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## **Chemetal launches 24 new designs – and a shark – the company’s largest intro in recent memory.**

Chemetal introduces 24 new designs for 2015, the company’s largest introduction in recent memory. These latest designs span the breadth of Chemetal’s product line, with new designs in almost every product category. The new additions include aged subway tile patinas, glowing mother of pearl-esque aluminums, richly textured HPL metal laminates, and aged brass, copper and steel Architectural Metals in easy to fabricate aluminum.

Chemetal’s new designs are available in standard sheet sizes - 4’ x 8’ and 4’ x 10’, as well as some 2’ x 8’ sizes. Many contribute to LEED with up to 85% recycled content. They can be easily viewed at [chemetal.com](http://chemetal.com) > Designs > New Designs.

### **Chemetal “Shark” and “New Designs to Snack on” theme.**

To celebrate the new designs at Spring 2015 trade shows, Chemetal created a 10-foot shark and the campaign “New Designs to Snack On.” The Chemetal “Shark” was fabricated using Chemetal #901 Polished Aluminum, a reflective classic Chemetal design, Baltic birch plywood, and a walnut base. Designed by Chemetal with fabrication/design by Rhode Island-based Dorch Design, the Chemetal “Shark” was recently awarded “Outstanding Booth Design” at Globalshop in Las Vegas. The shark can be seen, along with Chemetal’s 24 new designs, at ICFF and NeoCon later this spring.

### **About Chemetal – Made in the USA**

Chemetal is a massive collection of over 200 metal designs ideal for vertical and light duty horizontal use in commercial and residential interiors. Many of the designs are made in the company’s Easthampton, MA, facility. The company’s collection includes brushed aluminums, oxidized brass and copper designs, HPL metal laminates, tinted metals, perforated patterns, and more. Many Chemetal designs contribute to LEED points with up to 85% recycled content, as well as regional credits. For more information, call 800.807.7341 or visit [chemetal.com](http://chemetal.com).

## **Chemetal, Treefrog and InteriorArts**

While metal designs and laminates are the core business of Chemetal, the company also offers two other product lines, Treefrog Veneer, a real wood veneer laminate and InteriorArts, an hpl design laminate. Together, these three product lines offer design professionals a complete selection of specialty laminates and building materials. Learn more about them at [treefrogveneer.com](http://treefrogveneer.com) and [ialaminates.com](http://ialaminates.com).