

Prime Melamine

2025
Colour launch

Designs to inspire.

Prime
Melamine

NZ Panels
Group



Seven new colours. Seven new ways to be inspired.

PrimePanels^{NZ}



Declare.

Cover: Prime Melamine Tuscan Oak





NEW

northern oak

This quarter cut timber design in a natural oak tone is destined to become a classic.

Its clean and linear timber structure makes it an easy design to work with any style of interior and pairs well with marble, stone, concrete and solid colours in most hues, especially soft to mid-toned greens such as our new Linden and Gully Green.

Also available in 2440 x 1220 high pressure laminate.

Sampled in our Timberland finish.



chestnut

Chestnut is a beautifully rich timber design that will bring any interior scheme to life.

With a softly planked woodgrain structure, its warm brown tones have subtle variations in shading and texture giving both depth and character. It's versatile enough to pair with sleek modern finishes or traditional materials and will look stunning in any interior.

A fantastic option when paired with our new colour Illusion.

Sampled in Timberland finish.

NEW



Chestnut

bavarian oak

The dark chocolate colour of Bavarian Oak offers a dramatic counterpoint to lighter toned benchtops, flooring and other cabinetry.

Using the same planked oak structure as Tuscan Oak, it's a total knock-out when paired with the soft green of our new Linden or the darker Gully Green.

Also available in 2440 x 1220 high pressure laminate.

Sampled in our Timberland finish.





NEW

tuscan oak

Embrace the natural beauty of this warmly toned timber design with a planked oak structure.

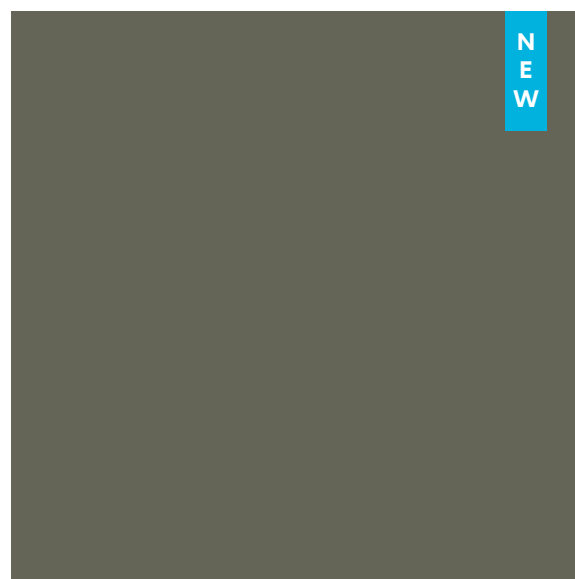
Designed as a complement to oak flooring, the colours of Tuscan Oak pair beautifully with warm berry and aubergine shades, soft pastels and dark brown. Pair with our new Illusion to create a soft and welcoming feel.

Sampled in our Timberland finish.



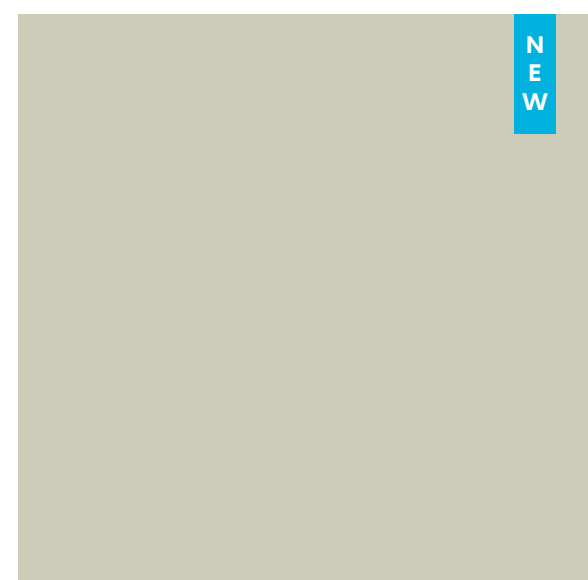
gully green

Yes, green is having a moment—we won't lie. That's why we had to add Gully Green, a swoon-worthy shade with incredible depth and character. Its rich, moody tones bring a sense of calm and sophistication, while its versatility allows it to pair effortlessly with nearly all timber decors. Whether used as a bold statement or a grounding neutral, Gully Green adds a fresh, timeless appeal to any interior.



