



SSi
NORTH AMERICA

FUSION

LIVE.WORK.PLAY



Our lives are characterized by fundamental societal influences that are apparent but also unnoticed – incrementally affecting the way we live. These Mega Trends are over-arching universal movements – epochal and global – encompassing all demographics, and are several decades in perspective thus differentiating themselves from shorter term trends and fashion. However, the personalities and requirements of each demographic group is an influencing factor in the way each Mega Trend is fully expressed.

In addition there is an overriding movement which is best described as FUSION. We are learning to take the best and most successful designs from multiple industries and fuse these elements together to create functionally overlapping spaces while synthesizing new experiences. We are living in a Venn diagram where our Work, Live and Play lives are intersecting (fueled by technology), and in this new decade it is exciting to trace the evolving outcomes.

While we can still see the shorter term trends in this Look Book, the fluidity of our society is encouraging a more individual expression of how we choose to live. We have identified 4 main Mega Trends and will explore how they are being interpreted by several important market sectors – Residential, Multifamily, Healthcare, Hospitality, Retail and Commercial – in this piece.



RESIDENTIAL



HEALTHCARE



HOSPITALITY



MULTIFAMILY



RETAIL



COMMERCIAL

URBAN NOOMAD





Urban Nomad is somewhat self-explanatory – we have multiple demographic groups that are living lives that are more peripatetic. These groups desire mobility and look to benefit from the flexibility that technology affords. Their lifestyle lends itself toward a smaller living footprint – perhaps even “micro-living” – and the fusion of Public, Workplace and Living areas. The increase of access to non-core products via the shared economy, and the flexible functionality of spaces helps reduce the need for permanent possessions – but the items that are purchased are high quality artisanal pieces.

Some of the ways we are seeing this Urban Nomad trend exemplified are in “pop-up” Retail stores, dayparting spaces, ambulatory Healthcare Clinics, authentic restaurants that represent the local vibe and the “We-Work” style shared co-working offices.

Colors are playful with bright, bold accents and graphic contrasts. Whimsical large scale patterns are used to create high visual drama along with a wayfinding purpose. Stone and cement finishes are accented by natural and rustic elements – woods and metals. This is a globally-inspired eclectic palette – blues and greens as neutral foundations with versions of pink, aqua, terracotta and gold as lively, colorful pops.



