



FAIRVIEW™

DEFINING ARCHITECTURE SINCE 1983



genesis™

PRODUCT INFORMATION

PREFINISHED COMPRESSED FIBRE CEMENT / MANUFACTURED BY FAIRVIEW

ABOUT GENESIS

Genesis is a prefinished compressed fibre cement façade system that is CodeMark Certified, durable with a design life exceeding 50 years and versatile with design options to suit any project. Combining aesthetic appeal with structural integrity and inspired by modern architectural trends, Genesis offers a seamless blend of form and function.

With a wide range of finishes, textures and colours available, Genesis offers limitless design possibilities. Whether you are aiming for a sleek, minimalistic look or a bold statement piece, architects and designers can tailor Genesis to meet their design intent.

To elevate the range, Fairview introduces Genesis Signature with a suite of premium CFC options that are unmatched in Australia. Crafted with precision, architectural elegance and technological innovation, Genesis Signature redefines the standard for fibre cement façades.

Crafted with sustainability in mind and backed by an independently verified Environmental Product Declaration, Genesis is manufactured with advanced materials that minimises the environmental impact. Installed as a rainscreen façade, Genesis allows the buildings envelope to breathe, increasing thermal and energy efficiency while also promoting healthier buildings.

Discover the future of façade technology and elevate your architectural designs with unmatched quality, aesthetics and innovation.



GENESIS SIGNATURE RANGE

The Genesis Signature range represents an evolution in fibre cement façade systems that builds on the beauty, character and charm inherent to fibre cement. It introduces distinctive textures, colour hues and finishes, creating depth that highlights and amplifies the architectural design vision.



	OASIS		ESSENCE
	VELOUR		SERENE
	LUMINA		CHANNEL


KEY FEATURES


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UNIQUE TEXTURED FINISHES
Genesis Signature redefines architectural aesthetics with its unique textures and finishes. Each product in the range has been meticulously crafted to turn a building’s appearance into artistry and innovation.
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PREMIUM SURFACE FINISHES
Genesis Signature’s premium finishes elevate exterior and interior spaces to a level where every detail speaks of refinement and timeless elegance. Each surface is meticulously crafted to not only look exquisite, but also to endear a sense of luxurious refinement, enhancing the overall sensory experience of the environment.
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RICH COLOURS
Genesis Signature offers a striking array of rich colours that redefine the visual impact of architectural design. From deep tones to vibrant hues that pop against the urban landscape, the colour palette of Genesis Signature is as diverse as it is enduring. Each façade panel is infused with pigments that are precisely blended to achieve consistency and depth, ensuring that the façade retains its vibrant appearance over time. Whether opting for a sleek and modern finish, embracing warmth or designing bright joyous spaces, these colours complement various architectural styles.

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HIGH RESISTANCE (HR) COATING
Genesis Signature’s HR coating represents a pinnacle in surface technology, offering unparalleled durability and resilience against everyday wear and tear, scratches and even graffiti. Its scratch-resistant properties ensure that surfaces will look beautiful for longer, while the innovative formulation equips it with anti-graffiti capabilities, enabling easy removal of unwanted markings without damaging the underlying surface. This combination of durability and maintenance ease makes Genesis Signature’s HR coating an ideal choice for high-traffic areas, urban environments and architectural features where aesthetic longevity and functionality are paramount concerns.
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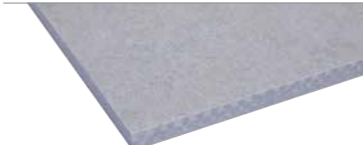
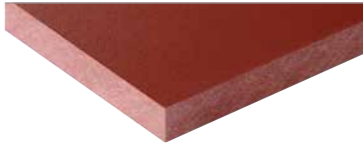
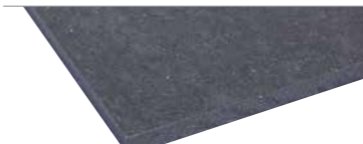
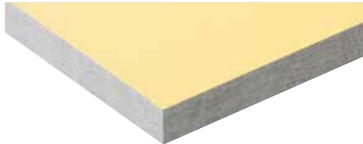


ENERGY EFFICIENT
Genesis Signature panels are composed primarily of natural materials such as cement, cellulose fibres and water, offering a sustainable alternative to traditional building materials. Moreover, fibre cement cladding is durable and weather-resistant, requiring minimal maintenance over its long lifespan. It contributes to energy efficiency by providing excellent thermal mass, reducing heating and cooling demands. Installed as a rainscreen façade, Genesis Signature allows the buildings envelope to breathe, increasing thermal and energy efficiency, while also promoting healthier buildings.
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EXTENDED WARRANTY
Genesis Signature offers a 20-Year warranty, subject to standard terms and conditions.


