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Brand Overview 2023-24



[chemetal.com](https://chemetal.com)





## Chemetal is a massive collection of metal designs & laminates for interior spaces.

Let's crank some metal. Chemetal is a second-generation family-owned company that's been in business for 50+ years.

Many Chemetal designs are produced in-house at the company's 70,000 sq. ft. facility in Western Massachusetts. Others are sourced from the best suppliers the world over.

It's all sold through an international, though mostly domestic, distributor network and backed up by a sales and customer service team that cares about getting it right.

[Learn more](#) >>>

**CHEMETAL**





## The best in metal design.

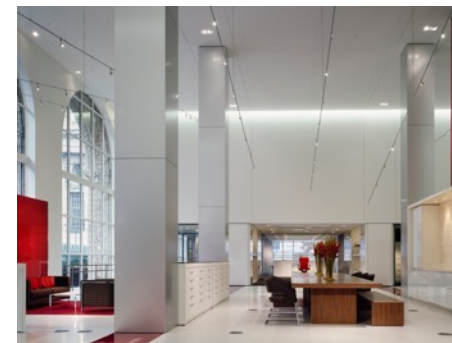
Chemetal is a contemporary and straightforward way to specify luxurious metal finishes for interior design projects.

The company has one of the largest selections of metal designs and laminates, with Chemetal designs installed worldwide in a variety of applications and commercial projects including:

- Hospitality
- Retail
- Corporate
- Signage
- Furniture
- Restaurants
- Entertainment
- Residential

[Learn more](#) >>>>

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# Magnetic Laminates

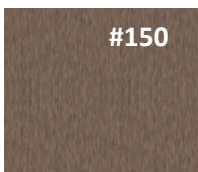
**#150**  
Series

#150 Series Magnetic Dry Erase Laminates are a great way to do dry erase.

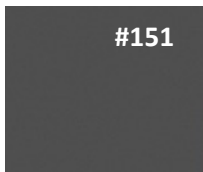
- Made with a thin layer of iron foil sandwiched in the HPL backer, to create magnetism.
- Excellent durability and whiteness, ideal for daily dry erase communications.
- #152 is especially popular. #160 is solid steel with dry erase coating (made in USA).
- Magnetic, Dry Erase, Chalk and custom (Magnetic backer that can be covered).
- High pressure laminate backer.
- European quality, made in Germany.
- 4' x 8', 4' x 10' (#152 only) size.

[See them all](#) >>>

**CHEMETAL**



#150



#151



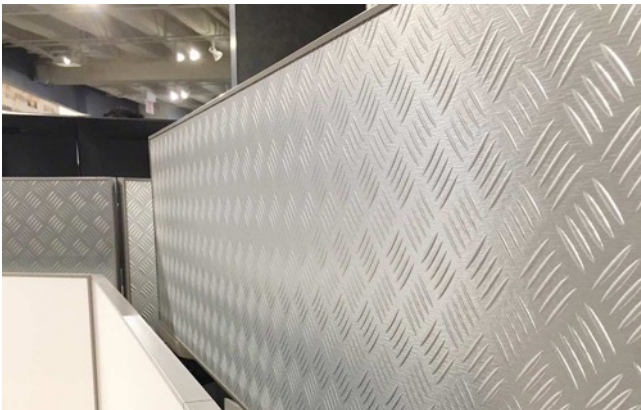
#152



# HPL Metal Laminates

Embossed and textured HPL Design Laminates.

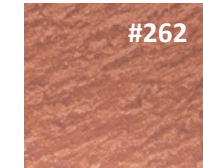
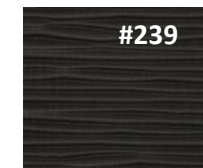
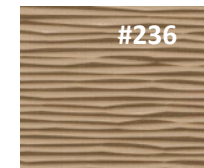
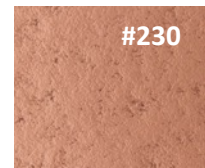
- Made by pressing a layer of metal onto an easy-to-work-with laminate backer.
- Manufactured in Germany under European quality, workplace and environmental standards.
- Durable, beautiful, and easy to apply.
- High pressure laminate (HPL) backer.
- 4' x 8' sheet size.



[See them all](#) >>>

**CHEMETAL**

*\*Not all designs shown*







# Handcrafted Metals

#300  
Series

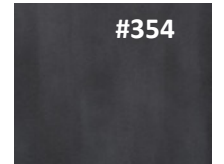
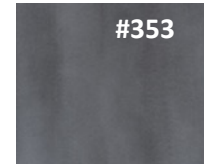
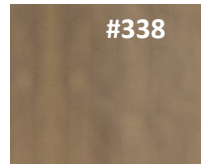
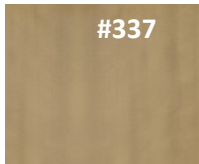
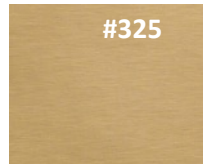
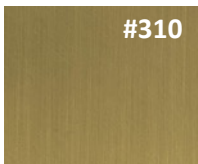
Handcrafted Metal Designs are one-of-a-kind materials produced with manufacturing consistency.