RESIDENTIAL

WILLOW GREY SM

CELADON GREEN SM

SIENA SM

SHEER BEAUTY





MULTIFAMILY

CASHMERE SM

DENIM SM

GRAPHITE SM

OUTLANDIA EARTH





HEALTHCARE

SAND HG

BEACH GLASS SM

DUKE SM

BERGEN ASH

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HOSPITALITY

TURMALIN SM

GETTYSBURG SM

BLACK SM

VINTAGE MIRA





RETAIL

CANADIAN GREY SM

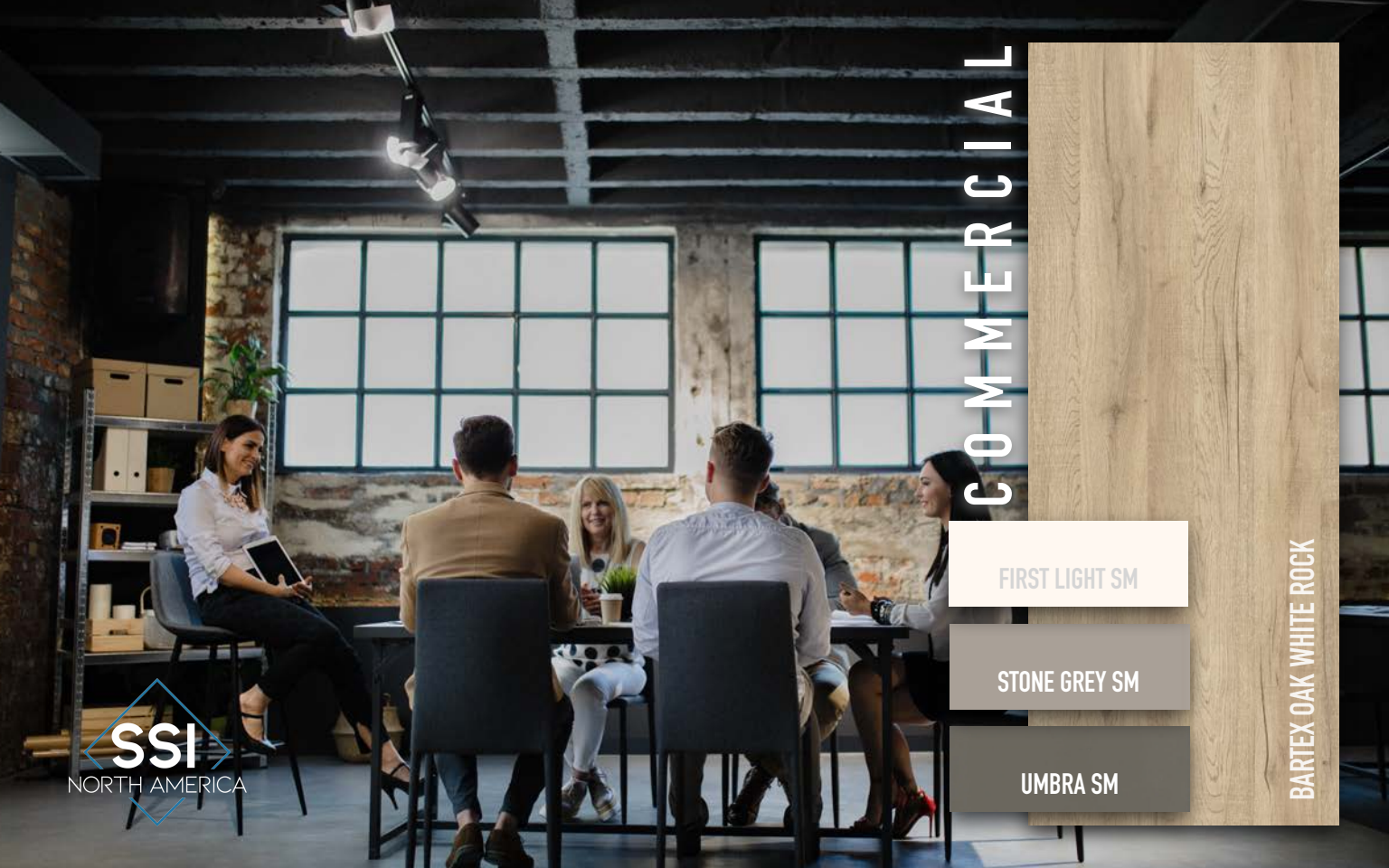
GAUNTLET GREY SM

MYSTERIOUS SM



LOFT CONCRETE





COMMERCIAL

FIRST LIGHT SM

STONE GREY SM

UMBRA SM

BARTEX OAK WHITE ROCK



A woman in a white robe is relaxing in a lounge chair in a spa setting. She is lying back with her eyes closed, and her feet are bare. The room is bright and airy, with large windows and a modern design. There are other lounge chairs and tables in the background, some with water jugs and glasses. The word "WELLNESS" is overlaid in large, white, outlined letters across the center of the image.

WELLNESS



Wellness is about the increasing understanding of the self-care need and adding nature, authenticity and mindfulness to our lives and spaces. This can be translated into the way our homes and buildings interact with nature – bringing the outside in and vice versa, along with creating places to both disconnect from the overstimulation of our daily technological interaction as well as places to reconnect with friends and family. We can often achieve a new take on this trend by blending the familiar and unusual, building provenance and reverence for the traditional with new archtypes to create something at once fresh yet grounded and environmentally respectful.

We can see this trend reflected in the increase in meditation and quiet places provided in our work spaces, curated retail experiences, luxurious holistic spas, Mind, Body and Soul style hotel chains and the blending of lines between Residential, Hospitality and Healthcare to provide more comfortable and natural healing environments.

There is a focus on using the colors and patterns found in nature against a background of neutral, warm restorative colors. Jewel toned accents are food inspired – fruits and vegetables, spices and chocolates – and include rich blues and ripe olives. These are juxtaposed against soft muted greys and naturally finished woodgrains.