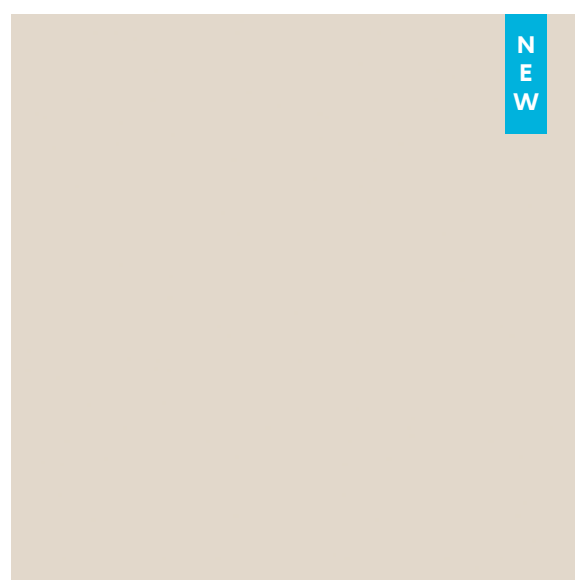
linden

Linden is a soft shade of green that will add a burst of freshness to any interior. Designed to pair with our new Tuscan Oak and Bavarian Oak, it packs a dramatic punch when matched with solid colours like Anthracite or Black. Sampled in Velvet.



illusion

Illusion is a chameleon colour that will change depending on what you put next to it. One minute it can give you a hint of peach but can also appear as a dark cream or even taupe. Paired with the dark brown of our new Bavarian Oak it's a stunner and with our new Chestnut it could deliver an Oscar-worthy supporting role. Sampled in Velvet.



Linden and Gully Green
with Northern Oak

finishes

All our melamine colours are available in four distinct finishes. Note that we only sample our colours in the finish we recommend as the most suitable to enhance that specific colour. It's why most of our timber designs are sampled in the deeply realistic Timberland finish. A gloss finish is only available on Prime White.



embossed

A lightly textured, orange-peel-like surface with good scratch resistance.



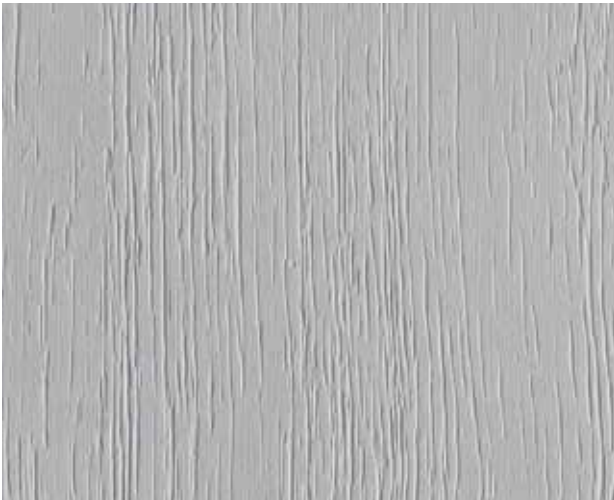
velvet

A delicate, low sheen eggshell surface.



woodgrain

A light and natural grain texture simulating that of timber. (Not available for 1800mm wide panels).



timberland

A heavily textured and realistic timber grain with a matt appearance. Designed to enhance natural characteristics. (Not available for 1800mm wide panels).

environmental considerations

At Prime Panels we try our very hardest to leave as gentle a footprint as possible. It's easy to say but harder to do. We are genuine in our efforts to improve our environmental performance.