- HPL and solid metal designs on aluminum, brass and copper.
- Made by Chemetal, among company's most popular designs.
- Available in aged brass, darkened aluminum and deeply oxidized copper patinas.
- Brass designs available in 2' widths.
- 4' x 8', 4' x 10' sheet size

[See them all](#) >>>

CHEMETAL

*\*Not all designs shown*







## Deeply Brushed Metals

#400  
#500

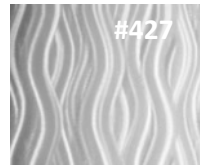
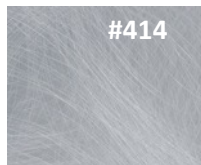
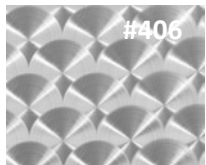
Deep brushing brings out energy and depth found only in metal. Directional and non-directional patterning that bends and plays with light.

- Hand and machine brushed for a textured, patterned design.
- Long-time Chemetal designs on aluminum.
- Solid, thin aluminum.
- Low pressure backer can be added.
- 4' x 8', 4' x 10' sheet sizes.

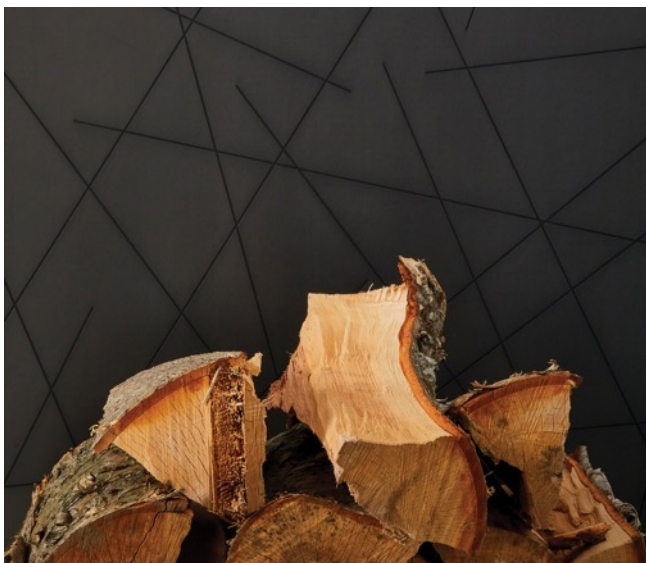
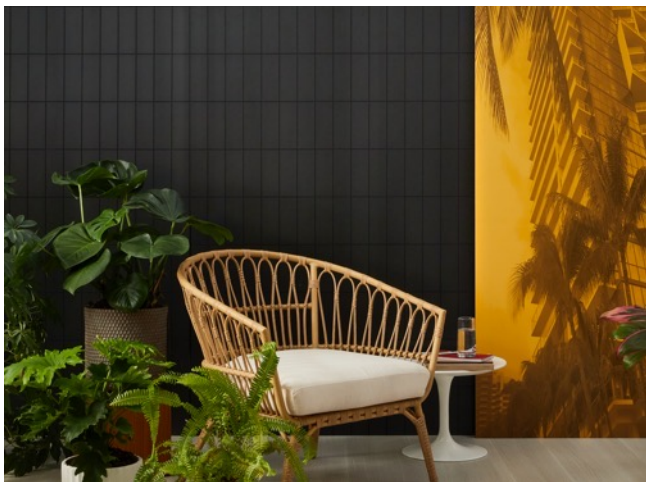


[See them all](#) >>>

**CHEMETAL**







## Surface Mode: Carve

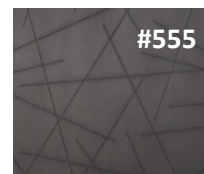
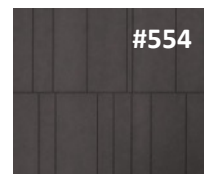
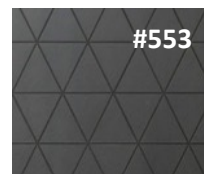
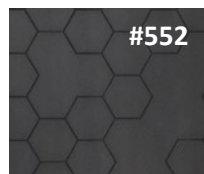
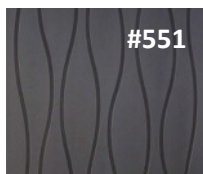
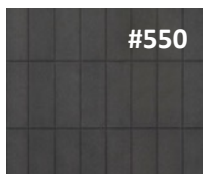
#550  
Series

Introducing Surface Mode, new CNC designs on thicker aluminum panels.

- CNC carved design panels.
- 6 standard designs, customization available.
- Popular ALU finish (#354) on .090" aluminum.
- Powder coat finishing available.
- No need for panel or MDF, metal can be applied directly to wall frame with screws/hardware.
- 4' x 8' sheet size plus custom cuts.

[See them all](#) >>>

CHEMETAL





## Surface Mode: Transparency

It's Chemetal at its most color full.  
Introducing Surface Mode: Transparency.