RESIDENTIAL

ARTIC WHITE HG

UMBRA SM

SIENA SM

LAVATO OAK

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MULTIFAMILY

STONE GREY SM

MOCHA HG

SIENA SM

DESERT SAND HICKORY





HEALTHCARE

BEACH GLASS SM

CANADIAN GREY SM

DUKE SM

SAREK ASH





HOSPITALITY

BRIGHT WHITE SM

ESSENTIAL GREY SM

GRAPHITE SM

MISTY MIRA





R E T A I L

FIRST LIGHT SM

METALLIC PEARL

DUST GREY SM

GLOBAL NOMAD

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COMMERCIAL

GETTYSBURG GREY SM

GAUNTLET GREY SM

MYSTERIOUS SM

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RHAPSODY

WELL BUILDING





This trend is coming to the forefront as a holistic approach to creating spaces – adding a human layer to the LEED style sustainable building practices we have been moving towards over the last decade. Well Building reflects the increasing understanding of the impact that our environments have on human health and wellness – and incorporates features like the biophilic approach of drawing inspiration from nature, biodynamic elements such as circadian lighting patterns, noise control and zero VOCs. Materials are increasingly sustainable and raw, and are being used to enhance the balance between environmental and biological cycles.

We are seeing this exemplified by Farm to Table restaurants, water features and reflecting pools inside commercial buildings, green walls and other biophilic elements referencing the plant world for forms and textures. In the Hospitality industry Well Building trends such as Eco-Sustainable travel and “Get Away” cabins are designed to be sustainable, eco-friendly and grounding experiences, with buildings offering access to nature.

The colorations called for are inspired by nature – rich subtle shades of sea, sand, forest and sky. They are organic, drawing from the earths’ seasonal cycles and sustainable elements with the high textural contrasts found in raw materials.



RESIDENTIAL

TURMALIN SM

GETTYSBURG SM

CELADON GREEN SM

KARUNA ASH





MULTIFAMILY

NORDIC WHITE SM

WILLOW GREY SM

STONE GREY SM

BOLTON OAK NATURAL





HEALTHCARE

LIGHT GREY SM

BEACH GLASS SM

DUKE SM

FIRST CLASS





HOSPITALITY

SATIN ANTIQUE WHITE

UMBRA SM

SIENA SM

STROMBOLI





RETAIL



ESSENTIAL GREY SM

GAUNTLET GREY SM

MYSTERIOUS SM



FREE SPIRIT



COMMERCIAL

CASHMERE HG

FJORD GREEN SM

DENIM SM

ROXY ANTHRACITE

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A young woman with long brown hair, wearing a pink long-sleeved shirt and a blue denim apron, stands on the left side of the kitchen counter, smiling and looking towards the other two people. In the center, a young girl with long brown hair, wearing a white t-shirt, is focused on cutting a cucumber on a wooden cutting board. To her right, an elderly woman with short white hair, wearing a light blue sweater and a blue denim apron, is smiling and looking at the girl. The kitchen has a rustic feel with a brick wall in the background, warm string lights, and a stainless steel oven. Various fresh vegetables like bell peppers, lettuce, and tomatoes are on the counter. The word "COMMUNITY" is overlaid in a large, white, outlined font across the middle of the image.

COMMUNITY



The Community mega-trend is all about the heart of who we are . . . we are experiencing multigenerational and collaborative living, where we are sharing experiences and spaces. We are looking for versatile spaces that increase community building, whether in a public environment or in offices – where cafes, bars or active elements such as rock climbing walls are being included to encourage connection. Companies such as AirBNB have succeeded in offering spaces that we are using to reconnect with our families and friends . . . we are returning to our roots.

In Retail environments we are seeing communities being created as an extension of a lifestyle brand. In Hospitality we see communal eating tables and fire pits being added to the mix, with restaurants and hotels trending away from a corporate look and feel. Success is coming from embracing a deep engagement with local culture, authentically capturing the story and spirit of the area.

The Community colorations are uplifting, light, nurturing and warm. Oranges and purples, browns and pinks are woven into design schemes, with (no surprise) local artisanal references. The complete palette of blues is in full force as well as metallic finishes such as brass and steel – oxidized, patina'd and blackened for a heritage aesthetic.



