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SURFACES FOR EVERY MOOD





# ABOUT ADMIRA



ESTABLISHED IN 1975



PRESENT

# 48 YEARS

ADMIRA PTE LTD

Trendspace, 5 Sungei Kadut Street 2

#02-02/03, Singapore 729227





AWARD WINNING SHOWROOM



LONDON INTERNATIONAL  
CREATIVE COMPETITION



ADMIRA SHOWROOM

SHOWROOM

**THE LIBRARY**

Vertex #01-43/44

33 Ubi Avenue 3

Singapore 408868

T: +65 6570 3000

[thelibrary@admira.sg](mailto:thelibrary@admira.sg)

THE LIBRARY





PEARLESCENT

**ADMIRA LAMINATES SDN BHD**

11, Jalan PJS 7/21, Bandar Sunway  
46150 Petaling Jaya, Selangor, Malaysia

T: +603 5624 1180 F: +603 5624 1097

E: [marketing@admira.my](mailto:marketing@admira.my)





## ADMIRA REGIONAL PRESENCE



SINGAPORE HEADQUARTERS  
Trendspace  
5 Sungei Kadut Street 2  
#02-02/03 Singapore 729227



SINGAPORE SHOWROOM  
The Library  
33 Ubi Avenue 3, Vertex  
#01-43/44 Singapore 408868



MALAYSIA REGIONAL OFFICE  
11 Jalan PJS 7/21  
Bandar Sunway 46150  
Petaling Jaya Selangor, Malaysia







# FLAGSHIP PRODUCTS



**Traceless**®

FINGERPRINT-RESISTANT LAMINATES



**Xtreme**

SOFT VELVETY LAMINATES



**RAUVISIO noir**™

MONOTONIC MATTE LAMINATES



**FORREAL**

REALISTIC TEXTURED LAMINATES



**Bespoke**

ASIA'S FIRST COLOURABLE LAMINATES



**CERARL**

JAPAN-MADE FIBERGLASS PANELS

COUNTRY OF ORIGIN



JAPAN



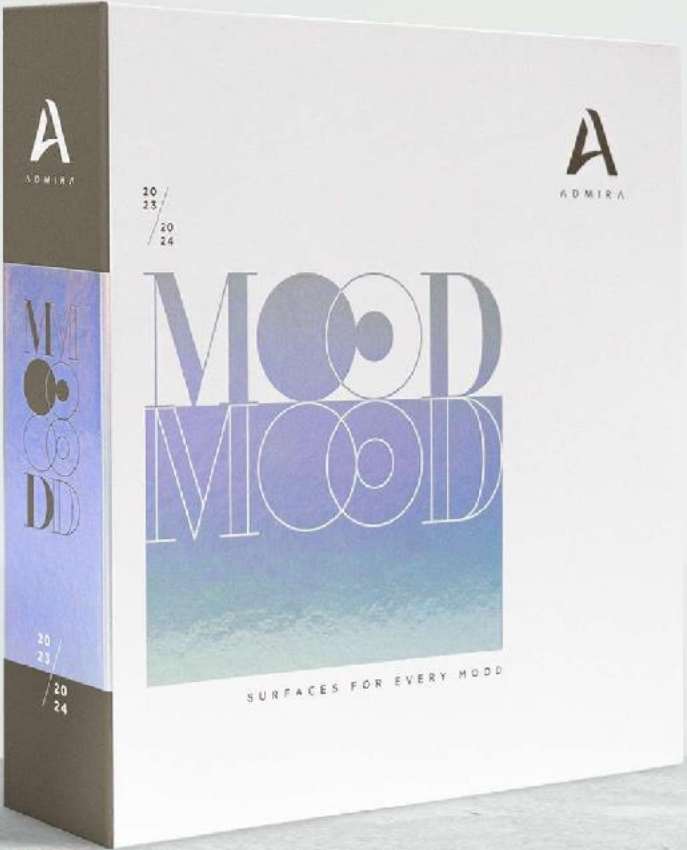
GERMANY



ITALY



FEEL AND CONNECT WITH  
NATURE







ADMIRA

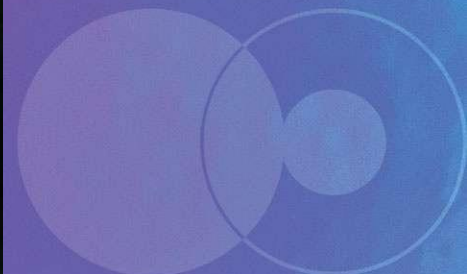
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HIGH PRESSURE LAMINATES