Featuring 9 designs on 8 colors, plus an optional frame system, Transparency is a collection of laser cut powder coated metal designs that can go just about anywhere like layered and illuminated wall , suspended ceilings, divider screens and more. No backer needed. 4' x 8' size. .062" or .09" thickness. Custom design and color options.

[See them all](#) >>>

**CHEMETAL**

#571



#572



#573



#574



#575



#576



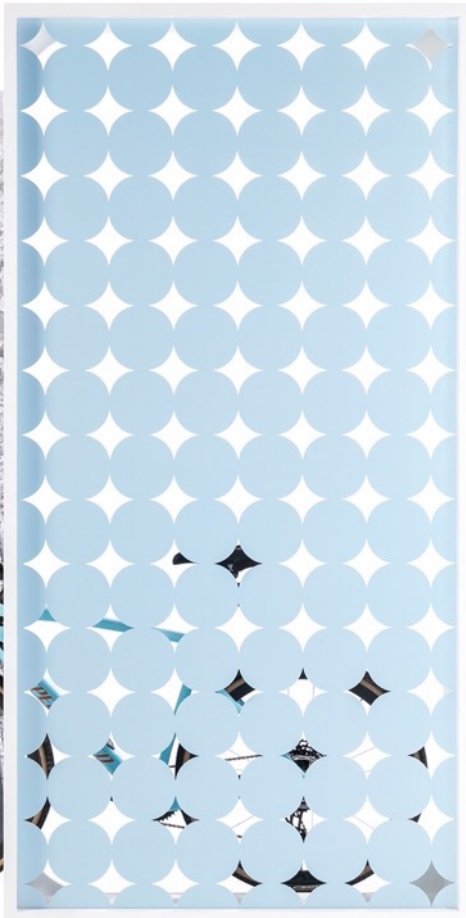
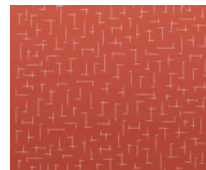
#577



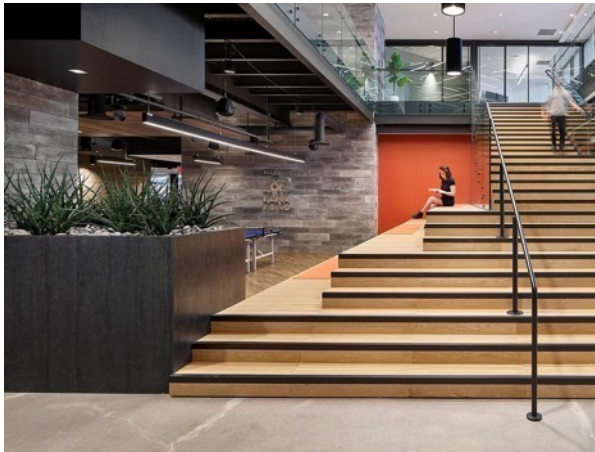
#578



#579







# Architectural Metals

#600  
Series

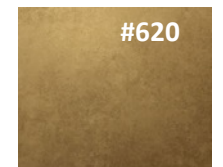
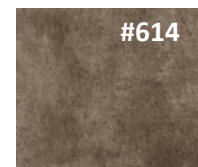
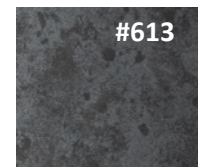
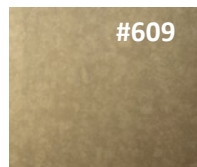
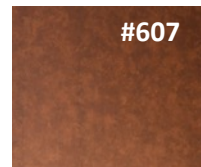
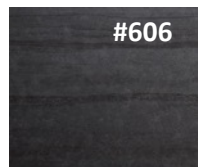
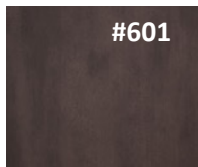
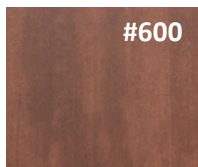
Rich, dynamic and dimensional designs representing historical metals.

- Aged metal designs.
- Exceptional quality, made in Japan.
- Printed on aluminum for consistency and durability.
- Some designs suitable for exterior use (requires exterior backer).
- 4' x 8' sheet size.

[See them all](#) >>>

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*\*Not all designs shown*







## HPL Classics

#700  
Series

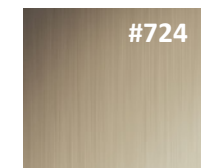
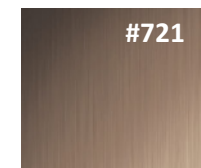
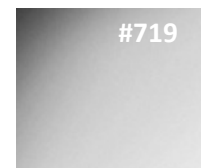
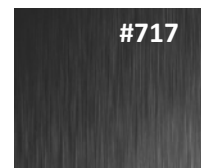
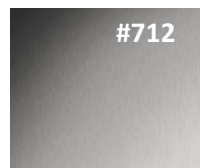
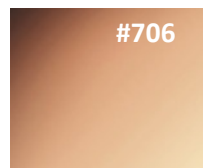
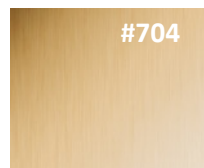
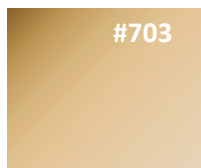
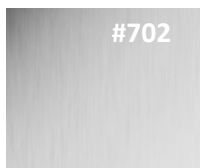
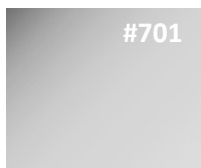
Part of Chemetal's Classic Metals, HPL Classics are popular and functional metal laminates.

