

Real wood Groove laminates feature textured surfaces

By **Robert Dalheim** July 14, 2016 | 10:32 am EDT

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Treefrog's White Oak Groove laminates.

Treefrog has introduced White Oak Groove, the latest addition to its wood laminate Groove Collection. Treefrog Veneer offers over 40 real wood laminates ideal for commercial and residential interiors. The company is part of the Chemetal/InteriorArts/Treefrog umbrella, which will be showcasing at IWF 2016 at booth #1700.

Treefrog’s Groove Collection features existing Treefrog veneers with a deeper, more textured surface. White Oak Groove is a straight grain that’s prefinished with a laminate backer for installation ease. The company says its unique process ensures a reliable and consistent selection in design spaces of any size.

Treefrog is sourced from Italy, and all wood is documented as certified origin. 4’ x 10’ sheets. FSC options. Veneer is available in pre-finished 4’ x 8’ sheets and some 4’ x 10’ sheets with a laminate backer, as well as several unfinished, paperbacked options.

InteriorArts 2016

InteriorArts also has new stuff – a range of 37 design-driven high-pressure laminates, which feature distressed industrial looks, neutral tones, and light to medium wood grains. InteriorArts offers over 90 HPL design laminates.



Chemetal/Treefrog/InteriorArts

Chemetal, Treefrog and InteriorArts are a massive collection of design materials in metal, wood and laminate. Each one is a product line, or brand, of its own and all are sold from the same place – a family owned business focused on specialty laminates, committed to customer service, and in business for over 50 years.