



case study

POMUS CREATES UNIQUE HANGERS WITH FORMICA® IMPRESS LAMINATE



Formica® Impress High Pressure Laminate (HPL) is used on the new Pomus Artus hanger. The idea of Pomus hangers was to make hangers with a new, innovative visual angle. The Pomus Artus hanger renews the old familiar everyday hanger in an interesting, modern way with Formica Impress laminate.

Designer Timo A. Pehkonen says "I needed to find a way to create more unique image for the product. Then I discovered the Formica Impress laminate which provides the perfect solution. I chose the material because it allows each product to be unique. The laminate is also very durable, robust and aesthetically multifunctional."

The hangers are manufactured in Finland and Tuula Takkala at Pomus have chosen materials that are both ethical and ecological in order for the hangers to be sustainable.

Fact file	
Product	Pomus Artus hanger
Producer	Pomus Oy
Designer	Timo A. Pehkonen