- Thin metal surface means lightweight materials, making installation easier for those familiar with laminate fabrication.
- High pressure laminate (HPL) backer.
- European quality, made in Germany.
- Aluminum, copper, brass, bronze, stainless.
- 4' x 8', 4' x 10' sheet sizes.

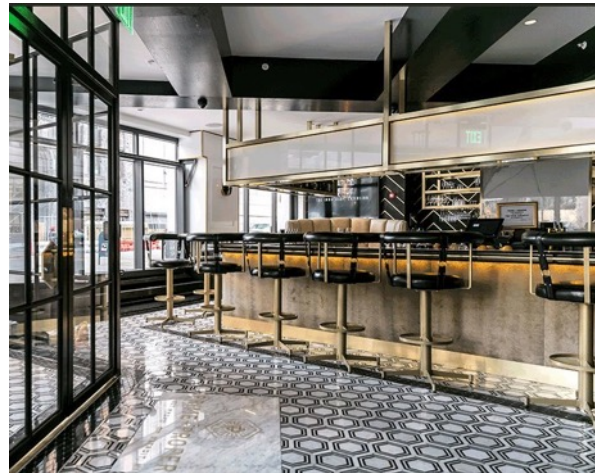
[See them all](#) >>>

CHEMETAL

\*Not all designs shown







## Traditional Classics

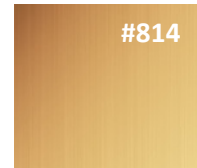
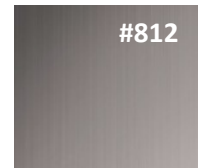
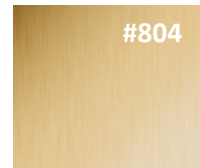
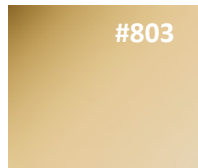
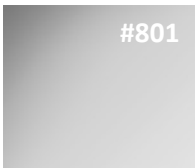
#800  
Series

Part of Chemetal's Classic Metals, Traditional Classics are exceptionally rich metals with luxurious visual depth and durability.

- Chrome-plated brass along with solid brass designs.
- Added low pressure laminate backer option.
- 2-foot width, standard lengths (8' and 10').

[See them all](#) >>>

CHEMETAL



#801

#802

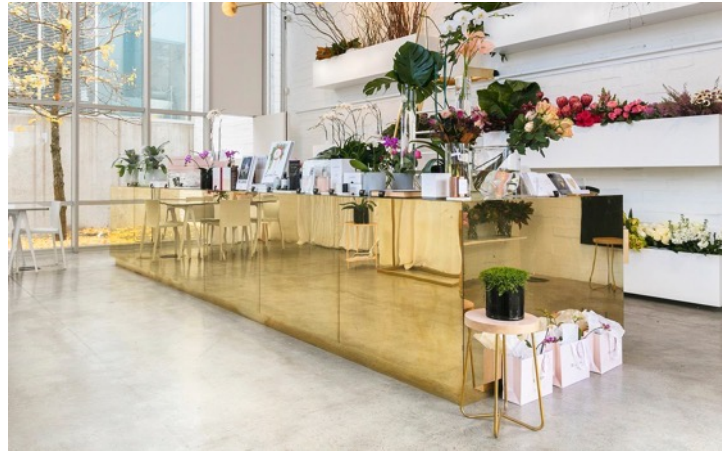
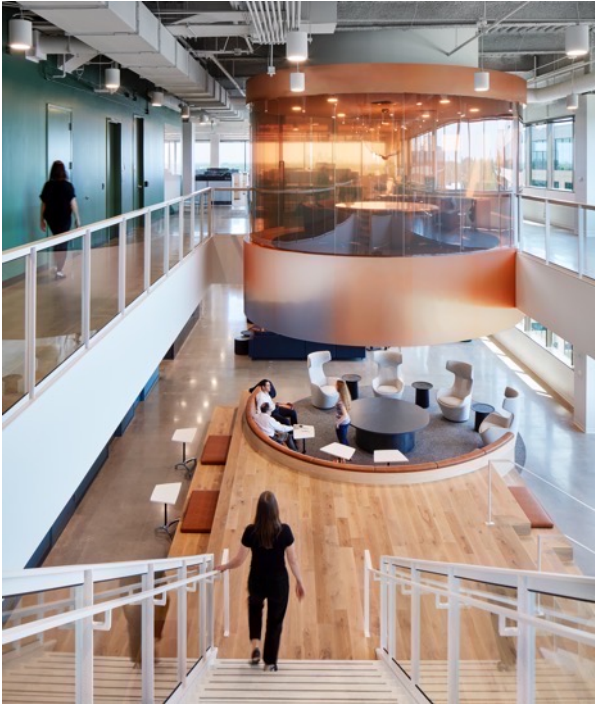
#803