We continue to search for alternative products that meet the growing needs of our environmentally-conscious customers while creating processes in our manufacturing that are mindful of the environment for future generations. Our key initiatives include:-

- Having Eco Choice Aotearoa accreditation for our melamine panels pressed on MDF or particleboard. This means they contribute valuable points for Greenstar and Homestar projects.
- The sourcing of melamine paper and substrates from FSC accredited suppliers.
- Supplying low-formaldehyde board - EO for our standard, moisture-resistant and fire-retardant MDFs, and E1 for particleboard.
- Reducing manufacturing waste and also finding new ways to re-use and recycle waste or offcut materials within our own manufacturing processes.
- Finding better ways to reduce energy consumption.

Our purpose-built plant in East Tamaki (with Greenstar *4 accreditation) features a number of initiatives that have significantly improved our environmental footprint.



technical data

Intended Use

Prime Melamine can be used for doors, drawers and panels in kitchens, wardrobes, decorative wall and ceiling panels, bathroom vanities, laundries, commercial furniture, shop fittings and shelving. Matched edgetape is available for all colours.

Limitations

Prime Melamine is not suitable for use in exterior applications or interior applications where ambient environmental moisture content is likely to be elevated for extended periods such as interior swimming pool, sauna or industrial wet areas. While Prime Melamine has excellent water and vapour resistance, care should be taken not to expose raw edges or edging to high moisture applications.

Where Prime Melamine is required to meet the requirements of the New Zealand Building Code, or forms part of a building system, the application and supporting structures must be designed by suitably qualified design professionals.

care and warranty

Looking after Prime Melamine

Prime Melamine is low maintenance and easy to clean. Simply wipe down with a clean, damp cloth. To remove spills, splashes, stains and greasy fingermarks, use warm soapy water or Spray n Wipe on a damp cloth, rinse clean, and then wipe dry with a soft cloth.

Never use abrasive cleaners or cleaning tools on Prime Melamine such as; Jif, Vim, Brasso, steel wool or abrasive sponges.

Watch our cleaning video for step-by-step care instructions. View on our technical resources page at primepanels.co.nz.



