

Perspex® Distributor
Launch Pack



PERSPEX® CORAL

Introduction

Perspex® Coral is the latest exciting evolution from the dynamic Perspex® portfolio.

The theme of the product launch is “We’ve evolved” – Perspex® has developed a new evolutionary product aesthetic which is different from any other product launched so far and takes the Perspex® product portfolio to a new level.

Perspex® Coral is unique. Using a special manufacturing process, we have developed a deep, rich, textural 3D effect that is reminiscent of tropical coral reefs.

This innovative effect will be offered as an exclusive tailored solution to customers.

Why?

The purpose of this launch is to offer a unique product, as well as to increase both awareness of and interest in the Perspex® brand.

How?

From our market research, we expect the sales of Perspex® Coral to be project based. This product will be of particular interest to designers, architects and other specifiers.

This inspirational effect provides an opportunity to talk about an innovative product to existing customers and offers the chance to engage potential new customers and enter different application areas.

Product launch



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Product Applications

This product can be used in various applications, including

- Exclusive Retail Interiors
- Furniture
- Architectural
- And many more...

During product testing, diverse applications such as wall cladding, room dividers, pillar cladding and bar fittings were suggested. Other creations included mirror frames, chairs, tables and plant pots.

These are only a few suggestions. We are sure that, once they see it, designers, architects and your customers will find ways to take it further....

Product Performance and Selling Points

Perspex® Coral has all the excellent physical properties of normal Perspex® cell cast sheet, and in addition offers the following advantages:

- Deep and rich 3 dimensional effect
- Infinite colour possibilities that can be easily adapted to different applications
- Bespoke colour developments tailored to customer requirements
- Unique effect to Perspex®
- A natural look combined with modern contemporary appeal
- Perspex® Coral gives each project its own identity
- Creates different moods under different lighting effects

All shades of Coral shimmer and sparkle under direct, strong lighting, particularly halogen lights. In addition, the lighter, translucent shades create a subtle rippling effect when backlit.

Product Range/ Availability

Perspex® Coral is available in 10x3050x2030mm.

The Minimum Item Quantity will be 6 sheets for both existing and new bespoke colours.

The “call complete” minimum of a 6 sheet minimum order is 4 sheets.

Due to the special production method used to achieve the Perspex® Coral effect, thicknesses other than 10mm are not available.

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Technical Properties

The unique Coral effect evolves naturally and the effect varies across the sheet - this creates the natural charm of the product. Each sheet is unique and although similar in appearance, two sheets will never match – just like wood grain. Perspex® Coral is also a directional product – if you rotate a sample, the colour and effect will appear slightly different.

The Perspex® Coral effect is found on one side of the product only. The rear surface has a different appearance and offers an attractive alternative effect.

When gluing a sheet of Perspex® Coral then the use of a polymerisation cement such as Tensol® 70 is recommended. The use of Tensol® 12 or similar solvent adhesives is not recommended with this product.

The appearance will change after thermoforming and line bending. The cells will elongate in the direction of forming

The physical properties of Perspex® Coral are the same as standard cell cast Perspex® sheet.

For more information, please talk to us.

Masking

Identical to standard Perspex® variants: white Perspex® printed self-adhesive masking will be applied to the show face of this product and white plain self-adhesive masking will be applied to the back face.

10 Year Guarantee

The normal Perspex® 10 year guarantee applies to this product.

Commercial Communications

- “We’ve Evolved” - an A5 brochure showing the effect and several colours.
- Distributor launch information document.
- A “Colour Inspiration” document to show some existing colours and their codes.
- A new “Key points” document
- An E-Source newsletter will be issued from www.lucitesolutions.com
- A Press Release will be issued from www.lucitesolutions.com
- A new Solution will be added to www.lucitesolutions.com

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Samples

A number of 80x80mm samples are available from your normal contact. The colours have been chosen to represent a cross-section of the various types of colour developed to date and are intended to show the different possibilities of light colours, bright colours and more 'industrial' colours. They do not constitute a "set".

Competition

This effect is unique to Perspex®.

Summary

Perspex® Coral is an evolutionary 3D product that delivers an inspirational new effect. Offering it as a tailored solution allows greater interaction and cooperation with end users and specifiers.