

FOR IMMEDIATE RELEASE

The [International Woodworking Fair](#) (IWF) In Atlanta Sets the Stage for Genesis to Unveil the Most Complete Surface Matching System in the Industry

[Goshen, IN, July 25, 2024] — At [IWF](#) in Atlanta, August 6 – 9, 2024, Genesis Products, Inc. (**Booth BC638**) will unveil the industry's most complete and advanced surface matching system! Years of development, meticulous planning and global exploration have gone into making the revamped Surface Synergies program by Genesis Products what it is today.

The Genesis Products booth at IWF is designed around the idea that OEMs and Distributors deserve a single source when matching components for their projects. With the addition of Funder to the Genesis Products lineup last year, they can now transform every type of decorative laminate into components for residential kitchens and closets, along with case goods for hospitality, office and healthcare. This includes TFL, HPL, 3DL, 2DL, Edge band and Coated Paper.

“Besides creating beautifully matched and seamless components, we’ve simplified the process of matching multiple surfaces required for premium finishes in cabinets and closet systems,” says Wayne Gordon, Director of Surfaces. “Essentially, we’ve eliminated the guesswork.” Gordon says they have more than 36 color matches to showcase at IWF.

Genesis will be featuring the new Funder TFL Collections and their decorative matches, along with cabinet doors, mouldings, hardware, wood powder coating and more. Stop by Genesis Products Booth BC638 to see Surface Synergies in action.

About Genesis Products

Founded in 2002, Genesis Products is “Product Driven – People Powered” and a leading supplier of laminated panels and wood components for a variety of industries – including Cabinets & Storage, RV Interiors, Work Vehicles, and Commercial Acoustic Interiors. Genesis operates facilities in Indiana, Virginia, Florida, and Arkansas with 14 plants across the Midwest, South East, and East Coast. Visit www.genesisproductsinc.com to learn more.

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