#804

#812

#814





## Anodized Classics

#900  
Series

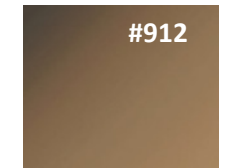
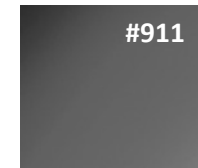
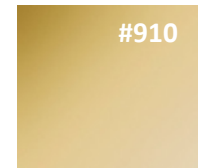
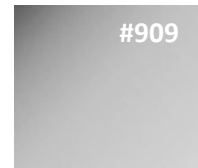
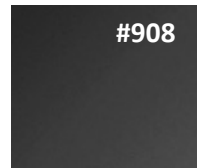
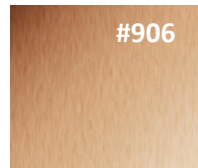
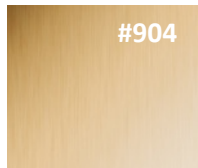
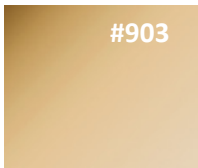
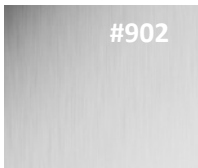
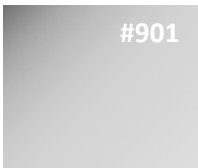
Part of Chemetal's Classic Metals, Anodized Classics create the look of any metal in durable, affordable and easy to fabricate aluminum.

- Huge selection of 24 designs.
- Anodizing process creates protective coating and allows color to be added to metal surfaces.
- Polished, satin, brushed options.
- Made in USA.
- Added low pressure laminate backer option.
- 4' x 8', 4' x 10', and custom sheet sizes.

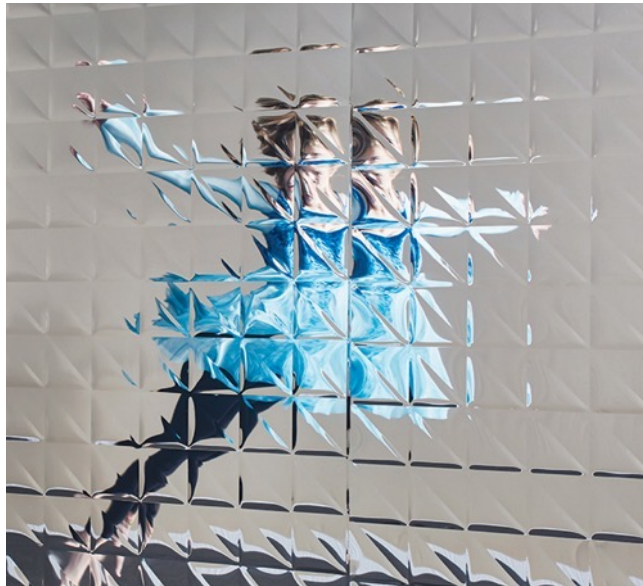
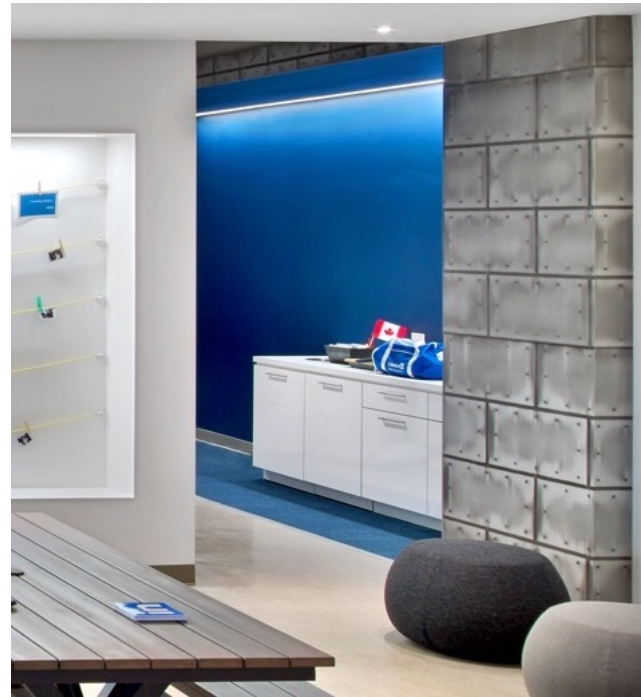
[See them all](#) >>>

CHEMETAL

*\*Not all designs shown*







## Large Format

Large format designs are made in-house using embossing, brushing and other techniques. These dynamic designs are too big for our sample chains. Many custom options are possible with these Chemetal-produced designs.

[See them all](#) >>>

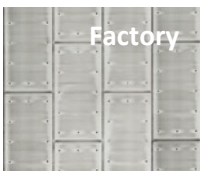
## Tints

Tints are made on #400 and #500 Series deeply brushed aluminum designs. Standard and custom colors are added to the topcoat.