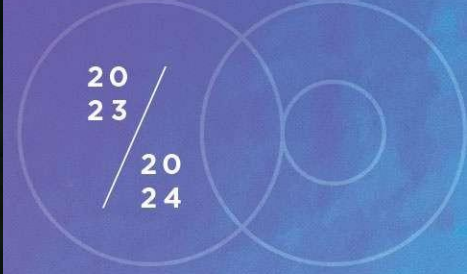




ADMIRA

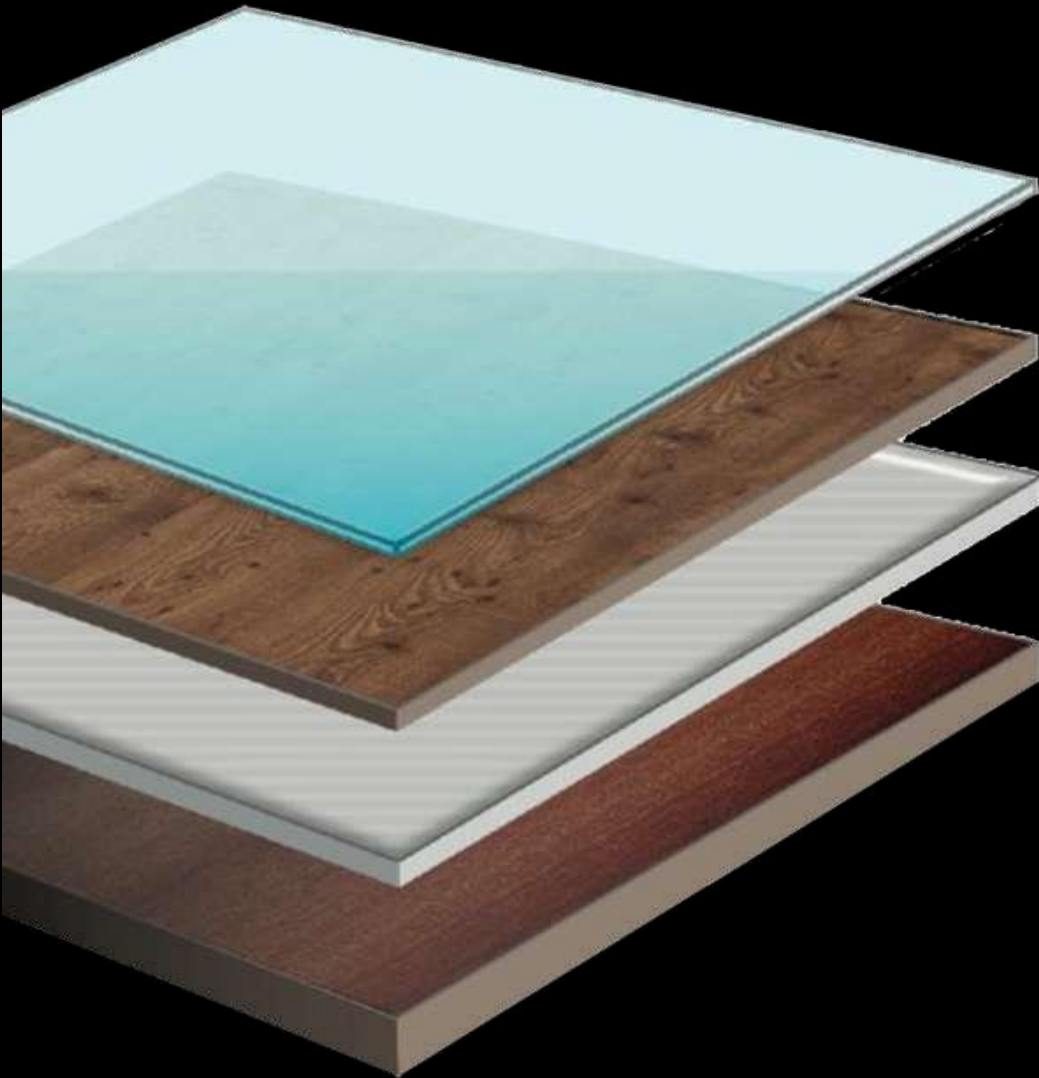


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MANUFACTURING PROCESS

# LAMINATE COMPONENTS



## OVERLAY (PROTECTIVE LAYER)

- IMPREGNATED WITH MELAMINE RESIN
- DURABLE AND NON-POROUS
- RESISTANT TO WEAR & TEAR, WATER AND STAIN
- EASY MAINTENANCE
- ELECTRON BEAM CURING
- SURFACE – MATT/GLOSS/METALLIC
- TEXTURE – WOOD/FABRIC/MARBLE

## DÉCOR PAPER

- IMPREGNATED WITH MELAMINE RESIN
- 4K HIGH RESOLUTION PRINTING
- RESISTANT TO UV COLOUR FADING (HIGH QUALITY INK)
- DESIGN – WOODGRAIN/STONE/PATTERN/DIGITAL PRINT

## UNDERLAY

- USED FOR LIGHT COLOUR DÉCOR PAPER ONLY

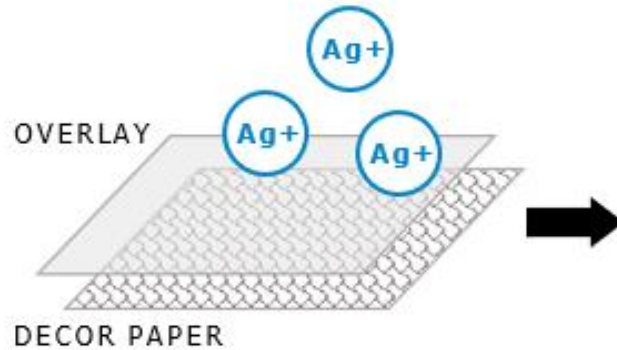
## CORE

- MADE OF KRAFT PAPER IMPREGNATED WITH PHENOLIC RESIN
- CORE STRUCTURE THAT DETERMINES THE THICKNESS
- THICKNESS OF 0.8MM/1.0MM/1.2MM