RESIDENTIAL

PURE WHITE SM

FJORD GREEN SM

MYSTERIOUS SM

TRAVIS OAK





MULTIFAMILY

GETTYSBURG GREY SM

UMBRA SM

BLACK SM

DORATO OAK BROWN



HEALTHCARE

FIRST LIGHT SM

BEACH GLASS SM

GAUNTLET GREY SM

URBAN NOMAD





HOSPITALITY

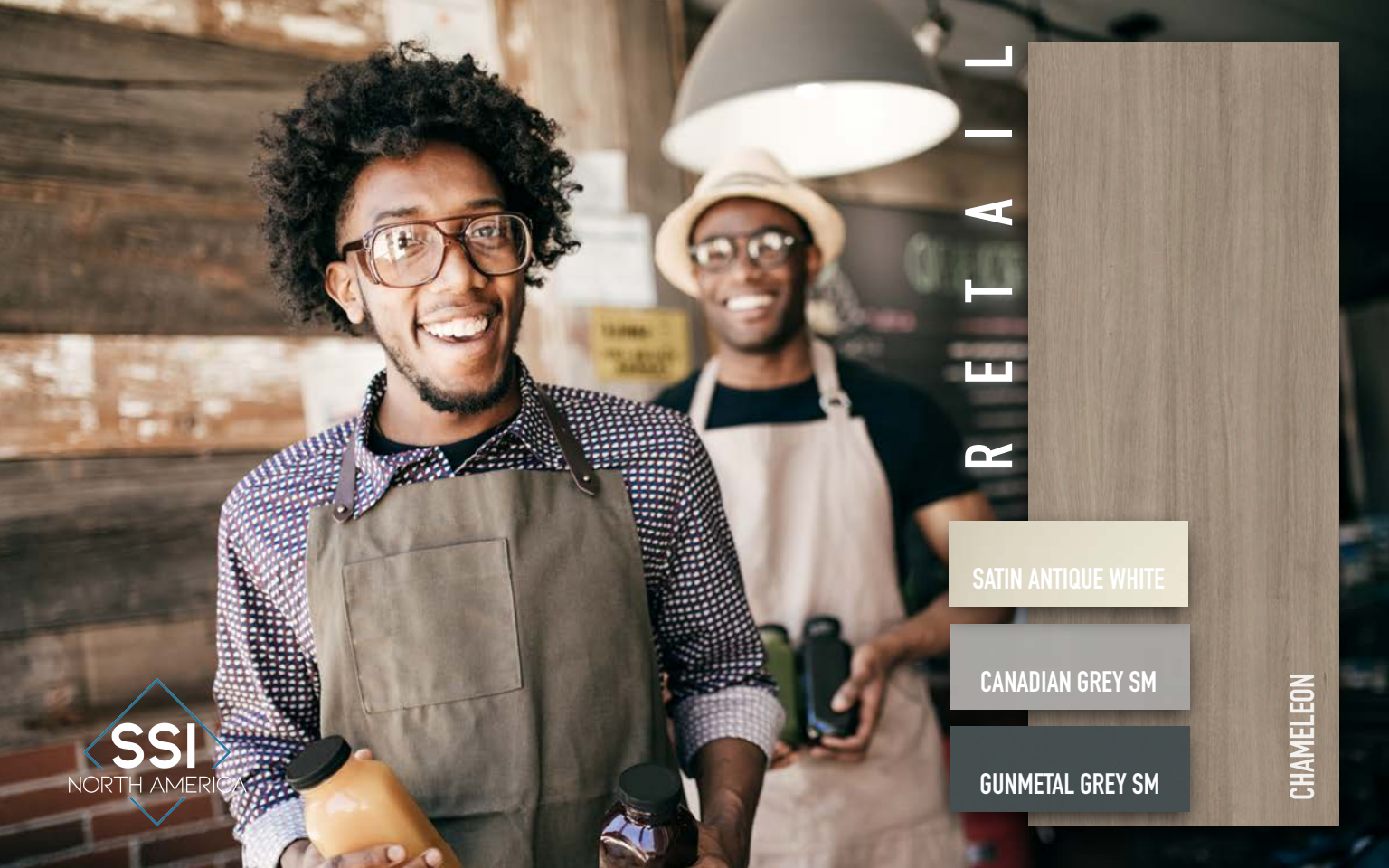
WILLOW GREY SM

STONE GREY SM

CELADON GREEN SM

DIGITAL NOMAD

691
NORTH AMERICA



R E T A I L

SATIN ANTIQUE WHITE

CANADIAN GREY SM

GUNMETAL GREY SM

CHAMELEON





COMMERCIAL

TURMALIN SM

DUKE SM

SIENA SM



BARTEX OAK WINNIPEG

A modern kitchen with teal cabinets and a dining area with a dark table and chairs. The kitchen features teal upper and lower cabinets with a light wood countertop. A dining table with two chairs is in the foreground. The floor is made of light-colored wood with a herringbone pattern. A black and white striped rug is on the floor. The background shows a window with blinds and a wall with framed art.

