

Major Retailer Chooses KYDEX® 3D Laminate

The Company

A leading specialty retailer of clothing and accessories, with more than 900 stores throughout North America, designs, contracts to manufacture, and sells high-quality, value-priced merchandise for children ages newborn to 14.

The Challenge

Each store location features spacious, bright and airy spaces with display racks and shelves arranged to distinctly separate departments and provide easy viewing of the clothing and products, including seasonal merchandise.

To help keep its stores looking fresh, attractive and contemporary, interior designs are regularly updated and fixtures are replaced every five years. But like other retailers, the company found itself facing an ongoing problem with armoires, shelving and other fixtures made from high-pressure laminate (HPL) — namely, the HPL material was prone to cracking, chipping, peeling and other surface damage, particularly in high-traffic areas.

The children's clothing retailer was seeking an alternative to HPL that would provide the design freedom they were accustomed to while providing better resistance to damage under typical retail traffic conditions, including impact from shopping carts, floor cleaning equipment and ordinary wear and tear. In addition, they hoped a more durable protective material could provide a longer lifespan for existing fixtures and, over the long term, reduce the frequency and cost of replacing expensive pieces such as armoires.



KYDEX® sheet display racks hold up extremely well against wear and tear from shopping carts.

The Solution

KYDEX® 3D Laminates are made of a thermoplastic alloy that can be moulded in three dimensions as well as on flat surfaces — making them ideal for wrapping around corners and contouring uniquely shaped fixtures and surfaces. The products come in a choice of three grades: Heavy Duty (HD), Extreme Duty (XD), and Wood Grain (WG).

For its specific needs, the children's clothing retailer chose KYDEX® XD laminate, which is well suited to membrane-pressing as well as flat laminating and fabricating/machining applications. Manufactured by KYDEX, LLC, in its ISO 9001:2000 and ISO 14001 certified facilities, KYDEX® XD laminate provides superior impact resistance to minimise the damage associated with other laminates.

KYDEX, LLC

ISO 9001 and 14001 Certified

Customer Service

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The Distinct Advantages

- KYDEX® XD sheet provides excellent definition, with the ability to incorporate compound corners and contoured edges, logos and wire management holes while eliminating the need for edge banding typically associated with HPL surfaces.
- Because KYDEX® XD sheet can be mitre-folded, it eliminates seams and improves impact resistance, especially at corners and edges. This allows designers to create three-dimensional components and complex shapes more easily than with other laminated products.
- Unique in the industry, KYDEX® sheet is available in custom colours and a wide variety of standard colours, textures and patterns. Colour matching allows for an accurate match to corporate colours and to existing in-store fixtures.
- KYDEX® XD is impact and puncture resistant to withstand traffic and maintain surface integrity for a longer time than HPL. In addition, because the colour is integral to KYDEX® XD laminate in thicknesses from 0.76 mm to 1.02 mm (0.030" to 0.040"), gouges to its surface are less visible than those to HPL, which shows colour damage with deep scratches.
- Like HPL, KYDEX® XD sheet can be either pre-laminated to substrate by a fabricator and shipped or applied to panel substrate in the field. But unlike HPL, which is brittle and subject to fractures and chipping during handling, KYDEX® XD sheet's durability makes it easier to work with in the field, for easier installation operations in hundreds of store locations.
- Like all KYDEX® sheet, KYDEX® XD laminate offers chemical resistance and fire resistance (class 1/A fire rating) for added durability. In addition, KYDEX® sheet can be cleaned with ordinary household products or harsher industrial cleansers.
- KYDEX specialises in short lead times and economic small manufacturing runs, which means KYDEX® thermoplastic sheet components can be ordered and produced as requirements demand.
- All KYDEX® thermoplastic sheet products are 100% recyclable and produced with a regard for safety, health and environmental protection.

The Results

Use of KYDEX® XD laminate in place of HPL resulted in savings of time and money, providing a better total cost of ownership for the children's clothing retailer. The new fixtures, formed with KYDEX® XD laminate, provided a durable, high-end look at a competitive price. In addition, with its ease of forming, durability and colour matching, the children's clothing retailer inspired their designers to think outside the box.

For more information about KYDEX® 3D Laminates, please contact Mike Karr, North America Business Manager, at +1.570.387.6997 x585 or by email at karrm@kydex.com.



KYDEX® XD laminate keeps the store looking fresh and contemporary.

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