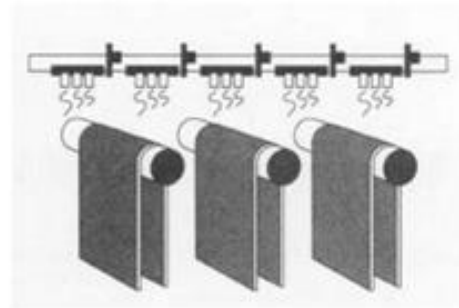


# ANTIMICROBIAL LAMINATE TECHNOLOGY

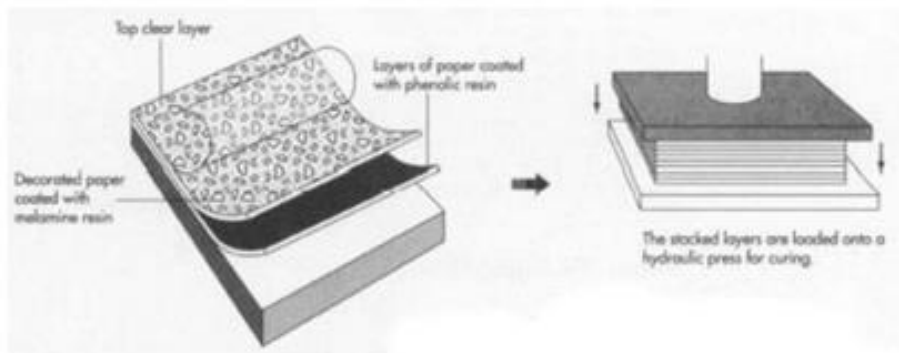
## 1. IMPREGNATION PROCESS



## 2. DRYING PROCESS



## 3. THERMOSETTING



### IMPREGNATION

- MELAMINE RESIN IS COMPOUNDED WITH SILVER ADDITIVES
- SILVER MATERIAL IS INCORPORATED IN BOTH OVERLAY AND DÉCOR PAPER

### DRYING

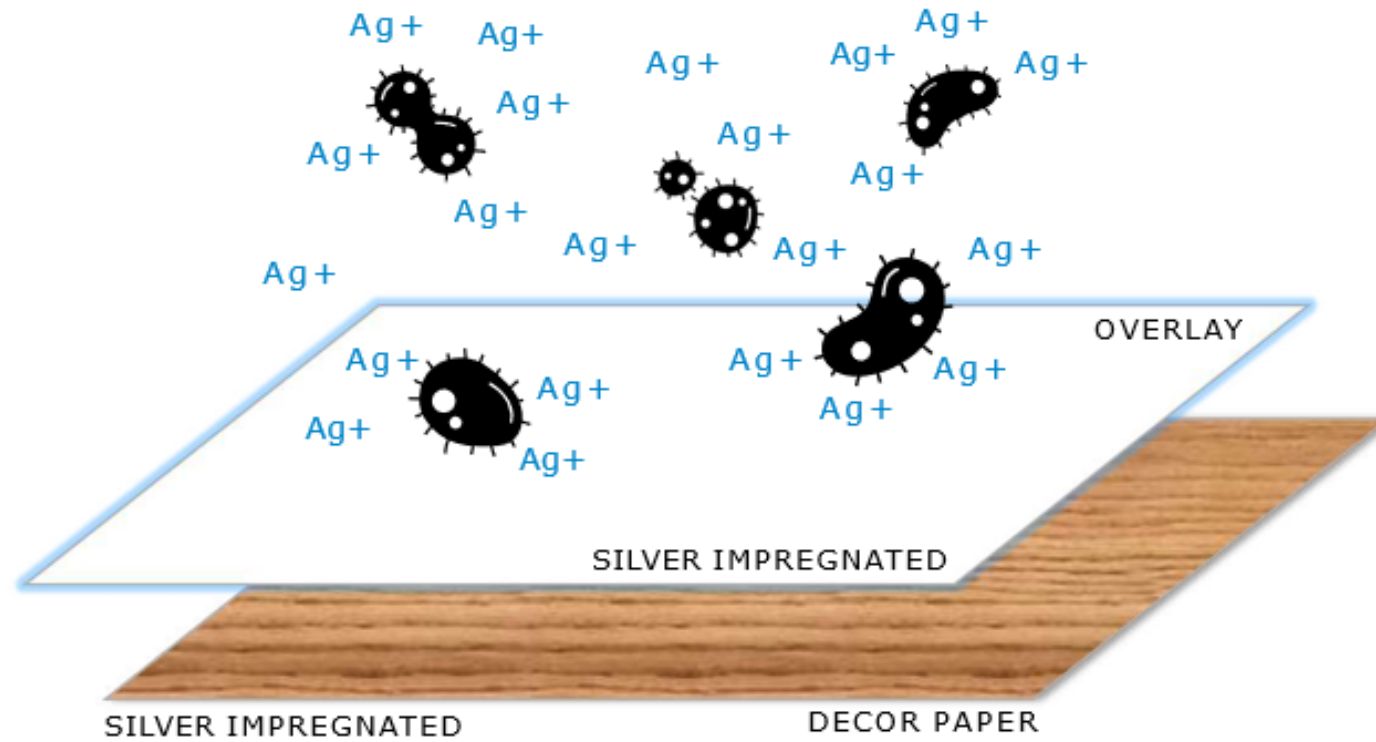
- RESIN-IMPREGNATED SHEETS ARE INSERTED INTO A DRYING CHAMBER

### THERMOSETTING

- LAYERS OF PAPER ARE LOADED ONTO A FLAT-BED HYDRAULIC PRESS FOR FINAL CURING



# HOW MICROBES REACT TO ANTIMICROBIAL LAMINATES



Our laminates release silver ions (AG+) during the oxidation process to inhibit the growth of microbes when they come into contact with the surface

# PRODUCT TESTING LOGOS



PRODUCT SAFETY  
AND COMPLIANCE  
TESTING



FIRE SAFETY  
TESTING



CERTIFIED ECO  
FRIENDLY PRODUCT



COMPLIED WITH  
INDUSTRY CRITERIA  
FOR LOW  
EMISSIONS



COMPLIANCE OF  
MATERIALS AND  
CHEMICALS USED  
FOR FOOD  
PACKAGING  
PRODUCTION





# FOR REAL CAMPAIGN

# LOOKREAL FEELREAL FORREAL

- DEEPLY TEXTURED TO MIMIC THE REAL THING
- DISTINCTIVELY RAW AND UNIQUE TO THE TOUCH
- REALISTIC AND MODERN APPEARANCE

CONCRETE



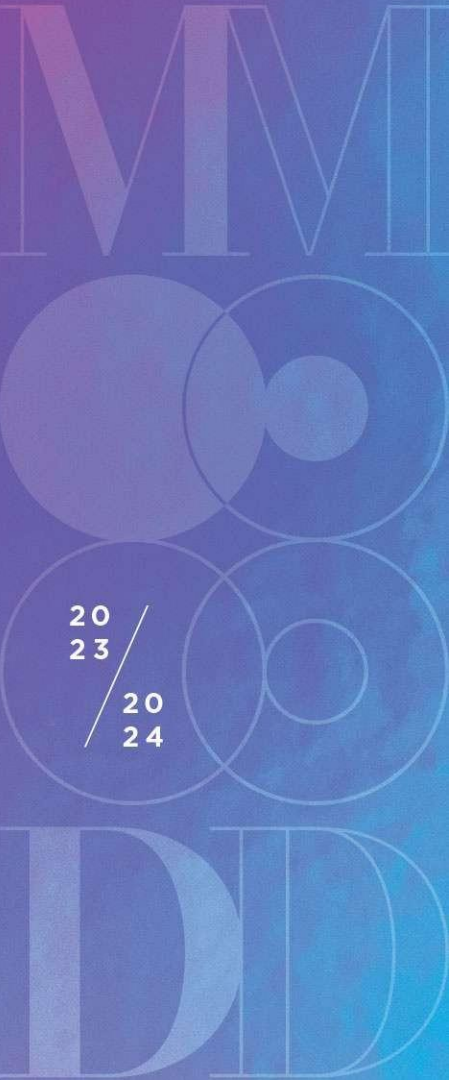
STONE



FABRIC







SOLID



## DELIGHT FEATURES

- DELICATE AND IRRESISTIBLY SOFT TO THE TOUCH
- EXTREMELY SMOOTH TEXTURE
- SPECIALLY CURATED NEUTRAL TONES TO EMANATE HINTS OF WARMTH AND CALMNESS – PROVIDING YOU WITH FLEXIBILITY IN DESIGN







