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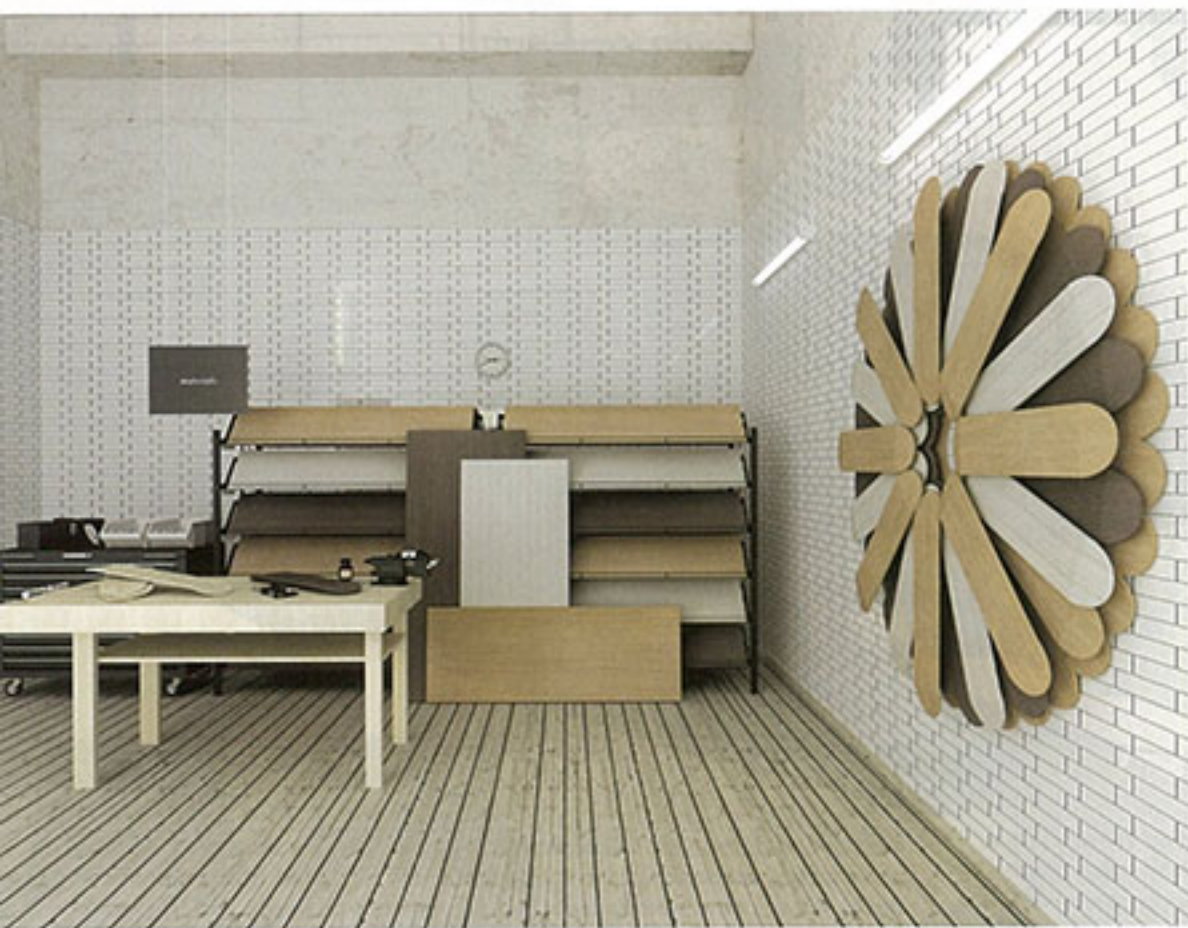
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A Sticky Business

Singapore's EDL Laminates is a little company doing big things with innovative laminate design.



Eleanor and Daphne, daughters of company founder Richard Lim (and the secret to unlocking the EDL brand acronym), are full of enthusiasm for laminates. Having just launched a branding campaign called *Cover Everything*, the Lims are focused on bringing the benefits of the versatile interior decoration material to a wider audience. In recent years, they say, they have seen a rising interest in homeowners getting involved in selecting laminates with their designers. "This increased participation is a very encouraging trend. This way they can see and feel the quality and the grain for themselves, and make sure they feel comfortable with it," Daphne says.

The family-run firm, which was established in 2004, sources high quality high-pressure laminates from Italy, Japan and Korea. Over 400 designs are available, in over 40 different finishes. Textured surfaces mean the laminates not only look but feel like the real thing. The choices range from EDL's signature Piano Gloss series, in an array of wood effect or bold colors with a super high shine, to the E Series of embossed wood grain laminate, the stone-inspired Luna collection and the sartorial Textile Touch. With so many options and an unerring focus on quality, the Lims are confident that there's plenty of lamination inspiration for all of us.



Can you explain your Cover Everything campaign?

Eleanor Lim: One of the central parts of the campaign is the image of the skateboards that have been laminated with EDL Laminates. It's pretty metaphorical, but we want to go beyond the traditional uses of laminates, to reach out to designers, architects and homeowners to inspire them with a story about our products. For example, the skateboard is a symbol of creativity and rebelliousness - so we want to convince designers to think outside the box - how they can "cover everything." We also use the image of the laminated clock, to say good and classic designs are timeless.

What is laminate used for?

Daphne Lim: Our laminates are most often used for wall cladding, feature walls, cabinets, wardrobes and cupboards, and to cover furniture.

What are the benefits of laminates?

Daphne Lim: Our laminates come in a size of up to 10 feet, which meets designers' concerns about aesthetics,

especially in high-ceiling properties, as you can't see any joins. Laminate is very durable, lasting for many years, and it's scratch resistant and cost efficient. It's also very consistent, especially when compared to something like veneer.

Eleanor Lim: We also have many, many designs and colors to choose from, and options like slate-effect, which look very realistic.

Which are your most popular laminates?

Daphne Lim: We are well-known for our Piano Gloss laminate, which is engineered to get a very high level of shine and great for vertical surfaces. A new style that is proving very popular is Duotone, which is the Piano Gloss laminate with a seamless silver edging for a different profile. The Sawn Cut collection has been very popular for its rustic look, with a crisscross design that looks like raw wood. A general trend right now is in gray tones, and more industrial-looking laminates like the slates.

What makes EDL Laminates a name to trust?

Daphne Lim: We play an important role in the manufacture of the laminates and give our manufacturers our input and guidance on the designs, paper and press plates we want them to use.

Eleanor Lim: We export regularly to Malaysia, to the US, and even to the Maldives and Mauritius. We have a strong inventory, so we are always reliable and competitive.

Daphne Lim: Laminates are paper based [made from craft paper] so at every step we try to do our best for the environment and we have the Singapore green label accolade. —Alice Davis

Images from the Cover Everything campaign (left) show a range of fresh usage ideas for the material. An EDL employee rolls laminate ready for an order (above). The Duotone laminate (top right) has a seamless silver edging for a piano-key effect, while laminates in gray textures (below) are proving to be big sellers at the moment.

