

# ARMOUR FX

Modular Surface Solutions™

## Case Study



### At Home with 'Timber-Effect' Panels

Armourcoat's pre-cast timber effect planks from ArmourFX have created an original feature wall within the new Austin office expansion for HomeAway Inc.

© Paul Bardigay

## 'Timber-Effect' Panels for HomeAway Inc.

Type: 'Timber-Effect' panels  
Finish: TE 7471  
Client: HomeAway Inc.  
Specifier: lauckgroup  
Panel Number: 130  
Panels Size: 5'10"7/8 X 10"1/4  
Edge Treatment: n/a  
Edge Detail: abutted

Armourcoat's pre-cast timber effect planks from ArmourFX have created an original feature wall within the new Austin office expansion for HomeAway Inc. - the leading online marketplace for the vacation rental industry.

Specified by Texan interior architecture firm lauckgroup, the panels emulate natural wooden planks with an exposed grain detail, making them ideal for an urban shuttered or board-formed concrete effect.

Commenting on the project Raul Baeza, Designer at lauckgroup, said: "We had used the product previously on a smaller scale and loved the textural dimension it added.

When we began design on HomeAway Domain, the client requested a memorable and monumental star. Immediately, we knew we wanted to use the Timber-Effect Planking as the feature backdrop to the stair and reception area. The product was on point with the desired price and created the perfect monolithic aesthetic we were looking for while having visual interest with the wood grain imprint."

ArmourFX Timber-Effect panels are designed for decorative wall cladding – ideal for interior theming and branding. Two designs are available ('original' and 'rugged'), both created from actual Douglas Fir timber planks. The 'rugged' finish is achieved from further hand-distressing of the timber. Cast in a polymer-modified gypsum resin mix, the panels are available in four base colors in both smooth and textured finishes, the smooth panels can be enhanced with EcoPearl waxes to create a further 16 colors.

The panels offer great design options, often replacing exotic or expensive timber for commercial projects. ArmourFX Timber-Effect panels have also been used to replace or match Shou-Sugi-Ban Japanese charred planks or Mountain Pine Beetle blue-stain timber.



© Paul Bardagly