

## **Product performance guarantees and support: choose your supplier wisely**

As the choice of materials continues to expand it is important to be informed and to choose materials you can trust. Have you checked lately that the materials you work with carry a meaningful warranty supported by a trusted supplier?

In today's market there are a proliferation of products and services available, from structural to decorative, and everything in between. As the marketplace becomes increasingly global, we're seeing more and more imported product enter New Zealand, but often without the product quality and service guarantees expected by the New Zealand market.

Recent research\* conducted by EBOSS, supplier of New Zealand's largest architectural product information database, demonstrated that product performance and meaningful warranties are key for both specifiers and builders:

- Supplier stands by what they say (91%)
- Supplier is a known and trusted entity (83%)
- Supplier has detailed, easy to understand and readily available warranty information (86%)
- Supplier provides reliable technical support (90%)
- Products perform in accordance with NZ standards (90%)
- Products achieve product claims made by suppliers (84%)
- Suppliers provide supporting technical information and maintenance information to pass on to end users (97%)

At Laminex New Zealand we're proud of our long-standing history as a New Zealand business, and as part of the Fletcher Building group. We warrant all our products, from the 7 year limited warranty of our Formica and Laminex branded laminates, through to the 50 year warranty of structural products such as Trade Essentials Strandfloor. We stand by all our products, providing detailed installation and fabrication instructions as well as full care and maintenance guidelines for end users, to ensure that our products really do stand the test of time. These, along with warranties for all of our products, are readily available on our website. Our YouTube channel provides a range of informative videos to assist with installation, cleaning and maintenance. To support this we have a team of four full time technical managers who are on hand to help with specification, installation and after care queries. Together they have over 110 years industry experience across sales, support and fabrication.

In addition to this, where required, our products carry BRANZ industry appraisals so specifiers can be assured that our products perform to the New Zealand Building Code.

We're also upfront and transparent about the ingredients of our products with several, such as Strandfloor, StrandfloorH3.1, Strandboard and Laminex Solid Surface being recognised as 'Red List Free' in the Declare database, which is the approved product list for the Living Building Challenge. A full matrix of our products and their sustainability criteria can be found in the sustainability section of the Laminex New Zealand website.

Our purpose is to be a trusted business partner providing New Zealand's premiere decorative surface and panel offer supported by meaningful warranties, expert knowledge and the best technical expertise in the market. We do so whilst being responsible for our actions – socially, ethically and environmentally, consistently refining our products and processes.

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\*EBOSS Specified 2016. Percentages quoted reflect attributes rated extremely or very important by respondents.