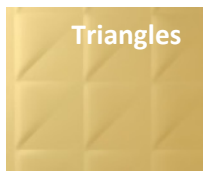
[See them all](#) >>>

**CHEMETAL**

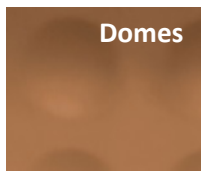
*\*Not all designs shown*



Factory



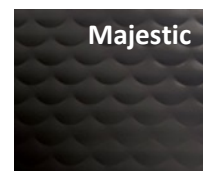
Triangles



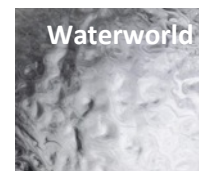
Domes



Food Truck



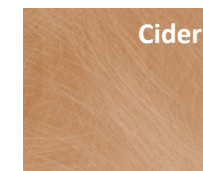
Majestic



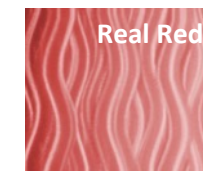
Waterworld



Chartreuse



Cider



Real Red



Sky Blue

Large  
Format





## Classic Metals

An impressive collection of beautiful, classic metal designs in Chemetal's 700, 800 & 900 Series.

Classic Metals emulate the look of more expensive metals while being easier to fabricate with woodworking equipment.

Ideal for inlays, cut-to-size, strips, panels, and anywhere design professionals want the modern, luxurious and energetic look of real metal.

Available as HPL with a laminate backer for install ease (700 Series), or as solid anodized aluminum ideal for bending and clean edges (900 Series).

Brass, bronze, copper stainless, brushed satin and polished metal looks.

[See them all](#)



**CHEMETAL**







## New Designs

Chemetal has recently introduced several new metal designs all made in-house by Chemetal.

### Here's an overview:

#### Waterworld

- Embossed design ideal for wall, millwork and ceiling.
- Looks great in polished metals (#901, #911, #903, #943).
- More affordable and easier to fabricate than stainless steel versions.

#### Surface Mode: Carve

- 6 CNC carved darkened designs on thicker aluminum.

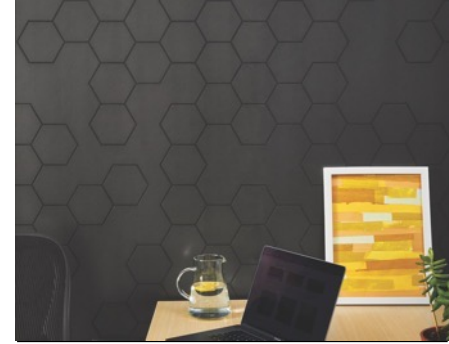
#### Surface Mode: Transparency

- Colorful, laser cut powder coated designs on thicker aluminum. Optional Frame system.

[Learn More](#)



**CHEMETAL**







## Meet the top brass.

Chemetal has a wide range of brass and brass looks throughout its massive collection.

#300 Series designs are popular aged and antiqued real brass designs created in-house.

#700 Series HPLs and #900 Series anodized aluminums, though not as rich as real brass, are convincing, durable, light in weight, affordable and available in 4' widths.

#800 Series solid brass designs are exceptionally rich and offer luxurious visual depth as well as durability.

#600 Series designs offer several brass looks as well.

[See them all](#) >>>

**CHEMETAL**







## Darkened Metals

The industrial look of darkened metals with consistency in appearance and durability.

Darkened Metals that mimic blackened steel are popular materials from Chemetal, available in a range of metal designs.

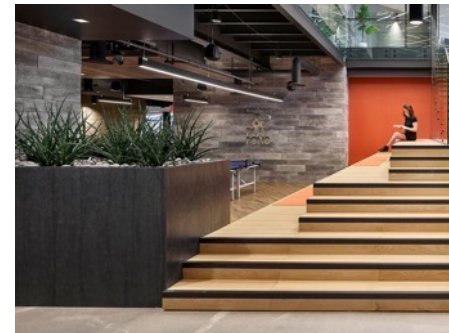
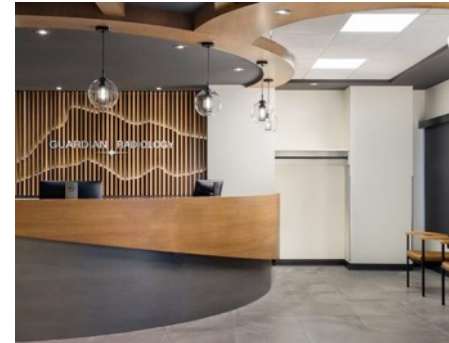
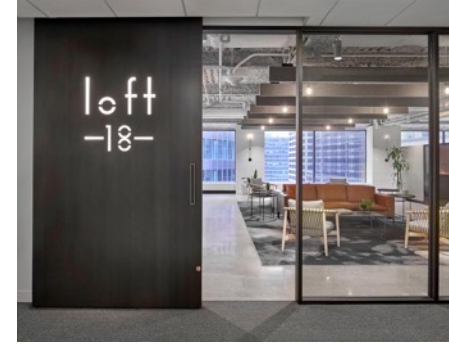
#300 Series ALU Designs (#352, #353, #354) are hand darkened aluminum sheets made in-house and available in standard (.025") and .090" thick sheets.