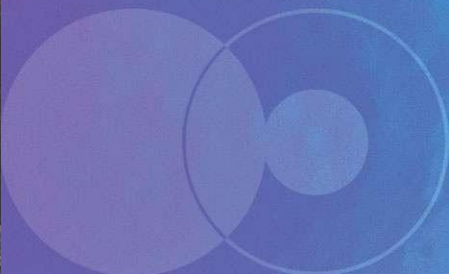
FEATURED LAMINATES  
CJT 282 SL – PORCELAIN  
CJT 285 SL - SAHARA



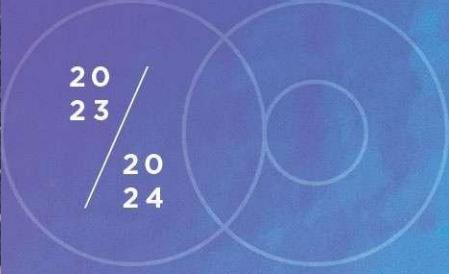




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WOOD



# WOOD – PRODUCT DESCRIPTION



FULL CROWN



HALF CROWN



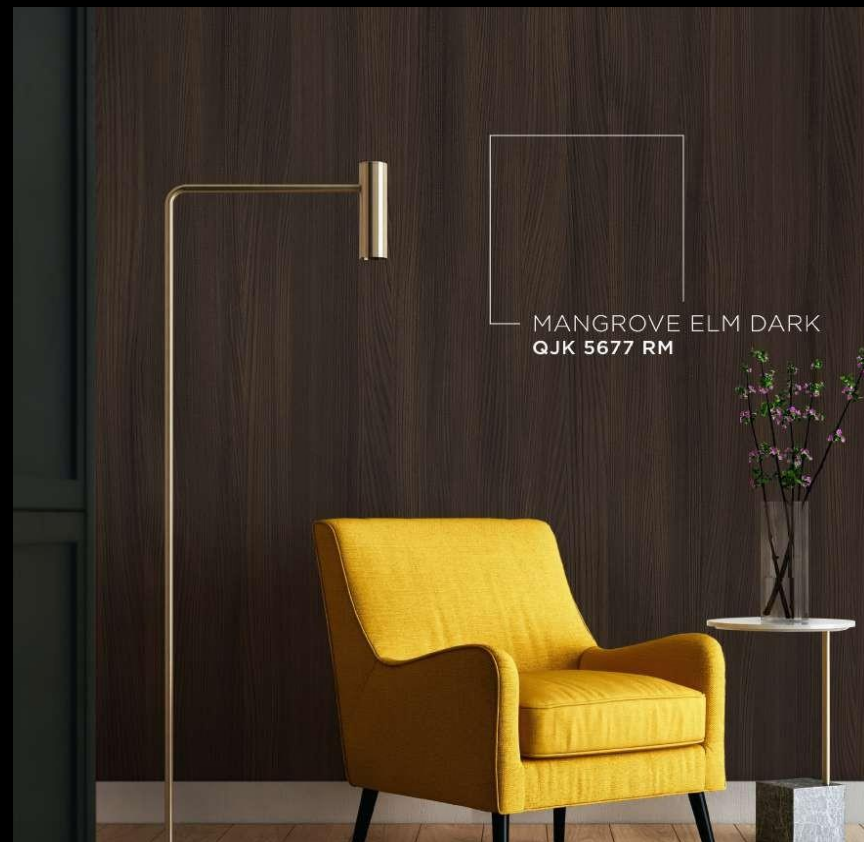
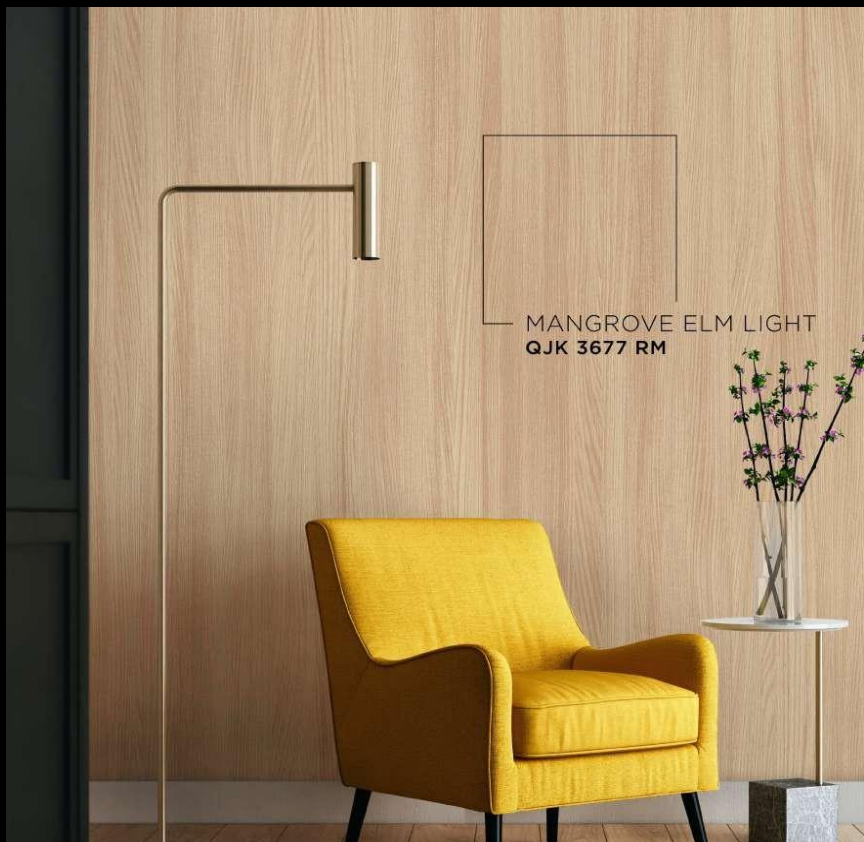
EYES



