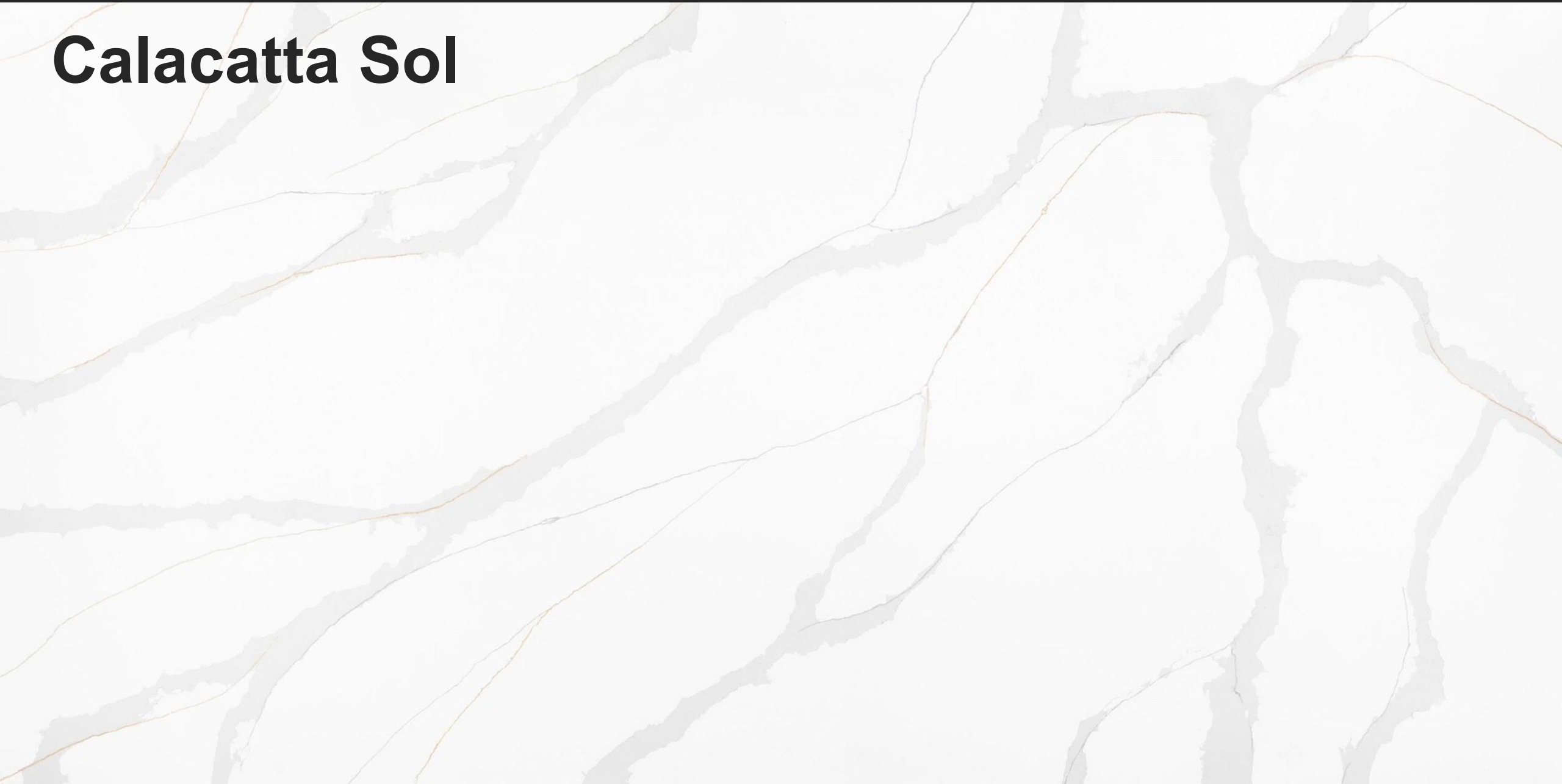
**Graceful**

**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**

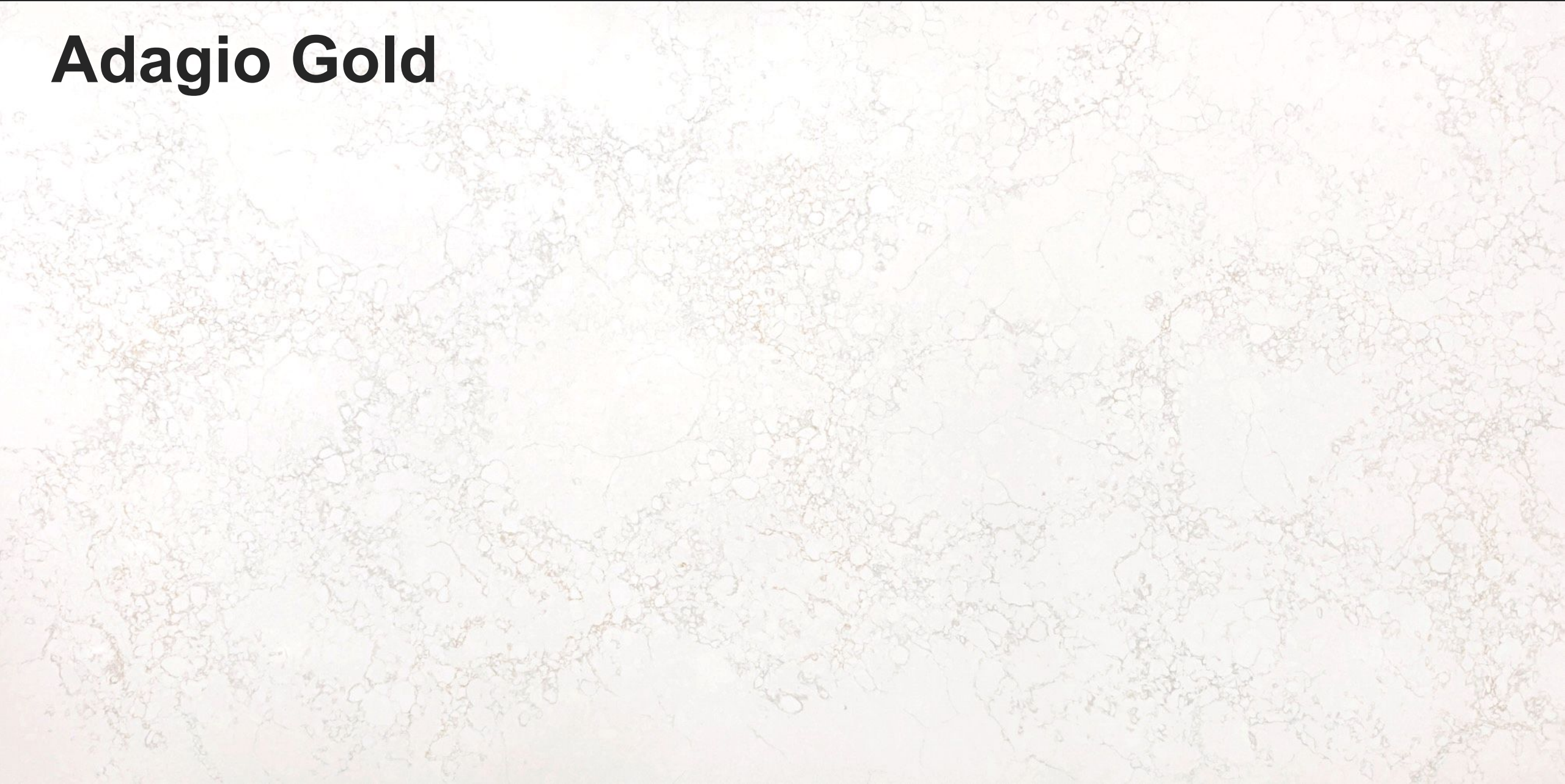
**Gentle**

**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<sup>®</sup>

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



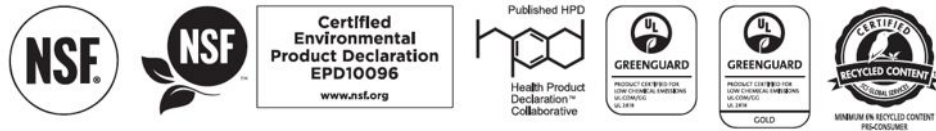
# HI-MACS® Solid Surface

## HI-MACS®

### What is HI-MACS®?

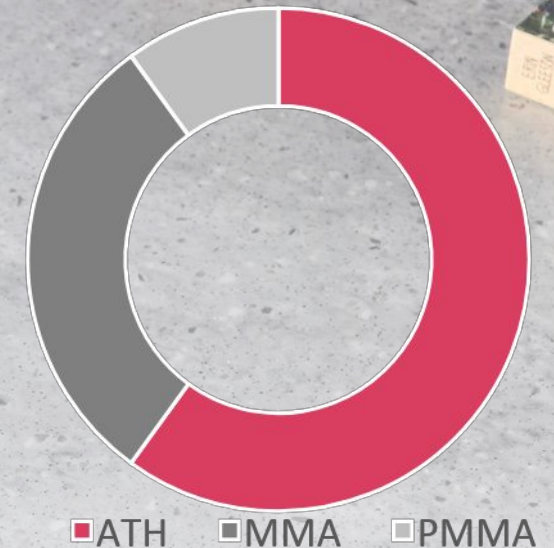
HI-MACS® is a delicate composition of acrylic, minerals and natural pigments that combine to create a smooth, non-porous, thermoformable surface with inconspicuous seams.

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<sup>®</sup> Solid Surface

## HI-MACS<sup>®</sup>

### HI-MACS<sup>®</sup> Sheet

Nominal Dimension: 30"x145"

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

### HI-MACS<sup>®</sup> 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<sup>®</sup> Solid Surface

## HI-MACS<sup>®</sup>

### Summary: HI-MACS<sup>®</sup> 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<sup>®</sup> Kitchen  
Material HI-MACS<sup>®</sup> Aurora Gray





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**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



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## **WEBSITE**

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