GENESIS RANGE


The Genesis range of prefinished CFC façade boards have been engineered to combine durability with aesthetic versatility to offer a sophisticated solution for modern façades. Designed to withstand the rigors of environmental exposure while maintaining a sleek, contemporary appearance, Genesis façade boards are prefinished to provide a high-quality exterior. The advanced manufacturing process ensures a superior performance, making Genesis the ideal solution for schools and community buildings, as well as multi residential and commercial applications.





	RAW		INFUSE
	HEWN		CLASSIC
	GROOVE		RUSTIK


KEY FEATURES


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LOW MAINTENANCE
Genesis is a true maintenance free material that requires no painting or ongoing maintenance over the life of the building.
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COST EFFECTIVE
Genesis allows installers to provide a rapid and cost effective installation.
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THROUGH COLOURED MATERIAL
Genesis Raw, Hewn, Groove and Infuse are all through-coloured fibre cement boards that offers elegant shades of natural colour.
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ROBUST DURABILITY
Genesis panels are an exceptionally durable panel making them impact resistant. Even in the most demanding applications and harsh environments, Genesis has a life expectancy exceeding 50 years.
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EASILY CUT AND INSTALLED ONSITE
Genesis can be easily cut to size and installed onsite, minimising lengthy lead times between site measure, production and delivery of prefinished panels.
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ENERGY EFFICIENT
Genesis panels are installed on a rear ventilated rainscreen construction system allowing for the building envelope to breathe. This feature increases thermal and energy efficiency, promoting healthier buildings.

Oasis

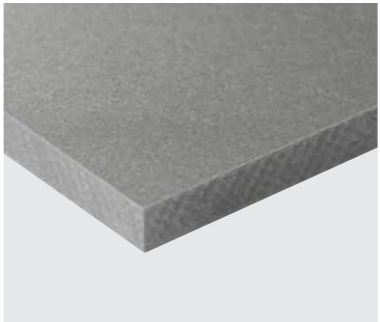
Oasis architectural panels are naturally dried, achieving a distinct clarity with its translucent, lightly pigmented surface. These fibre cement panels are through-coloured, creating seamless and sophisticated building façades. Featuring twenty shades ranging from light to dark and cool to warm tones, Oasis offers a diverse colour spectrum.

Oasis provides both independence and simplicity, while allowing for numerous colour combinations. Additionally, Oasis is offered with an optional High Resistance (HR) coating for enhanced scratch resistance and protection against tough stains and graffiti.



COLOUR RANGE

	MTD		MTD		MTD
CHANTILLY GSO-099		BLANC GSO-090		LACE GSO-082	
	MTD		MTD		MTD
CREME GSO-080		SAND GSO-000		DUNE GSO-001	
	MTD		MTD		MTD
SORREL GSO-073		TEAK GSO-070		WALNUT GSO-071	
	MTD		MTD		MTD
RUST GSO-030		SAFFRON GSO-032		PINE GSO-050	
	MTD		MTD		MTD
SAPPHIRE GSO-041		ASTRAL GSO-040		LUNAR GSO-010	
	MTD		MTD		MTD
FROST GSO-061		STONE GSO-060		TWILIGHT GSO-021	
	MTD		MTD		
CINDER GSO-020		ONYX GSO-024			



PROPERTIES	OASIS
Length	2500/3050mm
Width	1250mm
Thickness	8mm
Weight	17kg/m ²
Surface	Smooth translucent/matte

Velour

Velour is a unique architectural panel that showcases the natural and rustic authenticity of fibre cement. The panels are meticulously created to highlight the rough and authentic interior texture of fibre cement, resulting in a robust surface that adds depth and character. Velour is visually interesting, without being overpowering.

The colour palette is diverse, offering shades that range from light to dark tones of grey and brown, as well as white, black and various subtle coloured options like green, blue and red.

Velour's structure combines with each colour hue to authentically reflect the textured structure of the fibre cement, emphasising its polished and natural character.

Velour architectural panels are designed to introduce a distinctive tactile and visual appeal to surfaces, blending seamlessly with both contemporary and traditional designs.



PROPERTIES	VELOUR
Length	2500/3050mm
Width	1250mm
Thickness	8mm
Weight	17kg/m ²
Surface	Translucent/matte natural textured

