



PRESS RELEASE

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## Renovate in ambience

with ORAC lightweight ornaments

**Small jobs with maximum results. Those are the most enjoyable renovations. With an extensive range of synthetic mouldings and ornaments, the decoration specialist ORAC offers every decorator a wealth of ideas. From bathroom and kitchen, to living room and play corner to bedroom, ambience is guaranteed.**

### Inspiring range

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Today the Belgian family business ORAC Corporation nv, established in 1970, has grown into the reference in decorative, high-quality products in plastic. The range is broad and complete. In addition to different mouldings, it also includes ornaments such as ceiling medallions, pilasters, columns, skirting, niches, garlands, pediments, windowsills, wainscoting, and decorative lighting. In short, everything to give your house a new look in no time.

The large range is divided into four styles so that it is easier to work toward your favourite ambience. 'Contemporary' is characterised by taught, pure lines with a design look, while 'Country' tends more toward a cosy rustic look. 'Traditional chic' evokes the ambience of imposing mansions and charming villas, while 'Artistic living' is mainly characterised by contemporary design and true creativity.

The various products are made of high-quality polyurethane (Purotouch®) or polymer (Duropolymer®), which signifies easy installation and legendary durability. Unlike plaster, these light, plastic materials are not breakable ; unlike wood, they are ready to be painted immediately because a layer of primer has already been applied. In addition, both products are easy to handle and transport, are waterproof, and are dimensionally stable and chip-proof. In other words, they are extraordinarily user-friendly.



## Concept of 'wallscaping'

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With its extensive range of products, ORAC aims for the concept of 'wallscaping', which gives a smooth wall structure, depth, and dynamism. Installing panel moulding and skirting can be enough to break the monotonous look and to experiment stylishly with colour. You can switch from very simple to extremely complex; it is all up to your taste and creativity.

Wallscaping illustrated in real terms:

- You can quickly give a wall a playful accent with cornice mouldings and panel mouldings in a different colour than the wall (see index : contemporary - 2 and artistic living - 26).
- It is easy to create a very special look by installing panel moulding and plinths and then painting the wall surface in between in the same colour. This makes it look like the wall overflows in one high plinth (see index : country style - 14).
- With a ceiling medallion you can evoke an authentic, historic ambience in no time (see index : traditional chic - 16).
- Panels, skirting and panel mouldings effortlessly inspire you to add striking accents that stylishly fit a sober concept (see index : country style - 8).

## New catalogue

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The brand-new ORAC catalogue is a source of information and inspiration. The first part provides an outline of the company and lots of inspiring photos that show the many uses of the various ornaments. The second part shows the various models per type of product (cornice moulding, panel moulding, lighting, column, etc.). Each model is illustrated with a cross-section and a few photos. Part three, for handy DIYers, contains useful technical information about installation, application products and accessories.

### For more info:

ORAC Corporation nv  
**Laurence Taillieu**  
Oudenburgsesteenweg 90  
B-8400 Oostende  
Tel. +32 59 80 32 52  
Fax +32 59 80 28 10  
oracinfo@oracdecor.com  
www.oracdecor.com

RCA PR Services  
**Sabien Wesemael**  
Herckenrodesingel 77 / 4  
B-3500 Hasselt  
Tel. +32 11 59 05 97  
Fax +32 11 31 66 32  
sabien.wesemael@rca-group.be  
www.rca-group.be