HORIZONTAL



PLANK







NEW



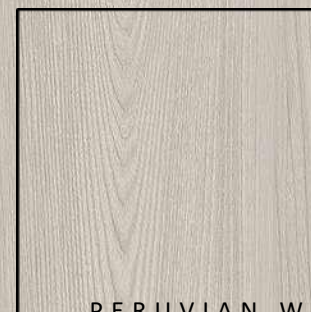
WILTSHIRE ELM  
QDM 7187 NW







NEW



PERUVIAN WHITE

QJK 2761 RM



NEW



NORWEGIAN MAPLE  
QDK 7155 SV



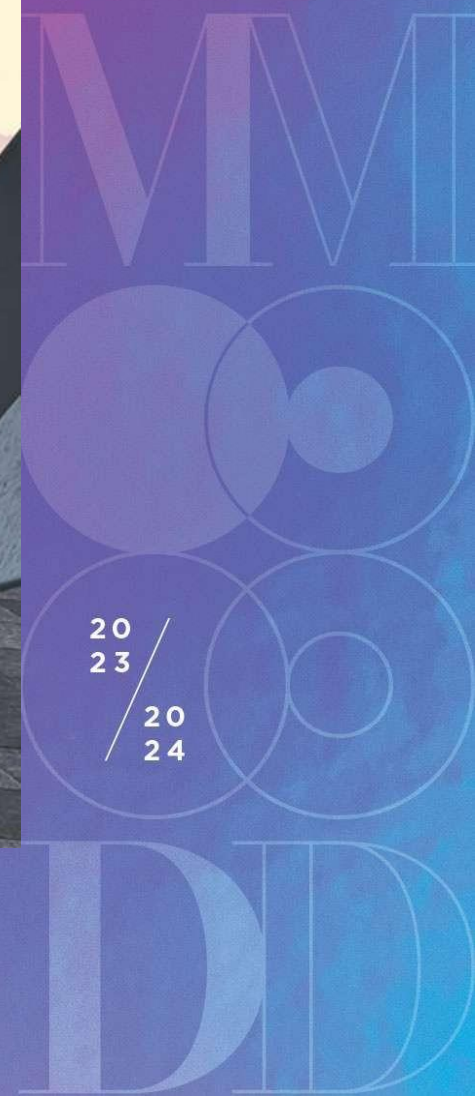




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MINERAL













NEW

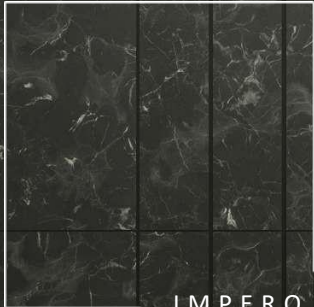


— PARTHENON GREY

JJK 1655 MT







IMPERO GLOSS  
JAL 6188 G





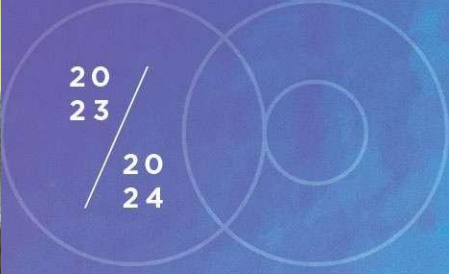
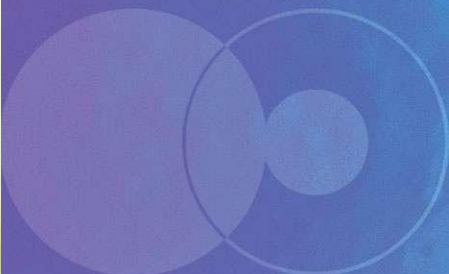


LUCIDO BLACK GLOSS  
JAG 5655 G





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TRACELESS



# Traceless<sup>®</sup>

## FINGERPRINT-RESISTANT LAMINATES

When we say Traceless, we mean it both ways.  
Admira's range of fingerprint resistant high pressure laminates  
are antimicrobial and leave no traces  
of fingerprints or bacteria behind.



# Traceless®

FINGERPRINT-RESISTANT LAMINATES

- ANTIMICROBIAL
- FINGERPRINT RESISTANT
- MATCHING EDGE BANDS
- STRAIGHT GRAIN
- HALF & FULL CROWN
- GREEN LABEL

FEATURED LAMINATE

QBL 1128 W – FOREST CHARCOAL







FEATURED LAMINATES  
QBL 3560 W – KYOTO NITE  
QBL 776 W – DARK FOREST OAK

NEW



SHADOW  
CBK 3133 N

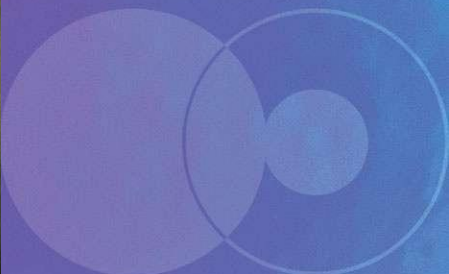






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DD

XTREME

# Xtreme

Captivates in a way never seen before.  
Enormous colour transparency and depth with a comfortably warm, velvety, and soft feel. The electron beam cured surface reflects its metallic polished look that suits contemporary living.