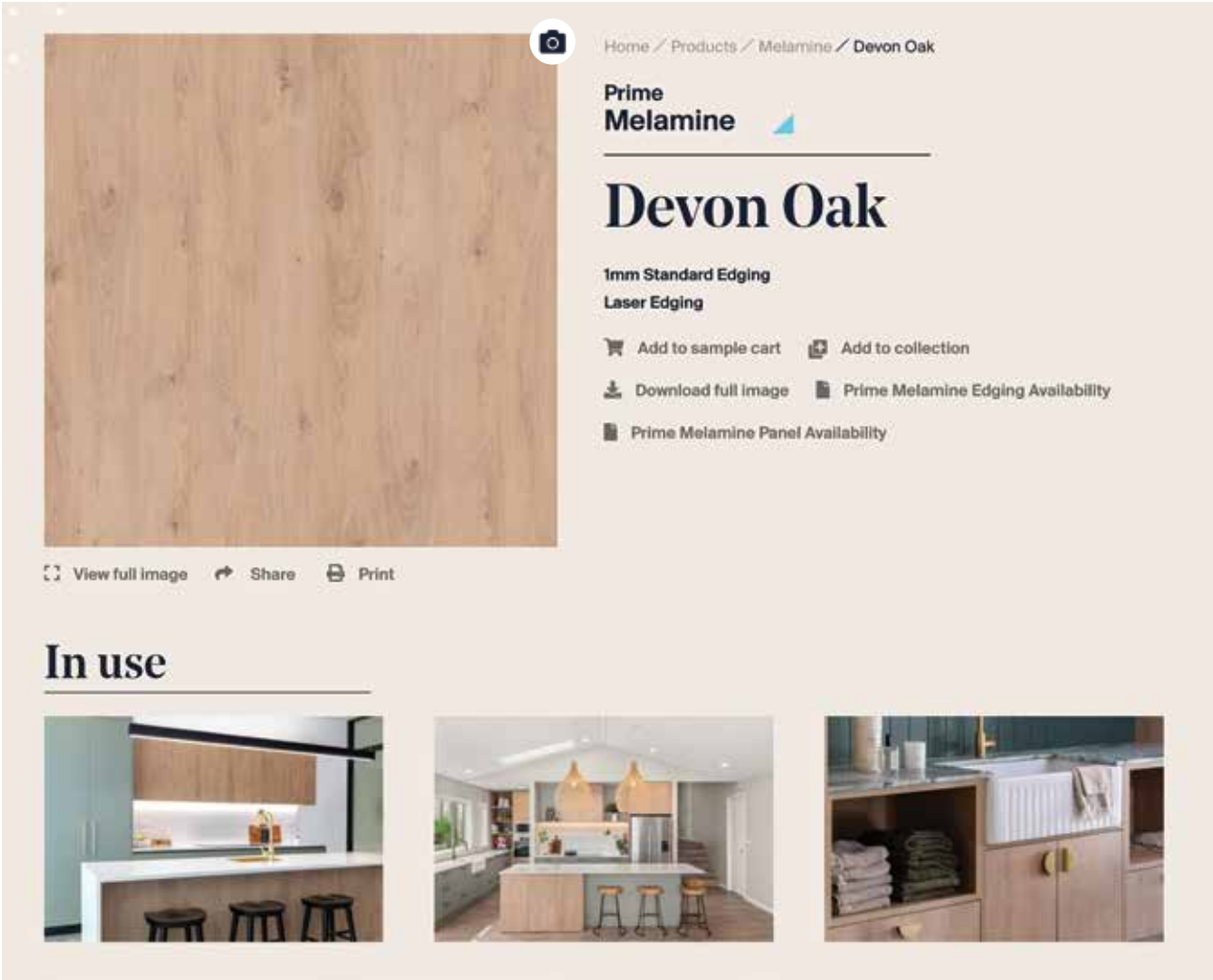
10 year warranty

New Zealand Panels Group offers a 10 year warranty on Prime Melamine provided it is used for its intended purpose as interior cabinetry, and stored and installed in accordance with best practice, in a tradesman like manner and in accordance with relevant Standards and New Zealand Building Code requirements. To view a copy of the full warranty, please download from the Prime Panels website under the Technical Resources page.

