

Hot Metal News – 06/09

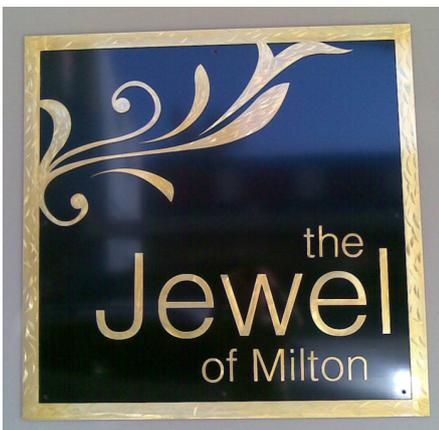
Hot Metal® Laminate for Retail Success.

www.hotmetal.com.au



Shop fit-outs and displays can determine retail success. Achieve sales by using smart design and innovative products such as Hot Metal.

- **Create a unique retail look with Hot Metal features.** Present a spacious, clean, clutter free retail environment. Enhance the space by creating unique features such as walls, doors, display cabinets, counters and service desks.
- **Reinforce identity and branding with impressive signage.** Hot Metal laminate creates powerful, attention seeking signage which consolidates identity and branding.
- **Promote and highlight retail products with exciting window displays, visual merchandise and decorations.** Successful displays produce sales. Hot Metal can showcase and enhance a product's image and features. It makes products look attractive and desirable, encouraging customers to purchase.
- **Draw attention by using Hot Metal vivid colours and 3 dimensional patterns.** Hot Metal gives great effect and atmosphere. It makes shop fit-outs and its products stand-out and be noticed.
- **Create effects with light.** Lighting is an important component for retail fit-outs and displays. When Hot Metal is placed under light it produces stunning 3 dimensional effects, especially at night. Use light creatively to maximise Hot Metal's vibrant colours and 3 dimensional patterns to grab customer attention.



The applications for Hot Metal are endless. It is a proven, versatile laminate that can be specified with confidence to deliver maximum effect with a minimum of effort. Hot Metal is Australian designed and manufactured and is recyclable and environmentally sound.