#600 Series Architectural offer a range of printed dark aluminum designs with depth and subtle variation.

#700 and #900 Series offer beautiful satin and brushed black metal designs in HPL and anodized aluminum.

[See them all](#) >>>

**CHEMETAL**







## Sustainability

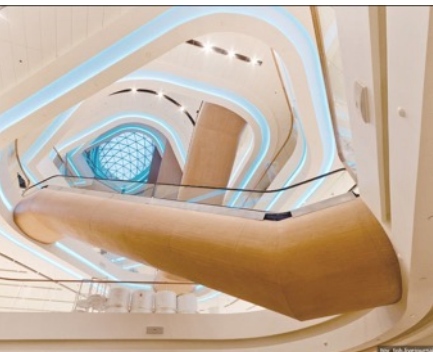
Chemetal is dedicated to providing designers with product transparency and sustainable materials.

- Most Chemetal designs are made from aluminum, one of the most easily recycled materials on the planet.
- Chemetal qualifies for LEED points
- Part of Mindful Materials, product certification library.
- HPDs (Health Product Declarations) exist for many Chemetal designs.
- Chemetal powers its facilities with nearly 1000 rooftop solar panels.

[Learn More](#)







Treefrog is a prefinished wood veneer ideal for vertical use in interior spaces.

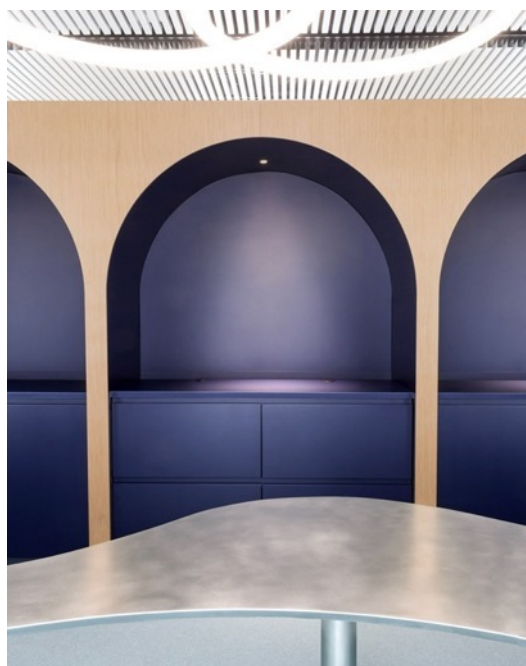
- Sublime European design aesthetic.
- Made in Italy, Treefrog is stocked in USA.
- Standard sheets sizes.
- Consistent veneer selection, sheet after sheet.
- Popular walnut and oak veneer choices.
- Flat and textured groove surfaces.
- Made in Italy, Treefrog is stocked in USA.
- Treefrog uses faster growing, more commonly occurring tree species, from documented and well managed forests, to create the look of more exotic woods.

[Learn more](#) >>>>

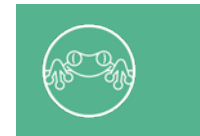
treefrog







Treefrog is turning 20. To celebrate, we introduced 11 new veneers and a greener, more flexible color matched backer.



Treefrog's new color matched wood backer eliminates the brown laminate edge and makes fabrication easier. It is more flexible and runs cross grain to the veneer face making it stable too.

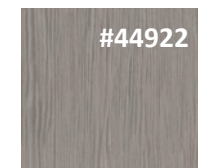
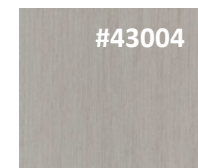
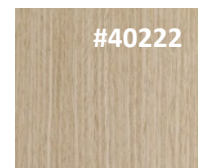
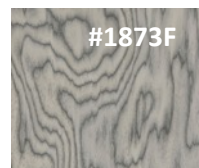
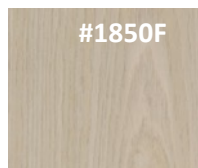
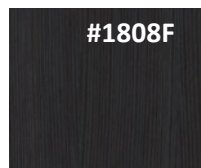
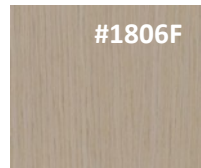
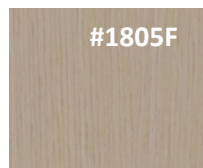
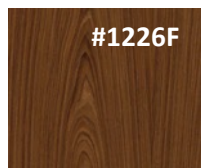
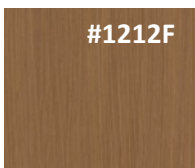
It's the same great "made in Italy, stocked in USA" prefinished wood veneer Treefrog has been selling for 20 years. The entire collection is now FSC® certified

[See them all](#) >>>

treefrog



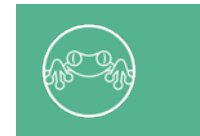
*\*Not all designs shown*







Reliable & consistent  
so you can be wild & creative.