PENTADECOR[®]

3D LAMINATE FILM

Beautiful Prints & Designs
Textures, Thickness &
Gloss Levels

FOR ALL DESIGN OPTIONS VISIT SSINORTHAMERICA.COM

SSI
NORTH AMERICA

PENTADECOR® 3D LAMINATE

We know our customers want innovative finishes, that's why we offer Pentadecor® 3D laminate thermofoil films, a full range of specially formulated films for the furniture industry. When applied to cabinetry or furniture, these decorative films create beautiful, durable finishes. Pentadecor® films are at the leading edge of technology and new product innovation, and are designed for use in decorative surfaces, flat lamination, profile wrapping, metal lamination and drawer wrapping. This selection of 3DL films offers all designers the freedom to shape their imagination into an endless array of 3D innovation.

SSI offers Pentadecor® films in a complete range of solid colors and printed designs for multiple market applications. When tested to the European standards these films show exceptional durability, resisting scratches, stains and chemicals. This makes them eminently suitable for application in the Residential and Multifamily cabinet industry, Hospitality, Healthcare, Education and Store Fixture markets.

Pentadecor® 3DL films do not contain any plasticizers (such as phthalates) and heavy metals are not used during film production or pigmentation.

APPLICATIONS

INCLUDING BUT NOT LIMITED TO



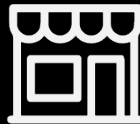
OFFICE



HEALTHCARE



HOSPITALITY



RETAIL



CONTRACT
FURNITURE



EDUCATIONAL



MULTIFAMILY



KITCHEN



BATH



ARCHITECTURAL

DECOR FUSION

STYLELITE

Printed Decorative Surfaces
Luxury Acrylic High Gloss

FOR ALL DESIGN OPTIONS VISIT SSINORTHAMERICA.COM



STYLELITE® DECOR FUSION

StyleLite® is a 2D finished laminate available in solid color high gloss or low gloss surface finish. High Gloss StyleLite provides a perfectly flat mirror like gloss surface that is far superior to glossy paints, finishes and laminates. The matte version of StyleLite® provides deep matte finish and perfect color consistency, unlike finishing or paint. Both High Gloss and Velvet (matte) StyleLite® are without surface imperfections. Pairing StyleLite® with a high gloss matching or contrasting edge banding creates a piece of furniture that is truly beautiful and functional. Perfect for Residential Kitchen cabinetry as well as commercial applications such as Wall Panels, Store Fixtures and Displays.

StyleLite® Decor Fusion

Décor Fusion is a 1.2mm thick high gloss acrylic decorative laminate sheet. This is created by fusing a printed design to a clear acrylic finished sheet. This construction yields a perfectly flat mirror like finish and depth of gloss unmatched in the decorative laminate industry. Due to the inherent flexibility and smooth processing characteristics of DécorFusion StyleLite®, creating tantalizing curves, seamless corners, miterfold edges and other special design elements is limited only by your imagination.

APPLICATIONS

INCLUDING BUT NOT LIMITED TO



RETAIL DISPLAY



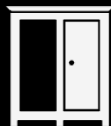
CABINETS & DOORS



KITCHEN



BATH



CLOSET DOORS



OFFICE FURNITURE



ENTERTAINMENT
FURNITURE

RADIANCE

PET FILMS

Elegance

LOOK. PERFORMANCE. FEEL.

FOR ALL DESIGN OPTIONS VISIT SSINORTHAMERICA.COM

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RADIANCE PET FILMS

Radiance PET 2D and 1D Laminate is an economical material with fantastic depth of color in either a high gloss mirror-like finish, or a paint-like super matte finish.

Radiance is available as a film that can be flat laminated using PUR technology to produce panels, profile wrapped or miter folded. Radiance is ideally suited for the kitchen cabinetry, architectural millwork and store fixture industries. It is also available as a laminated panel and the 1D option offers an increased scratch resistance through the application of a UV coating – making it a perfect product for Residential and Multi Family Cabinetry.

Radiance PET is made from the highest quality raw materials (without plasticizers and phthalates) and is recyclable. Radiance PET has integral through color, high impact resistance and excellent UV stability.

