

SWEET
PASTELS

What's your
flavour?

LuciteLux® unveils Sweet Pastels concept from Europe at GlobalShop 2016

Our bags are packed and we're ready to exhibit at GlobalShop, the world's largest annual event for retail design and shopper marketing. From March 23-25 in Las Vegas, we'll showcase the full line of LuciteLux® acrylic colors and effects, which are known for adding modern design appeal to visual merchandising display and retail interiors.

Be sure to check out our newest US concept product Sweet Pastels*, a cell cast acrylic sheet collection comprising eight playful and inspiring colors. Launching later this month in Europe under the Perspex® acrylic brand, the Sweet Pastels line exudes all things zesty and sweet and is sure to stretch your imagination as you ponder your next design project.

Attending the show? Please **contact me** to schedule a meeting in our booth (#4053).

*Please note that our Sweet Pastels collection is not yet available in the United States.

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Q&A WITH REGIONAL SALES MANAGER ERIC ZASLAVSKY



Our team combines a wealth of knowledge and experience to help shape the industries into which we sell. We recently sat down with Regional Sales Manager Eric Zaslavsky to learn more about his enthusiasm for LuciteLux®.

LL: What do you most love about LuciteLux® acrylic?

EZ: It's incredible selling an iconic brand – everyone knows the Lucite® name. I also find it rewarding seeing the transition from raw material to finished product.

LL: What do you love about your job?

EZ: I like educating customers, distributors and end users on the various LuciteLux® lines. It's truly great when they connect the dots and you receive inquiries on products and applications that were discussed. Seeing projects come to fruition with the help of our product is extremely gratifying.

Interested in using LuciteLux® acrylic for an upcoming project? **Connect with Eric.**

[Connect with Eric](#)

LUCITE® CELEBRATES 80TH ANNIVERSARY



Acrylic plastics, like Lucite® and LuciteLux®, are used in a myriad of diverse applications that touch our lives in so many ways.

From everyday home interiors products, to fashion, jewelry and accessories through retail environments, architecture and transport components acrylic is a flexible, high-performing material with strong sustainability credentials.

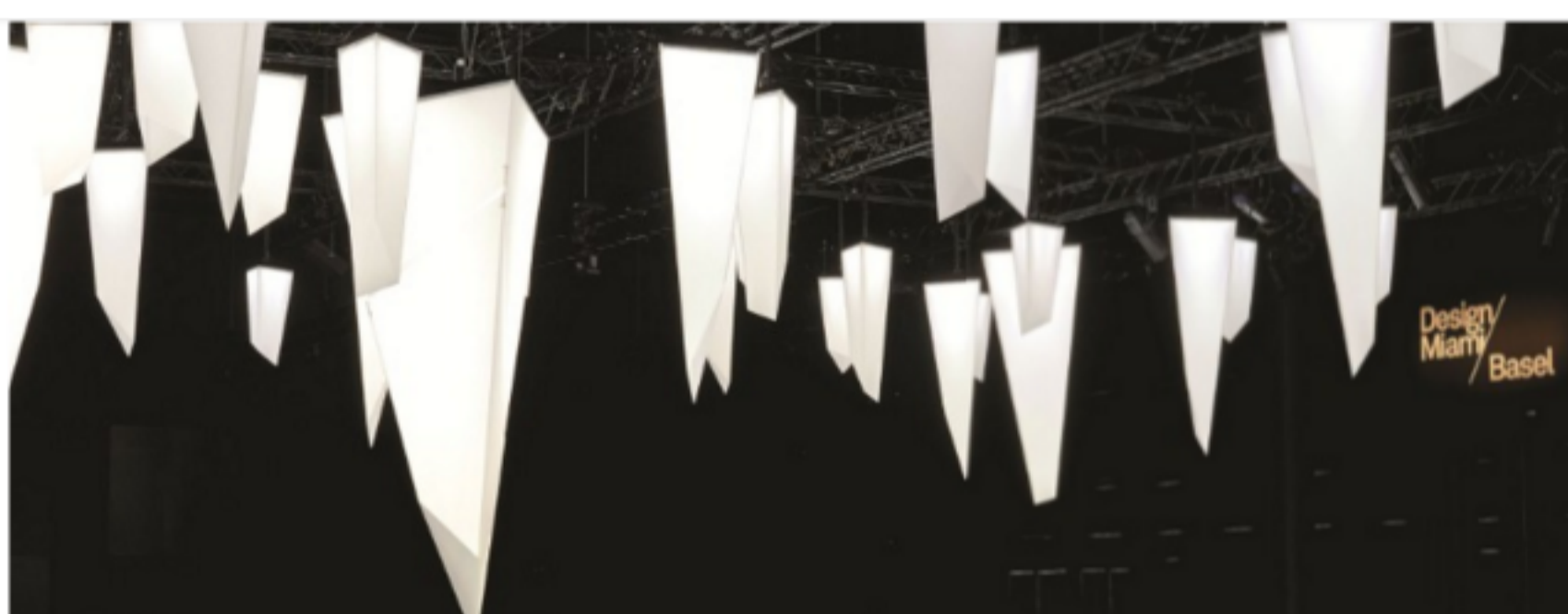
Manufactured by Lucite International, LuciteLux® continuous and cell cast acrylic is the world's original and most-loved acrylic brand. Cool and beautiful, it is also the epitome of enduring strength and toughness.

We're proud to commemorate the premier brand's 80th anniversary. Its potential to add value to an ever-expanding range of applications has only just begun.

Our **latest blog post** celebrates important events in the brand's timeline.

[Read our blog](#)

PRODUCT PROFILE: LUCITELUX® SPECTRUM



Triangular Series by Jamie Zigelbaum featured at Design Miami/ Basel. Photo by James Harris

Designed for back lit applications, **LuciteLux® Spectrum** offers bright, even illumination while concealing light sources and resisting banding and hot spots. It is also exceptionally easy to cut, form and fabricate into any shape imaginable.

Whenever signage or similar applications require back lighting, LuciteLux® Spectrum is an ideal choice for all-around quality, aesthetics and performance. Part of the Illuminations Series, this continuous and cell cast acrylic sheet is infused with diffusion particles that enhance the performance of light, while creating vibrant, constant color and exceptional, even brightness. It enables sign makers and design specifiers to develop applications that are slimmer, brighter and more cost-effective while withstanding UV and other outside factors. Available in a variety of colors and thicknesses, LuciteLux® Spectrum can be used for myriad applications, including: signage, corporate imaging, retail POP and display, directional signage, architectural features and interior design.

"I'm partial to the features of the continuous cast product. It's the best acrylic sheet made in the US. In particular, I like Spectrum in Opal White (WT2448). The product pops when lit – making it a real head-turner." – *Eric Zaslavsky, regional sales manager, Lucite International*

Interested in LuciteLux® Spectrum illuminating your next project? **Request a sample.**

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Jane Nash

Jane Nash
Sales Development Manager
1.800.458.2483 x2426, jane.nash@lucite.com