



## ORAC STARTS 2009 IN STYLE

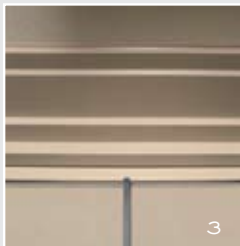
INTERIOR DECOR SPECIALIST INTRODUCES  
A NEW COLLECTION OF XL MOULDINGS

**ORAC, the famous interior decor specialists are getting the new year off to an ambitious start with a distinctive rebranding and a brand new collection of extra large mouldings. In short, everything is in place to start 2009 in style.**

### **REBRANDING: ORAC LUXXUS, ORAC AXXENT & ORAC BASIXX**

ORAC has carried out a rebranding in order to position its different ranges more distinctly. The basic coordinating brand is still ORAC DECOR, a trendsetting decor brand of plastic architectural decorative elements. The range is both creative and innovative, providing functional and decorative solutions for both professional and amateur interior designers.

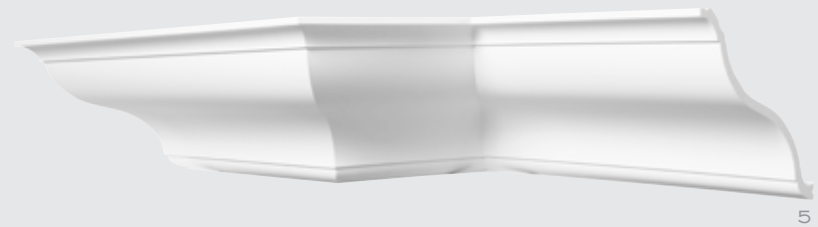
There are three sub brands within the umbrella ORAC DÉCOR brand: ORAC LUXXUS, ORAC AXXENT and ORAC BASIXX. ORAC LUXXUS has been positioned differently. It is an exclusive range of creative mouldings and decorative accessories with a strong visual impact. The various mouldings are made from high-quality polymers such as Duropolymer<sup>®</sup> and Purotouch<sup>®</sup>. ORAC LUXXUS also includes a complete range of innovative indirect lighting. ORAC AXXENT consists of professional cornices, dado rails and skirting boards made from Duropolymer<sup>®</sup> which are intricately detailed to add a unique touch to your home. The standard range ORAC BASIXX consists of functional to slightly decorative Durofoam<sup>®</sup> cornices.

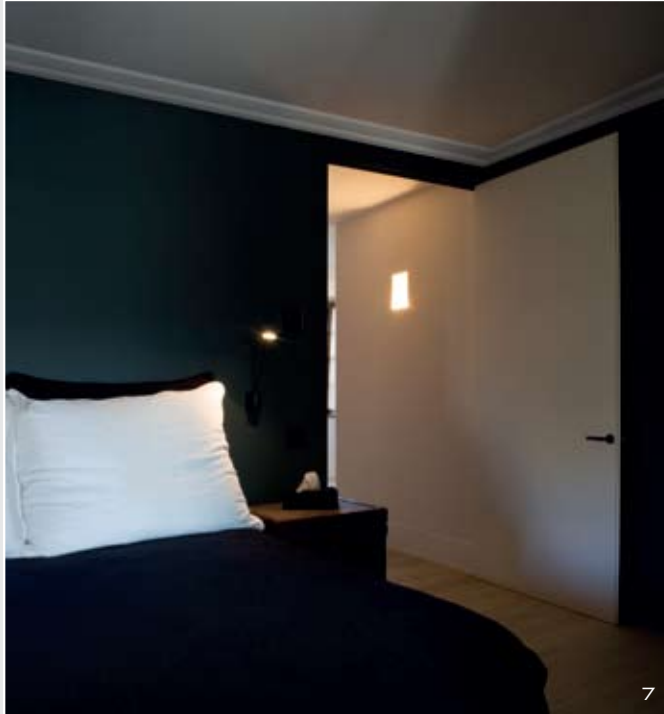


### NEW: XL COLLECTION

The XL collection is totally new to the ORAC LUXXUS range. It consists of seven extra large mouldings: three cornices, three dado rails and a skirting board with large height. Architect Xavier Donck designed the monumental mouldings that have now made ORAC DECOR's collection totally complete. The collection was designed primarily for tall houses but gives creative decorators room for manoeuvre because you can place the mouldings both horizontally and vertically, depending on the desired result.

Xavier Donck: "Mouldings really add to your interior. They can help give your house a soul. The XL collection has a powerful visual effect. The cornice is what is called a 'gorge', and reminds me of old country houses in France from the 17th and 18th century who have withstood the test of time, retaining their character. You can combine an asymmetrical gorge with a stair skirting or a so-called Napoleon's hat, or you could place it on the ceiling length or width ways. Nothing creates a cosy atmosphere like a high skirting board. It breaks up the bare transition from wall to floor and gives a cold cube warmth. It is simply indispensable."





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**ABOUT ORAC**

The Belgian family business ORAC Corporation nv, was founded in 1970. It continued to expand until it attained its current status. Today it is Belgium's leading producer of decorative, top-quality plastic products. Its range is comprehensive and complete and in addition to the various decorative frames, it also includes ornaments such as rosettes, pilasters, pillars, plinths, alcoves, medallions, garlands, frontons, window sills, panelling and decorative lighting.

HEIMTEXTIL	Frankfurt, Germany	5.1 B47	14/01 - 17/01/09
BAU MESSE	München, Germany	A6 134	12/01 - 17/01/09
INTIRIO	Gent, Belgium	8 B02	01/02 - 04/02/09
DE BOUWBEURS	Utrecht, the Netherlands	4 A085	09/02 - 14/02/09
HOMEBUILDING & RENOVATING SHOW	Birmingham, UK		19/03 - 21/03/09
CONSTRUMAT	Barcelona, Spain		20/04 - 24/04/09
BATIMAT	Parijs, France		02/11 - 07/11/09

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