COLOUR RANGE

		
WIMBORNE GSV-091	MTOWHEY GSV-001	MTOSEPIA GSV-071
		
RUSSET GSV-031	MTOVERDIGRIS GSV-050	MTOCOBALT GSV-040
		
SILVER GSV-011	MTOMOSS GSV-100	MTOINKWELL GSV-061
		
COAL GSV-021	MTO	

S: STOCKED

MTO: MADE TO ORDER

FAIRVIEW / GENESIS / PRODUCT INFORMATION

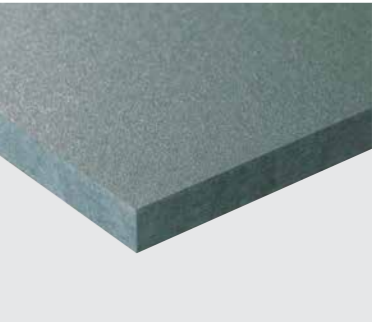
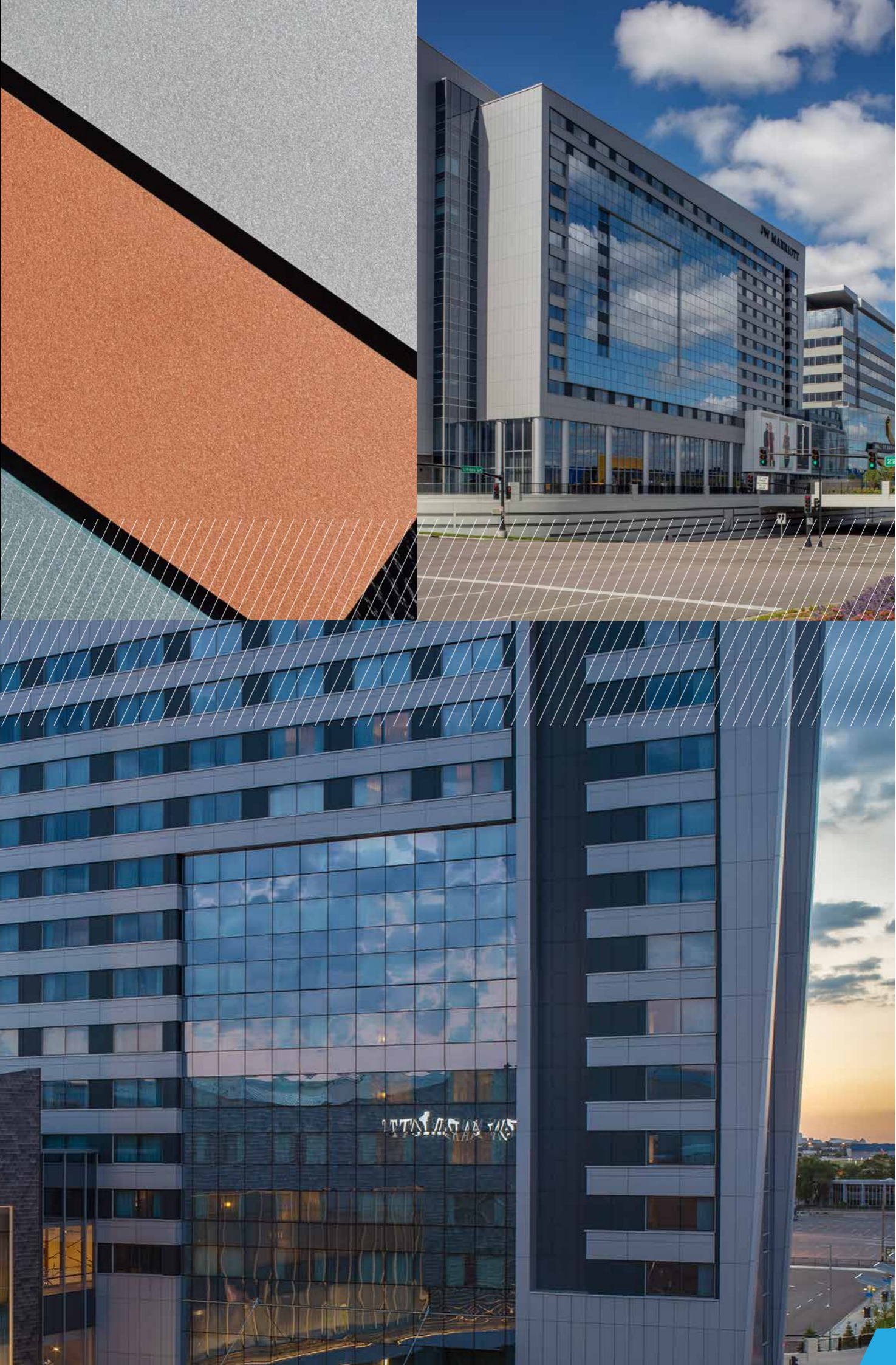
Lumina

Lumina is a distinctive architectural panel renowned for its discreet yet shimmering appearance. It's a through-coloured panel that is naturally dried and includes a reflective surface coating.

The reflective coating creates an interesting play of light on the panel's surface, offering a unique visual effect that subtly shimmers and changes depending on the viewing angle.

A carefully curated colour palette encompasses eight shades, including a warm white, bronze tones, black and greys that are subtly tinted with a hint of green. These colours are enhanced by nuanced, reflective pigments that contribute to Lumina's independent and noble character.