Treefrog's unique manufacturing process ensures consistency, sheet after sheet, in design spaces of any size, making it ideal for larger projects, multi-location installs and anywhere that consistency is important. Plus, Treefrog is prefinished, which can save labor costs and let's design professionals know exactly what they're getting.

- 30+ prefinished real wood veneers.
- 4' x 8', 4' x 10' sheet sizes.
- Edge-banding options available, 15/16" width, prefinished with ABS backer.

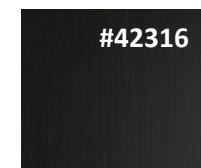
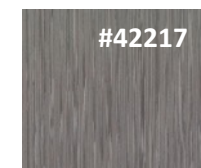
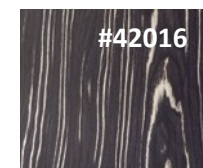
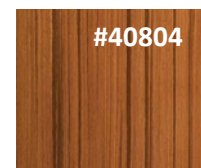
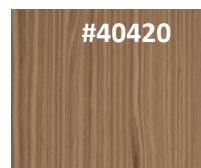
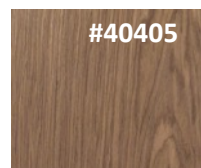
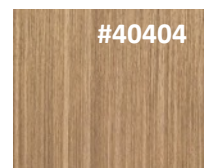
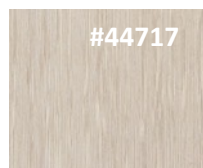
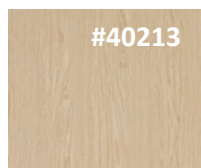
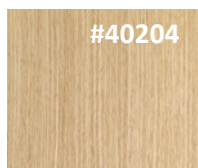


[See them all](#)



treefrog

*\*Not all designs shown*







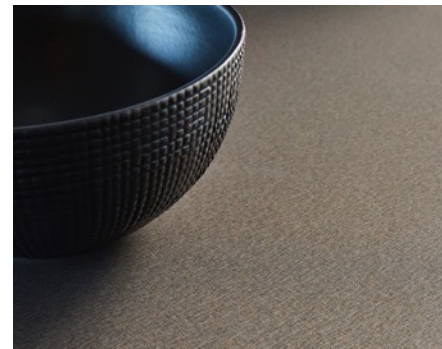
## Step into a great laminate.

InteriorArts is a curated collection of unique designer HPL laminates for use in interior spaces.

- Sophisticated neutral color palette.
- Impressive textures and European design aesthetic.
- Trending looks include light wood, metal and refined industrial surfaces.
- Stocked in USA.
- 4' x 8', 4' x 10' sizes.

[See them all](#) >>>

InteriorArts®







## Links

### Tech Data

Click on the buttons below for resources for all three brands.

Technical information, certifications, literature and downloadable resources for distributors, reps and designers for Chemetal, Treefrog and InteriorArts



### Email Alerts

Let's stay in touch (in a professional way.)

Sign up for our weekly email alerts. It's an easy way to stay up to date with what's going on at Chemetal, Treefrog and InteriorArts.

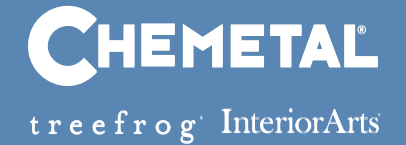
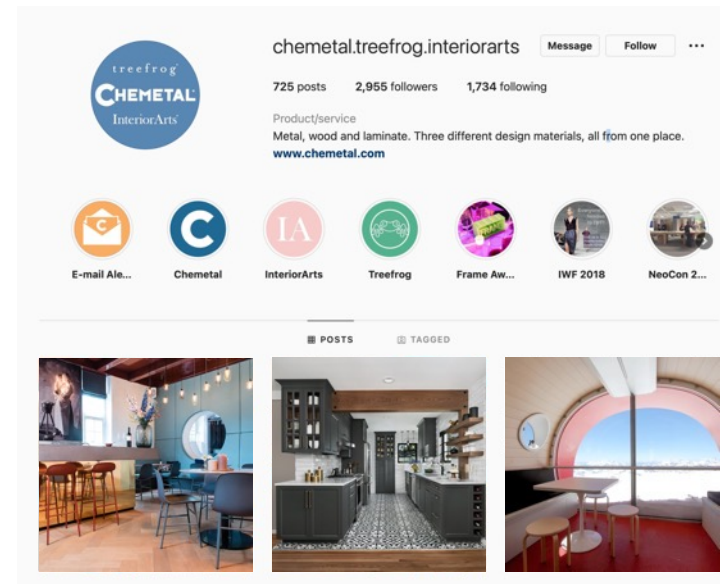
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Follow us on social media.

Scroll through our often-updated feed of project photos, tradeshow, and the latest from all three brands

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### Contact us.

For sales, samples, and customer service reach out to us Monday through Friday, 8 am – 5 pm.

800 807-7341

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[sales@chemetal.com](mailto:sales@chemetal.com)

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