



easyFairs® INTERIOR FIT-OUT

5 & 6 May 2010 – London's ExCeL

Thrown into the Lions' Lair for a re-fit!

The latest interior refurbishment innovations will be pitched to industry expert 'Lions' at a Dragons' Den-inspired contest that will be staged at the easyFairs INTERIOR FIT-OUT at London's ExCeL on 5 & 6 May 2010. The only UK show dedicated to commercial interior restoration and redesign.

No 'Theo Paphitis' or 'Peter Jones', but easyFairs will be putting together an 'expert Lions' Lair judging panel', who will be casting their critical eye over an array of the most pioneering products to be presented by three of the exhibiting companies.

Applelec Sign Components Ltd (Stand F10) will be the first company stepping into the Lair and introducing the industries first amalgamated back lighting unit. The new LED Light Sheet is a fusion of high brightness LEDs embedded within an acrylic panel, which is characterised by its slender profile, lightweight and simple design, making installation easy.

The LED light sheet works as a flat light source, opening up to a whole new world of lighting opportunities. Applelec's 3D V-cutting technology ensures that the lights are evenly reflected throughout the clear acrylic panel, which is imprinted to create a uniform chequered effect carrying an even 'free' light across the surface.

Carl Eastwood marketing manager at Appletec comments: "Size really doesn't matter when it comes to our LED light sheets. When you buy a light bulb you know exactly what you are getting; it cannot be altered in any way and proffers no truly creative possibilities. Our innovative lighting product offers energy efficient LED light sheets providing 'free' light. In essence it is a lighting component, which is only 8mm thick and can be cut to any shape or size. Bespoke shape and designs - just imagine the possibilities!"

The second company taking on the easyFairs Lions is Circum Core (stand E11), who will be showcasing their brand new partitioning product, which is the UK's first manufactured double glazed, hardwood, pre-finished system with an innovative Circular Corner Post. The corner post provides 360° versatility to build in angled and integrated electrics allowing flexibility on-site and design elegance.

Paul Wild managing director Circum Core comments "We have taken a totally fresh design approach and believe our system is superior to any other in the UK. Many systems rely on wiring/cabling through adjacent solid walls and power poles. Our glazed partitioning system with no fixed angle corners and a hollow core, allows cabling to pass through and connect to

a single standard outlet plate which can be positioned anywhere around the circumference of the pole, giving Architects and designers the creativity to wire with power.”

Lafarge Plasterboards Ltd (stand E8) will be the third company hoping to grab the judges’ attention with their new GTEC Aqua Board - the UK’s first gypsum based board that can be used in both internal and external applications. It is a direct replacement for cement particle boards, an ideal tile backing board. It is lighter than cement boards, easier to fix and cut requiring no saw and NO pre drilling. Aqua Board can also be used as an external sheathing board for external facade systems.

Sioned Webb, Trade Marketing & Communications Manager of Lafarge Plasterboard, explains: “The GTEC Aqua Board offers a new dimension in gypsum board solutions for wet environments for both internal and external application. Launched in 2008, they made a significant impact in the commercial market, but our new 15mm size boards will deliver additional performance, including enhanced acoustic, impact and fire performance. This makes Aqua Board an ideal alternative to heavier cement boards in wet and high humidity areas.”

The Lions’ Lair contests will be taking place 5th May 2010 at 1pm, in the easyFairs INTERIOR FIT-OUT learnShops theatre with all three companies competing to receive the Lions’ Lair accolade. To find out more about the competition or for any other information relating to the easyFairs INTERIOR FIT-OUT please visit www.easyfairs.com/interiorfitout-uk or phone 020 8622 4456.

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