Lumina architectural panels are designed to introduce a sophisticated and distinctive element to projects. The combination of being through-coloured and the reflective surface treatment ensures that Lumina panels create an understated yet captivating presence in both natural and artificial lighting conditions.



PROPERTIES	LUMINA
Length	2500/3050mm
Width	1250mm
Thickness	8mm
Weight	17kg/m ²
Surface	Smooth reflective/opaque

COLOUR RANGE

		
CALICO GSL-092	MTO AMBER GSL-071	MTO OCHRE GSL-072
		
CRYSTAL GSL-111	MTO PLATINUM GSL-162	MTO CHROME GSL-112
		
JADE GSL-051	MTO VERDANT GSL-022	MTO

S: STOCKED
MTO: MADE TO ORDER

Essence

Essence architectural panels emphasise the unmistakable natural and authentic texture inherent to fibre cement. The colour palette features versatile shades that subtly harmonise to perfectly enhance the cloudy aesthetic pattern throughout the panels, creating a distinct lustre that enhances the appeal of any façade.

Essence panels are offered with a highly durable HR coating as standard, ensuring excellent scratch resistance and protection against intense staining and graffiti.

Essence is the perfect solution for designs requiring deep shades and highly durable boards that feature a clear coat that allows the natural appearance of the fibre cement to shine through, resulting in a vibrant surface with diverse textures and dynamic colour tones.



PROPERTIES	ESSENCE
Length	2500/3050mm
Width	1250mm
Thickness	8mm
Weight	17kg/m ²
Surface	Smooth translucent/matte

COLOUR RANGE

		
WHEAT GSE-000	SAHARA GSE-070	GARNET GSE-030
MTO	MTO	MTO
		
SAGEBRUSH GSE-050	NEBULA GSE-040	VEIL GSE-010
MTO	MTO	MTO
		
FAWN GSE-100	SHALE GSE-060	SMOKE GSE-020
MTO	MTO	MTO

S: STOCKED
MTO: MADE TO ORDER

Serene

Serene architectural panels have been designed with practicality and aesthetic simplicity in mind. It features an opaque coating that harmonises the finish and creates a uniform appearance across the façade, ensuring a clean and modern finish.




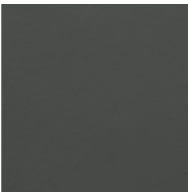
The colour range of Serene has been carefully selected to achieve a high-quality aesthetic, ideally suited to contemporary designs looking for a harmonious finish accentuated by clean shadow lines.

Serene architectural panels offer a sleek, minimalist and streamlined look that integrates seamlessly with modern architectural design.



PROPERTIES	SERENE
Length	2500/3050mm
Width	1250mm
Thickness	8mm
Weight	17kg/m ²
Surface	Smooth opaque/matte

COLOUR RANGE

	MTO		MTO		MTO
ECRU GSS-015		SIENNA GSS-154		TUSCAN GSS-106	
	MTO		MTO		MTO
LICHEN GSS-061		OLIVE GSS-007		NICKEL GSS-077	
	MTO				
SLATE GSS-055					

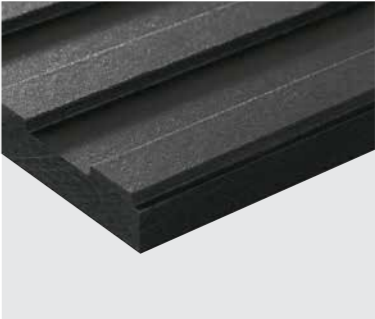
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MTO: MADE TO ORDER

Channel

Channel architectural panels feature raised parallel lines that create a tactile experience to the façade by adding depth and an evolving dynamism created by the captivating interplay of light and shadow.

Channel panels have a linear milled surface with wide groove sections, creating streamlined parallel shadow lines. Linear shadow lines captivate and attract focus along the length of the board, while drawing attention over the full length of the façade as it transforms and evolves with the time of day.

The subtle colour palette features soft white and grey tones to black, with a single earthy tone complementing the range. The gradual evolution from light to dark has been carefully curated to be enhanced by the fluid motion of the shadow lines, imparting depth and dimensionality. The combination of colours and play of light creates a dynamic and lively façade.



PROPERTIES	CHANNEL
Length	2500/3050mm
Width	1250mm
Thickness	12mm
Weight	22.2kg/m ²
Surface	Linear groove translucent/matte

COLOUR RANGE

	MTO		MTO		MTO
MIST GSC-099		IVORY GSC-090		MOONSTONE GSC-125	
	MTO		MTO		MTO
GUNMETAL GSC-624		CEDAR GSC-723		NOIR GSC-020	

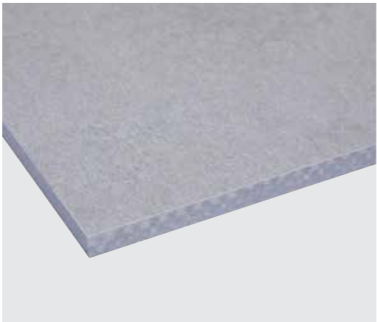
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RAW

Genesis Raw has an authentic, textured surface that exhibits the raw characteristics of the fibre cement, along with the visible sanding lines on the surface of the boards giving it an extra tactile and visual impact. As the seasons change and the years pass, the natural ageing of the fibre cement leaves subtle traces on the surface, and the façade will gradually acquire a distinctive Patina.