APPLICATIONS

INCLUDING BUT NOT LIMITED TO



ARCHITECTURAL



CABINETS & DOORS



MULTIFAMILY



KITCHEN



RESIDENTIAL
FURNITURE



FIXTURE & DISPLAY
COMPONENTS

Alpha-Tape®

EDGE BANDING

MKT

HOT AIR



LASER



NEAR
INFRARED
(NIR)



FOR ALL DESIGN OPTIONS VISIT SSINORTHAMERICA.COM

ALPHA-TAPE®

Alpha-Tape® edgebanding is a high quality, thermoplastic edgeband supplied worldwide to the wood based panel industries since 1991. Manufactured by our partner, MKT GmbH, Ohrdruf, Germany, Alpha-Tape® ABS, and Alpha-Tape® PP Zero brands are constructed of ABS and Polypropylene, two very eco-friendly materials. Present in North America since 2013, Alpha-Tape® edgebanding has been custom color matched to many of the leading laminate manufacturers in North America. From mirror smooth high gloss, to anti-fingerprint matte, to highly textured woodgrain prints, Alpha-Tape® edgebanding is the finishing touch to all your residential and commercial projects. And with Alpha-Tape® PP Zero, we offer the finest co-extruded zero joint edgeband in the market, capable of working with the latest Hot Air, Near Infrared, and Laser edgebander technology.

APPLICATIONS

INCLUDING BUT NOT LIMITED TO



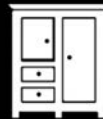
OFFICE



HEALTHCARE



CABINETS



CLOSETS



RESIDENTIAL
FURNITURE



FIXTURE & DISPLAY
COMPONENTS

PARALLEL

Designers are always searching for trendsetting options that can be used in horizontal applications. The challenge is in finding surfaces that have both aesthetic appeal and durable performance, particularly for the Healthcare and Hospitality industries. A little known secret is that many of our stocked 3DL designs are double agents – they can be used in both vertical and horizontal surfacing applications. To assist designers and specifiers in finding the right solutions for these working surfaces, SSI is happy to discuss the properties of each design individually and help assess its suitability for any particular application. We curate our stocked North American 3DL selection based on multiple factors – of course the latest surface trends, but very importantly the requirement for stain resistance, wear resistance, bacterial resistance and ease of cleaning, along with the environmentally and ergonomically friendly options that 3DL affords us.

The unique specification options and rugged performance of the 3D laminate collection make it a versatile addition to any designer's "box of magic tricks", and we are excited to see how your selection is put to work. Please contact your sales team for an in depth exploration of the properties of each design

APPLICATIONS

INCLUDING BUT NOT LIMITED TO



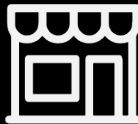
OFFICE



HEALTHCARE



HOSPITALITY



RETAIL



CONTRACT
FURNITURE



EDUCATIONAL



MULTIFAMILY



KITCHEN



BATH



ARCHITECTURAL

SSI NORTH AMERICA - PENTADECOR® 3DL AND 2DL

ENVIRONMENTAL INSIGHTS

Sometimes it's difficult to compare products for performance and environmentally positive qualities. SSI is proud to offer one of the only films that contains NO phthalates or plasticizers – compounds that most designers and architects may be concerned about. Below is a short list of the standards that our Pentadecor® material meets - to be shared with your customers and specifiers with confidence. Pentadecor® laminates are naturally hydrophobic and are constructed to withstand the effects of the aggressive cleaners and disinfectants used by healthcare professionals across North America.

PENTADECOR® PVC MEETS:

RoHS EU
(Restriction of Hazardous Substances Directive)

REACH EU
(Registration, Evaluation, Authorization and Restriction of Chemicals)

TPCH
(Toxics in Packaging Clearinghouse)

CPSIA
(Consumer Product Safety Improvement Act)

Prop 65 (NSRL)

Canada CEPA 1999
(Canadian Environmental Protection Act)

PENTADECOR® PVC CONTAINS NO:

(NO) HAP
(Hazardous Air Pollutants)

(NO) VOCs
(Volatile Organic Compounds)

(NO) Heavy Metals

(NO) Phthalates

(NO) Plasticizers

(NO) Ozone Depleting Substances



TOXICS IN PACKAGING
CLEARINGHOUSE



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