FOOD  
SAFE



FINGERPRINT  
RESISTANT



SOFT, WARM &  
VELVETY SURFACE



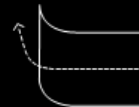
SUPER MATTE  
SURFACE



QUICK & EASY  
CLEANING



CHEMICAL  
RESISTANT



UP TO RADIUS 10X  
POSTFORM GRADE

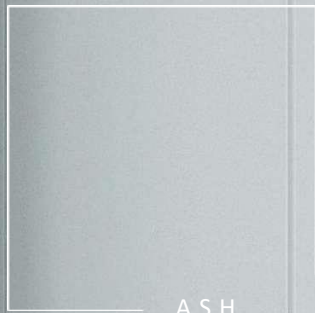


MATCHING  
EDGEBAND





MEDITERRANEAN  
CDP 1613 XM

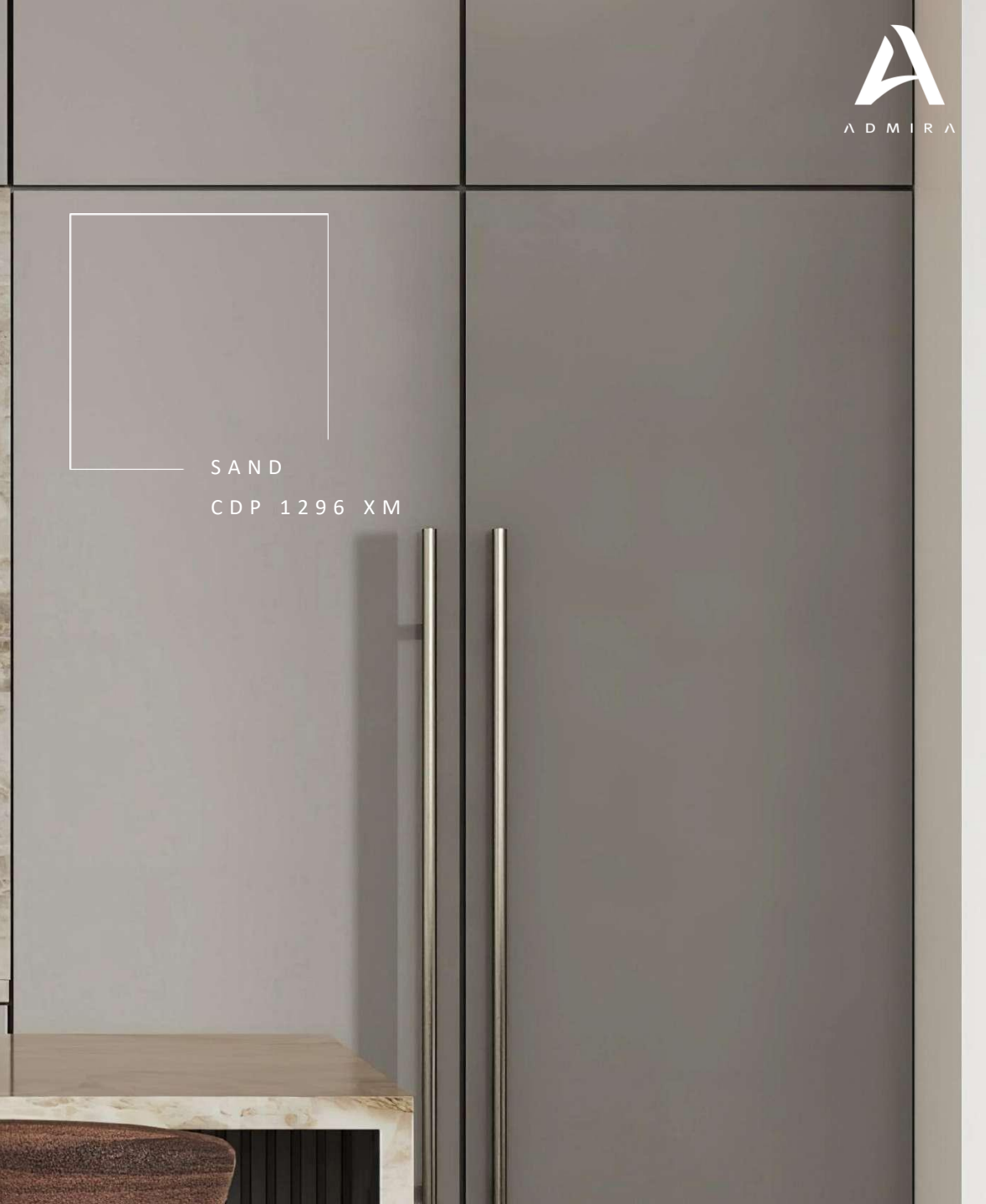


ASH  
CDP 1242 XM





SAND  
CDP 1296 XM







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BESPOKE



# Bespoke

First in Asia to produce colourable laminates, collaborating with local talent – Trivialities.

Cat Conversations is a colourable and reusable laminate designed for the young at heart.



WATER-BASED  
MARKER



COLOUR  
PENCIL



WASHABLE  
WATER-BASED  
CRAYON





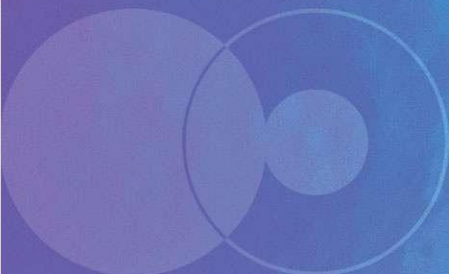
# Bespoke

CAT CONVERSATIONS

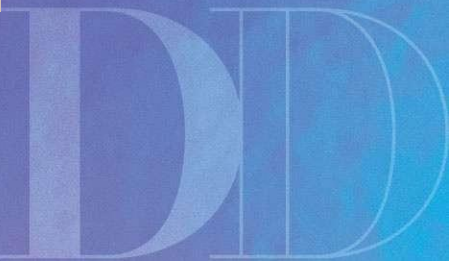




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BRILLIANCE NOIR



# BRILLIANCE NOIR

Experience the beauty of BRILLIANCE noir, a lush surface that obscures fingerprints and scratches leaving nothing to chance. Transcend your senses with the immaculate appearance and texture of the matte finish designed to withstand everyday use.