Genesis Raw, with its through-coloured design and no surface coating, is easier to handle on site compared to surface-coated sheets. It eliminates the need for edge sealing, and minor damage is less visible than coated sheets.

With strong dirt, stain and water-repellent properties, as well as their resistance to all kinds of weather conditions, it is a virtually maintenance-free façade with exceptional durability.



PROPERTIES	RAW
Length	2500/3050mm
Width	1250mm
Thickness	8mm
Weight	12.4kg/m²
Surface	Natural/textured

COLOUR RANGE



		
LIGHT SLATE GR-7038	S BASALT GREY GR-7037	S GRAPHITE GR-7012
		
LIMESTONE GR-9010	S EARTH GR-1019	S CLAY GR-3022
		
COPPER BROWN GR-2013	MTO REDWOOD GR-3031	S LINEN GR-1013
		
MUSTARD GR-1002	MTO EUCALYPTUS GR-6011	S

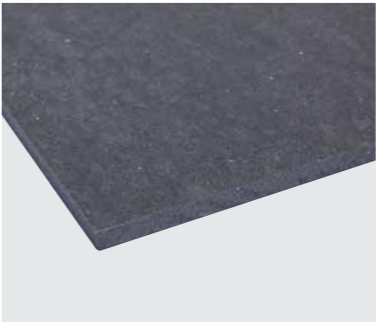
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MTO: MADE TO ORDER

HEWN

Genesis Hewn has a rough, structured surface, resembling the appearance of natural stone. This appearance will add a mineral, naturally and subtly eroded surface finish to your façade, as if it were built using natural materials – for instance, naturally aged sandstone.

The sandblasted surface will also give your façade a dynamically changing appearance throughout the day depending on external light and viewing angle.

Just like Genesis Raw, it is a prefinished through-coloured fibre cement with no need to seal edges or other cuts. With strong dirt, stain and water-repellent properties, as well as its resistance to all kinds of weather conditions, it is a virtually maintenance-free façade with exceptional durability.



PROPERTIES	HEWN
Length	2500/3050mm
Width	1250mm
Thickness Top	8mm
Weight	12.4kg/m²
Surface	Velvety/sandblasted

COLOUR RANGE



		
BASALT GREY GH-7037	MTO LIGHT SLATE GH-7038	MTO LIMESTONE GH-9010
		
LINEN GH-1013	MTO GRAPHITE GH-7012	MTO

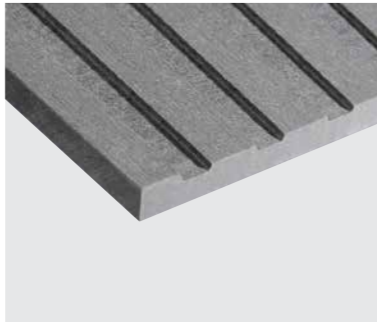
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MTO: MADE TO ORDER

GROOVE

Genesis Groove gets its name from its unique grooved surface.

The lineal groove in its surface creates a play of light and shadow and will give your façade a dynamically changing appearance throughout the day depending on external light and viewing angle.

Just like the other Genesis prefinished panels, Groove is a through-coloured fibre cement with no need to seal edges or other cuts. With strong dirt, stain and water-repellent properties, as well as its resistance to all kinds of weather conditions, it is a virtually maintenance-free façade with exceptional durability.



PROPERTIES	GROOVE
Length	2500/3050mm
Width	1250mm
Thickness Top	9.5mm
Thickness Groove	8mm
Weight	14.1kg/m²
Surface	Linear grooves

COLOUR RANGE



	S		S		S
GRAPHITE GG-7012		BASALT GREY GG-7037		LINEN GG-1013	
	S		S		
LIGHT SLATE GG-7038		LIMESTONE GG-9010			

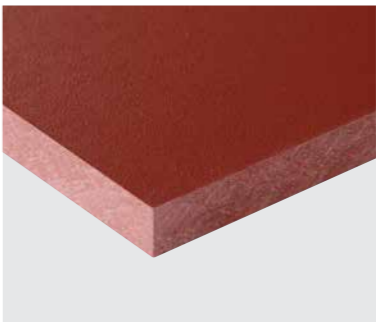
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INFUSE

Genesis Infuse boards are unique because their vibrant, resilient colour extends throughout the entire board, giving the impression that the core has been infused with the same hue as the painted surface.