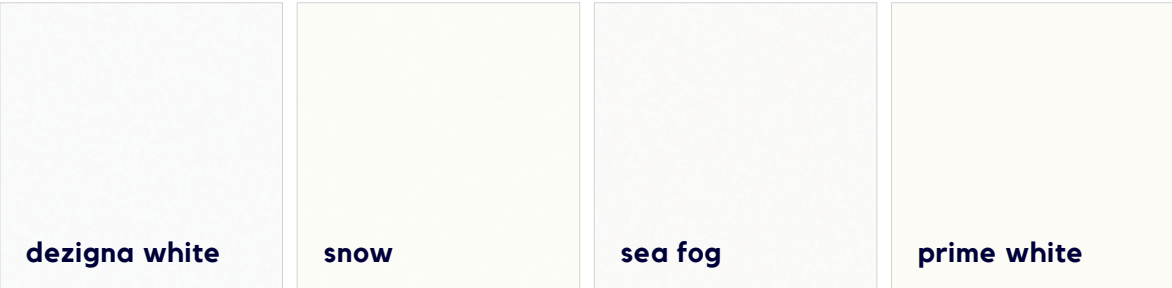


online help and samples

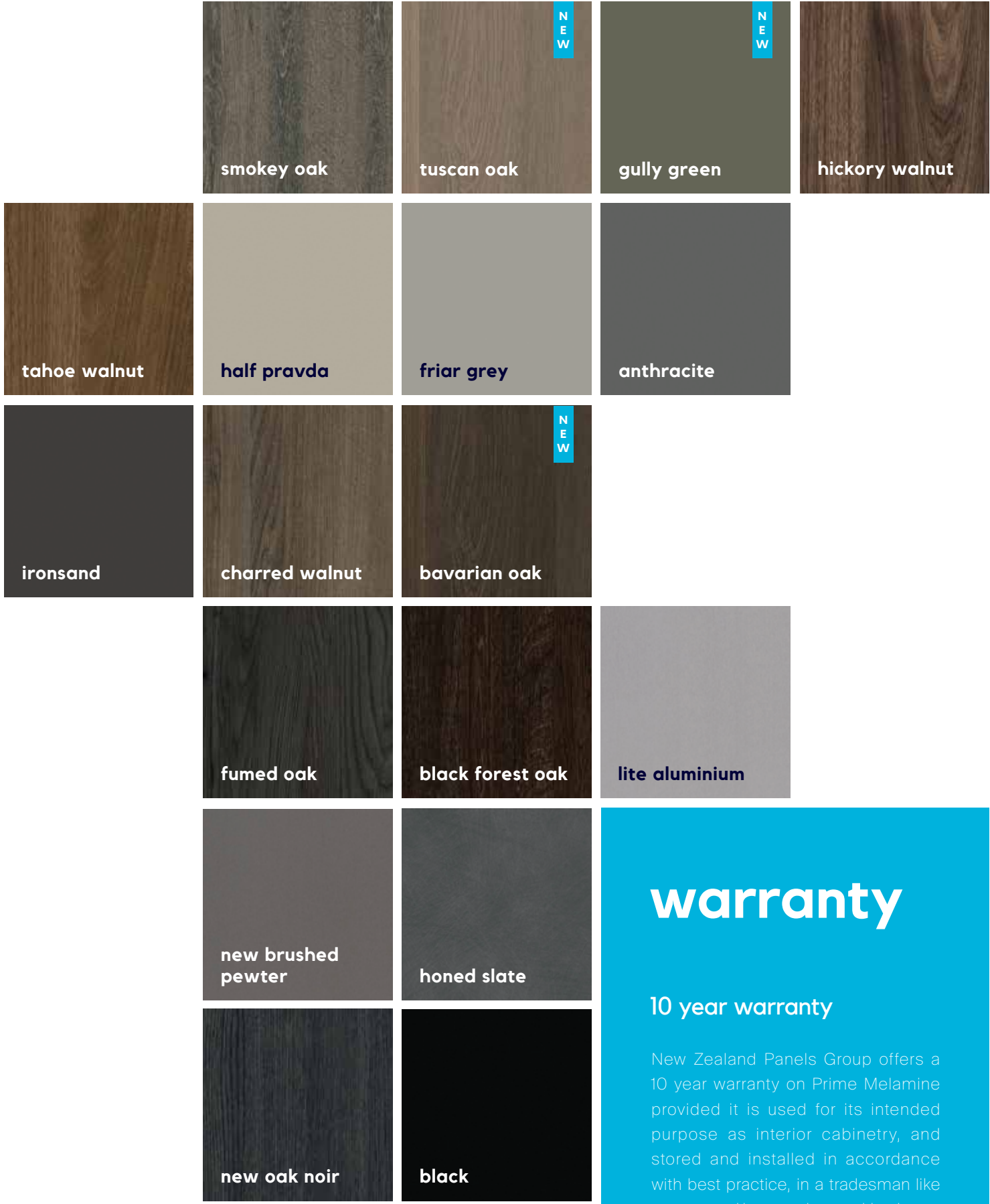
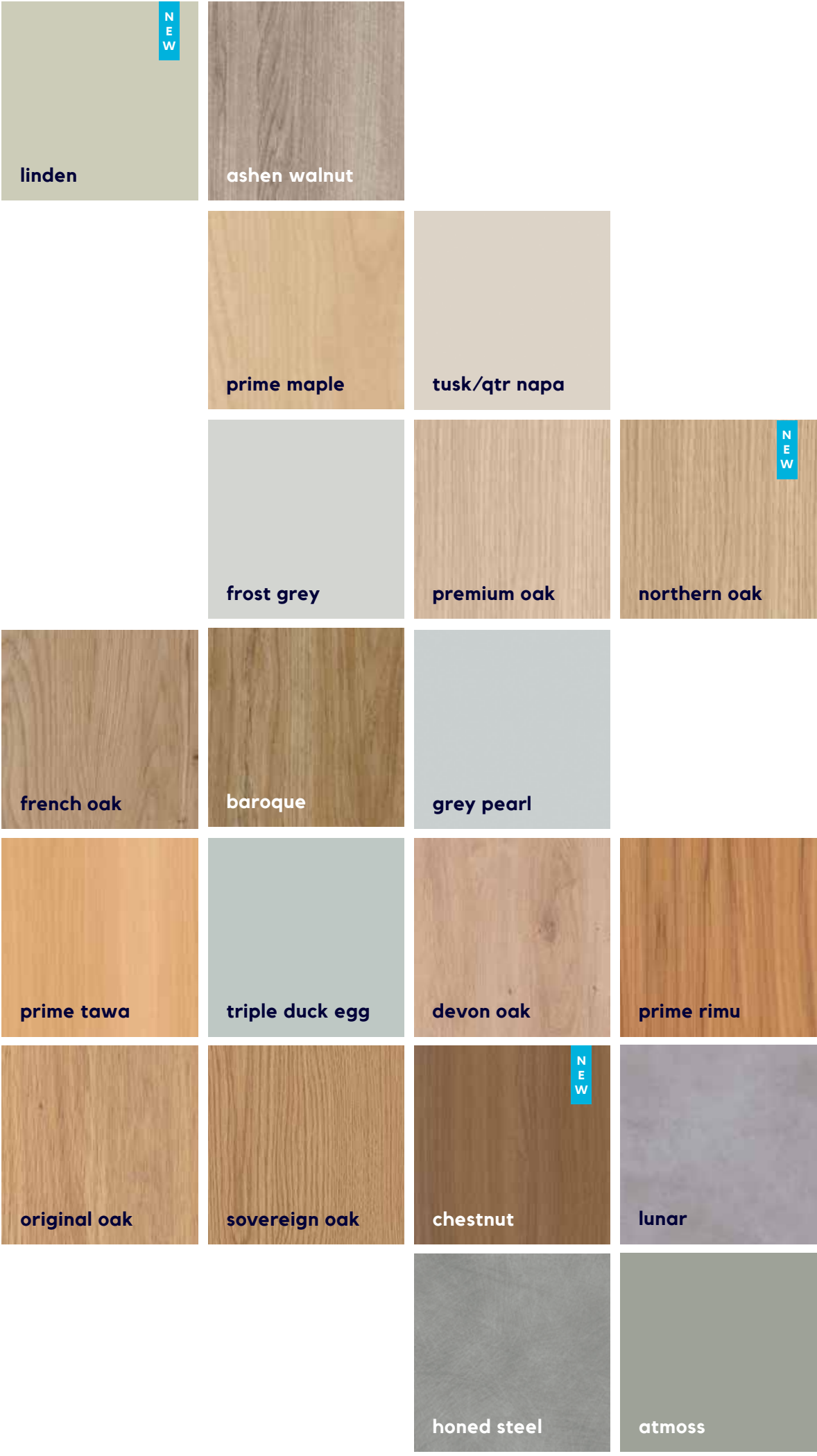
At primepanels.co.nz our digital front door is open 24/7. You can view our entire colour range, order samples and view or download technical documents and more.



When you see a camera icon above a swatch colour, this indicates that you will see additional installation photos when you click on the swatch – as shown with Devon Oak above.



the range at a glance



warranty

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For all enquiries:

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want to know more?

Visit our Prime Panels website to view the full Prime Melamine range, order samples, download images and access technical information.

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