THERMAL  
HEALING



ANTI-  
FINGERPRINT



ANTI-  
MICROBIAL



FIRE  
RETARDANT



CHEMICAL & STAIN  
RESISTANT



BRILLIANT  
MATTE



HYDRO  
REPELLENT



HIGH SCRATCH  
RESISTANT



HIGH IMPACT  
RESISTANT



MATCHING  
EDGEBAND



BRILLIANCE  
NOIR

A  
ADMIRA

# The touch of Brilliance

Made in Europe, BRILLIANCE NOIR is designed to be the ultimate expression of richness and elegance. Its alluring surface conceals fingerprints, scratches and other marks, creating a refined look that withstands everyday use.

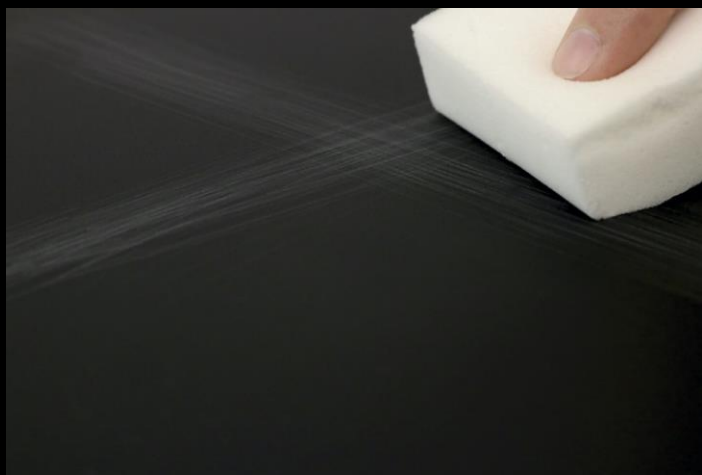




## THERMAL SELF HEALING

BRILLIANCE NOIR is an extremely resistant and durable surface with thermal healing properties. Micro-scratches can heal independently or with the use of friction or heat.

To begin the **thermal healing process**, rub a dry or moist magic sponge over the micro-scratches. Surfaces will be healed in a short amount of time.