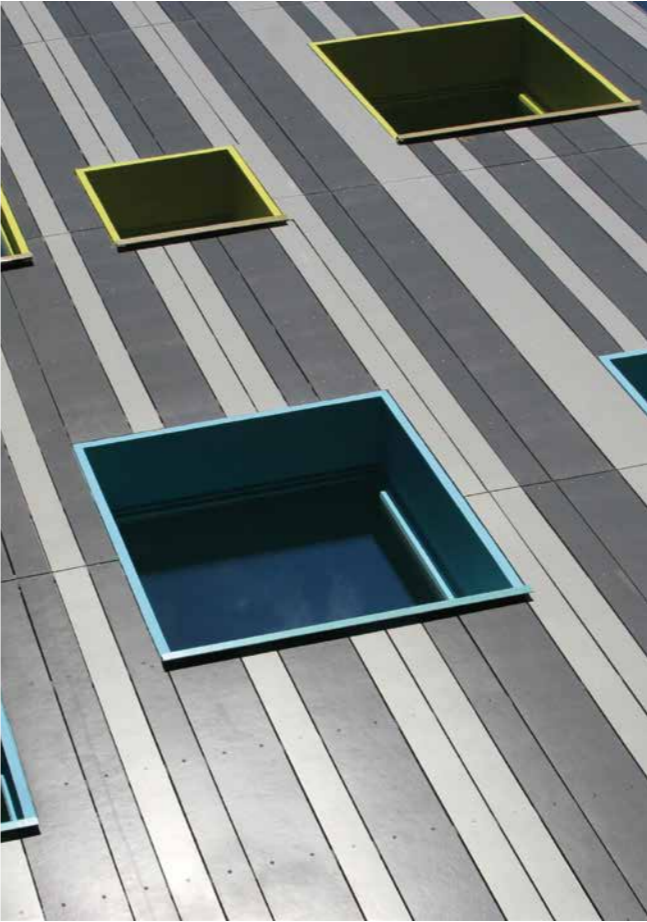
This means when you choose Genesis Infuse, every board will feature colour on every surface and edge, including the edges of any cut-outs or drilled holes.

The range includes eight intense colours incorporating the most popular shades, offering a long-lasting façade solution for creative designers.



PROPERTIES	INFUSE
Length	2500/3050mm
Width	1250mm
Thickness	8mm
Weight	17kg/m²
Surface	Smooth/matte

COLOUR RANGE



	S		S		S
ANTIQUE WHITE GI-006		AZURE GI-055		BUTTERMILK GI-115	
	S		S		S
CRIMSON GI-005		DUSK GI-126		EVERGREEN GI-101	
	S		S		
KOHL GI-014		OBSIDIAN GI-159			

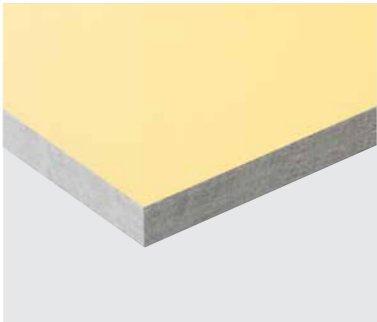
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CLASSIC

Genesis Classic is an 8mm prefinished compressed fibre cement panel that is finished with a highly durable factory applied fluoropolymer paint.

Genesis Classic offers exceptional versatility, aesthetic appeal and features carefully selected colours that complement designs ranging from contemporary urban designs to classically styled architectural masterpieces.

The advance paint technology ensures that the colour is not only vibrant, but also long lasting, resisting fading and wear to deliver enduring beauty for any building.



PROPERTIES	CLASSIC
Length	2500/3050mm
Width	1250mm
Thickness	8mm
Weight	17kg/m ²
Surface	Smooth/coated

COLOUR RANGE



		
ASHEN GC-131	MTO CITRINE GC-832	MTO CLARET GC-333
		
FOREST GC-532	MTO HIBISCUS GC-332	MTO LAUREL GC-531
		
MAIZE GC-831	MTO MULBERRY GC-334	MTO

S: STOCKED
MTO: MADE TO ORDER

RUSTIK

Genesis Rustik is a high-quality, untreated fibre cement board that allows the authentic appearance of the rough fibre cement to stand out. It can be used as both a building board, as well as a part of a ventilated façade solution.

Genesis Rustik can be installed for façade purposes, when a natural and rough expression is desired. Made of clean, raw and unpigmented materials, Genesis Rustik is strong, durable and able to withstand extreme weather conditions.


Variations may occur in the individual boards, and from board to board, adding a lively expression to your façade. The smooth, natural grey, even-quality surface allows for effective staining or painting. In industrial applications where the surface appearance is of less importance, the panels do not need to be sealed. Efflorescence will likely occur, but disappear over time.



