



Press Release
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Increased presence for James Latham at design show

James Latham is gearing up for the Surface Design Show in February, where it is set to have its biggest presence yet at the UK's only annual show to focus on interior and exterior surfaces for the built environment.

As well as an impactful, eye-catching stand at its usual position on the ground level (stand 208) - where it will show a number of new additions to its range for 2017 - for the first time, this year, Lathams will also be utilising its Product Specification Showroom which is located on the Gallery level of the Business Design Centre at Suite 301.

The new showroom, which only opened in September, has given James Latham a permanent presence in the capital and is already proving to be a major success with the architect and design community. It will give visitors to the show, the opportunity to see an even wider range of Latham's massive portfolio of products - many of them exclusive and semi-exclusive – and all under one roof.

As well as Latham's highly experienced team of product specialists, during the show, the newly-created A&D specification team will be on hand to discuss the company's extensive range of products, providing expert advice to architects and designers and helping them to keep abreast of the latest trends and developments in surface solutions.

Chris Sutton, Chairman and Managing Director of Lathams Limited, commented: "This year, the Surface Design Show promises to be our biggest and best yet.

"It's a great platform to showcase what is one of the UK's widest ranges of innovative surface solutions and for 2017, not only do we have our usual stand, which in itself gives us a major presence at the exhibition, but for the first time, we are also going to have the added benefit of our new showroom where, as well as enabling us to showcase additional products and decors, we can hold meetings, give product demonstrations and offer refreshments throughout the event."

This year, among others, the products on show will include new decor launches for Egger, Kronospan and XyloCleaf, Valchromat, the innovative and highly popular, engineered coloured wood, HI-MACS solid surface, UPM composite decking, Lathams' new range of fire resistant products, KYDEX thermoplastic sheet, which is proving particularly popular within the retail sector, Accoya cladding and window sections, WoodEx, Moralt & Flamebreak door blanks and the new generation of OSB board from Smartply.

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James Latham
Tel: 0116 257 3415
Email: marketing@lathams.co.uk
Web: www.lathamtimber.co.uk