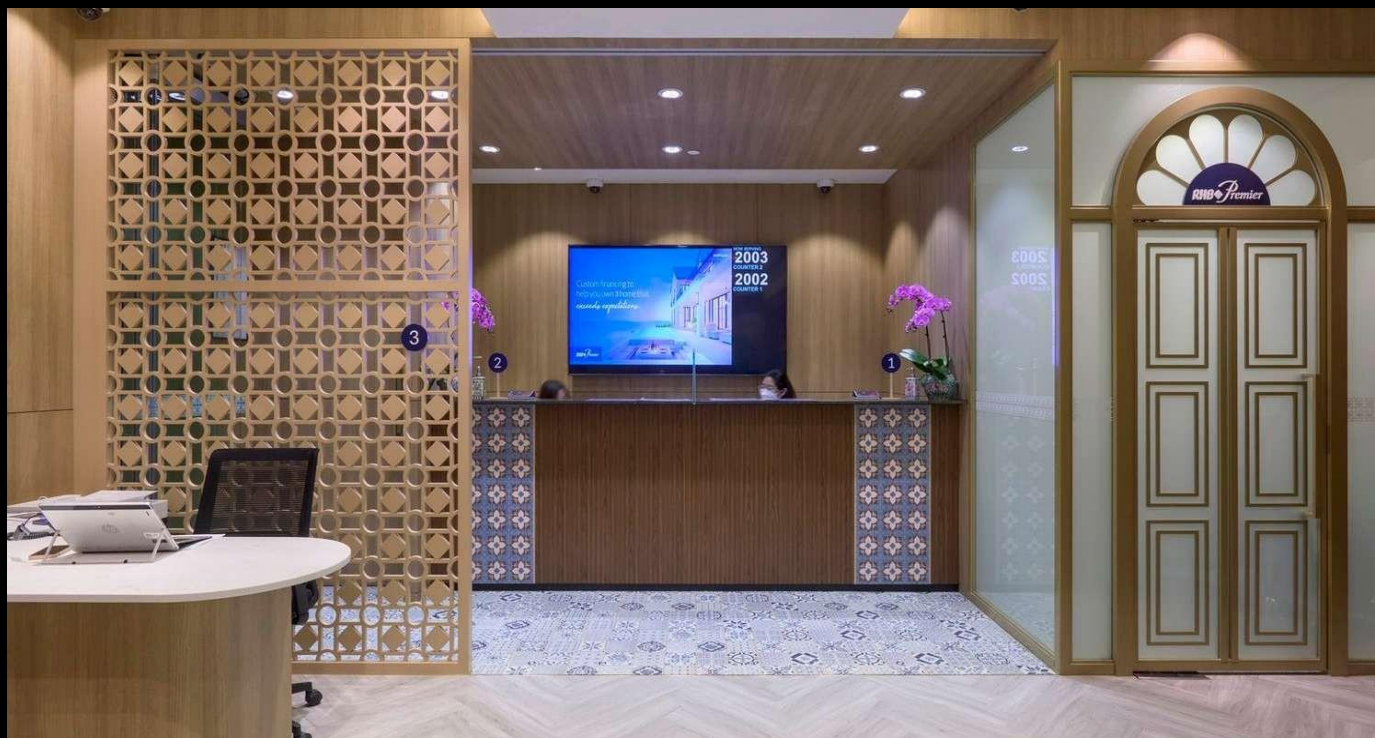
# COMMERCIAL REFERENCES



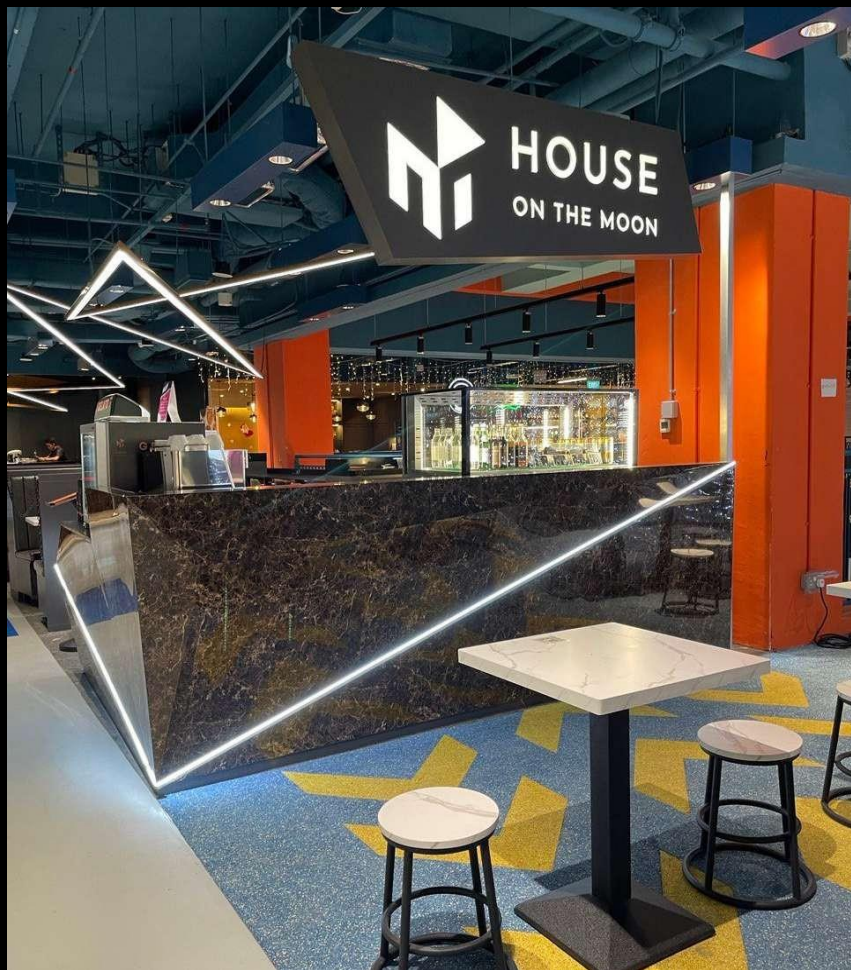


FEATURED PRODUCTS  
QJG 1695 RM – FUMED OAK NATURAL  
FCW 1711 – TORINO WALNUT  
ACS 1913 – CORONA MARBLE







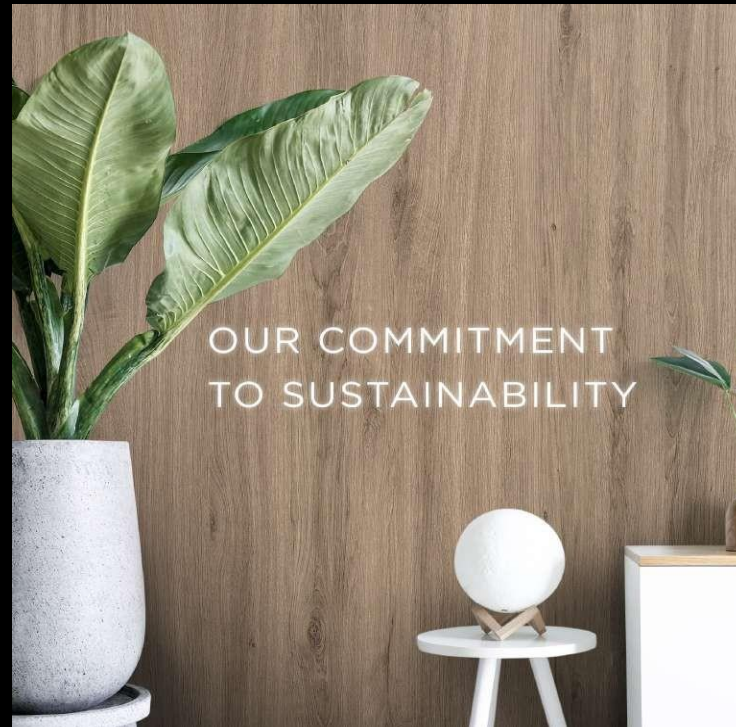


FEATURED PRODUCTS  
JFS 1040 G – EMPERADOR MARBLE

# SUSTAINABILITY EFFORTS



# SUSTAINABILITY EFFORTS



Admira is a brand that stands for sustainability, innovation, and quality. We are always looking for ways to be more responsible and sustainable.

To achieve this, we have adopted some initiatives to reduce our carbon footprint:

- Using GreenLabel Singapore certified products
- Recycling unused Admira samples

# CROSS-MARKETING DIGITAL PLATFORMS



# Online Cross-Marketing:

- Corporate website
- Instagram and Facebook



**admirahpl**  
Admira Pte Ltd

admirahpl Rovere Americano is a lovely option for those who want to create a subtle yet inviting space in their home.

This laminate has been designed to recreate the look and feel of natural woodgrain, allowing you to create a truly unique space that takes your home from ordinary to magnificent!

Stop by The Library today to view our full-sized wood laminate collection! Make an appointment with us if you prefer a 1 on 1 consultation; alternatively, walk-ins are welcome! 😊

Interior Designer:  
idesignerlab (@idesignerlab)

Photographed by:  
Patrick Lau (@patricklau.photography)

Laminate used:  
QAG 3385 RW - Rovere Americano

Give us a shout out or tag @admirahpl to be featured on our feed!

#admirahpl #admirasg #laminates #surfaces #admiradreams #admirasurfaces #admiracreats #admiralaminates #roominspo #interiordesign #homedecor #livingroominspo #housegoals #houseflipping #interiordecor #bto #sginterior #sghome #homedesign #homeinspo #wood #rovereamericano #idesignerlab #thelibrary

Edited · 5w

aosbath It has the visual appeal of fine wood!

View insights

Liked by idesignerlab and 52 others

OCTOBER 11


Add a comment...

**Admira Pte Ltd**  
Published by Admira Hpl · 26 October at 10:45

The majestic contrast between our Kyoto Nite wood grain laminate and a misty veined marble countertop creates a space unlike any other. Wood and marble materials add a new dimension to the design of a modern interior and can be used in a myriad of ways.

Learn more by visiting our showroom and experiencing the texture of the laminates for yourself. Explore our variety of Traceless laminates today!

Interior Designer... See more



593 People reached

17 Engagements

Boost post





*THANK YOU*



@admirahpl



[www.admira.sg](http://www.admira.sg)

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