PROPERTIES	RUSTIK
Length	2500/3050mm
Width	1200mm
Thickness	8mm
Weight	15.1kg/m ²
Surface	Untreated/natural

COLOUR RANGE



	S
RUSTIK GRK-7000	
S: STOCKED MTO: MADE TO ORDER	

WHY VENTILATED FAÇADES?

Ventilated façade systems, also known as double-skin façades or rainscreens, greatly assist in protecting buildings against wind, rain and temperature variations and keeping the building dry and energy efficient.

A ventilated façade system consists of two layers of different façades separated by an air cavity which prevents rainwater from penetrating and diffuses water vapour from the inside. While the external cladding protects from rain and wind, the air cavity plays a major role in the ventilated façade system. A naturally ventilated façade results in a temperature difference between the face of the cladding panel and the air cavity behind. This in turn creates a variation in air density causing air to flow upwards within the cavity resulting in a chimney effect. The airflow transports heat from the cavity out through openings at the top of the wall, reducing humidity and increasing the efficiency of insulation.

Benefits of ventilated façades:

THERMAL

Significant reductions in HVAC reliance through:

- A reduction in the amount of heat the building absorbs in hot weather conditions from the partial reflection of solar radiation by the outside façade, and the naturally ventilated air cavity.
- In cold weather conditions ventilated walls retain heat, resulting in a lower reliance on heating. HVAC electricity consumption typically accounts for around 40% of total building consumption.

ACOUSTIC

Ventilated façade systems provide an increase in the reflection of external noise, with some projects achieving an average reduction of up to 8dB. With the primary external noise sources affecting buildings being road traffic noise, a reduction of this level can greatly improve occupant comfort.

STRUCTURAL

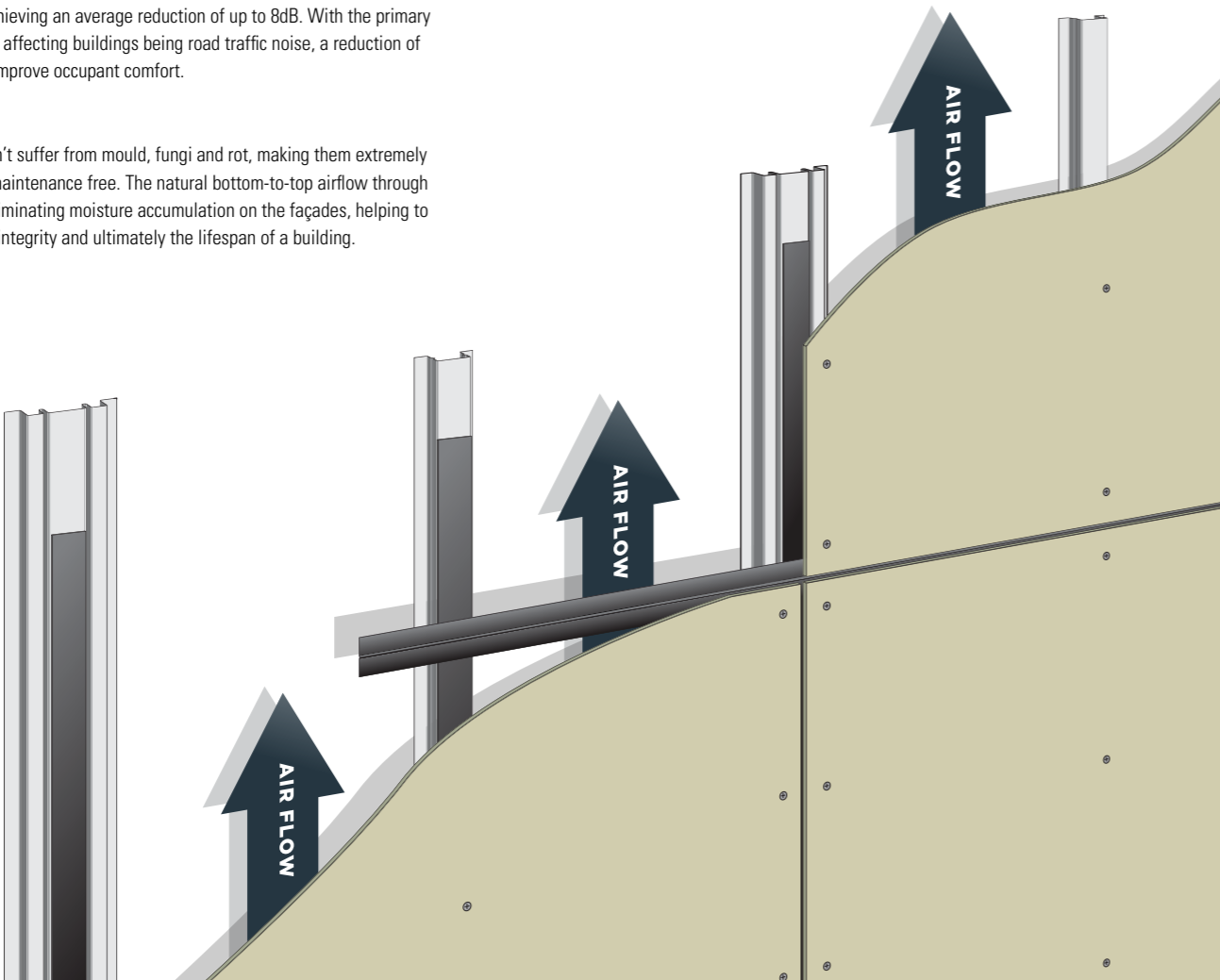
Ventilated façades don't suffer from mould, fungi and rot, making them extremely durable and virtually maintenance free. The natural bottom-to-top airflow through the cavity assists in eliminating moisture accumulation on the façades, helping to prolong the structural integrity and ultimately the lifespan of a building.

COLOUR VARIATIONS

Genesis façade boards are available in a variety of profiles – each with their own distinctive features and characteristics. For instance, Genesis Raw is a through coloured board. Variations in the colour of the board are visible and vary depending on the orientation of the sheet, the viewing angle and the level of light and humidity. Measuring the board colour, small variations in the colour lightness are acceptable.

Genesis Raw has a natural, textured surface. You can see the fibre and natural characteristics of the raw materials, and you can see and feel the unique sanding lines on the surface. Natural imperfections like dots and spots can be visible but from 3-5 meters distance the surface will appear homogenous.

As seasons change and the years pass, the natural ageing of the fibre cement leaves subtle traces on the surface, and the façade will gradually acquire a distinctive patina.



GENESIS SIGNATURE OPTIONS

CURVES AND FREEFORM FAÇADES:

The Genesis Signature CFC façade boards offer remarkable flexibility in design, allowing for the creation of curved and freeform shapes that push the boundaries of conventional cladding. Unlike traditional façade materials, the Signature range can be easily manipulated to accommodate complex architectural designs, including sweeping curves and unique geometries. This adaptability is achieved through a specialised manufacturing process that ensures the boards maintain their structural integrity while being reshaped to fit various forms. Architects and designers can leverage this capability to bring bold, innovative visions to life, creating dynamic façades that enhance both the visual appeal and functionality of a building.

In addition to their formability, Genesis Signature CFC boards are engineered to offer consistent performance across custom shapes. The prefinished surface remains resilient and visually striking, even when applied to intricate designs. This means that not only can the boards be moulded to achieve distinctive profiles, but they also provide a durable and low-maintenance finish that retains its aesthetic quality over time. This combination of design flexibility and durability makes Genesis Signature an ideal choice for projects that demand both creative freedom and long-lasting performance.

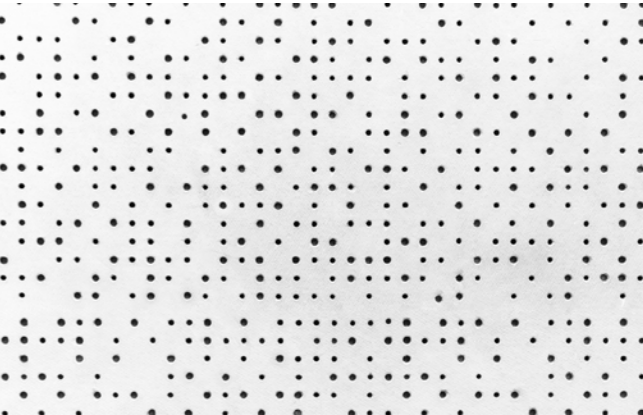


PERFORATIONS:

The Genesis Signature CFC façade boards are exceptionally versatile, offering the capability to incorporate perforations of various shapes and sizes to meet unique architectural requirements. Through advanced customisation techniques, these boards can be manufactured with precisely engineered perforations, allowing for a range of design possibilities from intricate patterns to larger, bold cutouts. This flexibility supports both aesthetic and functional needs, such as enhancing natural light penetration, improving ventilation or creating visually striking façades that stand out in any environment. By accommodating diverse perforation designs, Genesis Signature enables architects and designers to achieve a high level of creative expression while maintaining the structural integrity and performance of the façade.

The precision in perforation options ensures that the boards retain their durability and ease of maintenance, even with complex designs.

Advanced innovation in production methods that enables curving and perforations makes Genesis Signature the only choice for projects requiring bespoke perforated elements that are both functional and visually engaging, offering a sophisticated solution for modern architectural challenges.



DISCLAIMER

Colours shown in this brochure are as accurate as possible, however, due to the limitations of the printing process and lighting changes, we recommend requesting a production sample for final colour selection or approval.



REQUEST A SAMPLE

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