



GEN-ECOLITE BEAMS

For many years, Gen-Eco have been providing solutions to both the specification and shopfitting industries and that is still true for us today. Whilst we have a strong position as a 'traditional' supplier of plywood and other timber-based products to the shopfitting industry, we are also focused on the future by offering unique solutions via the medium of digital printing.

At the centre of our wall and ceiling range is the Gen-Ecolite range. By combining panels of end-grain Balsa blockboard with thin MDF sheets, we have developed a very lightweight Balsa/MDF composite panel. From there we have many options regarding surface finishes including:

- Paint
- Econo
- Digital Print
- High Pressure Laminate (HPL)
- Natural Timber Veneer

This booklet details our range of options in the Gen-Ecolite beam wall and ceiling range.



SCOTTISH PACIFIC
SPOTTED GUM PRINT

PAINT

The most economical way to utilise the lightweight benefits of our Gen-Ecolite range is using a paint finish. The MDF skins can be painted with acrylic or two-pac paint systems. From floating cloud shapes to more traditional beams, our Ecolite beams can be processed in many innovative ways.

Benefits

- The most cost-effective way to finish a Gen-Ecolite beam
- Lowest cost option – brush/roller of acrylic paint
- Higher cost option – 2 pac finish by professional coating company



BANK OF QUEENSLAND
CREAM PAINT



BANK OF QUEENSLAND
WHITE PAINT



ALDINGA LIBRARY
WHITE 2PAC PAINT

How to specify: Refer to this product as 'Gen-Ecolite beam with ____ painted finish.'
E.g. 'Gen-Ecolite beam with Dulux Natural White paint finish on 3600 x 195 x 50mm beam.'
Gen-Ecolite beam dimensions available on page 13.

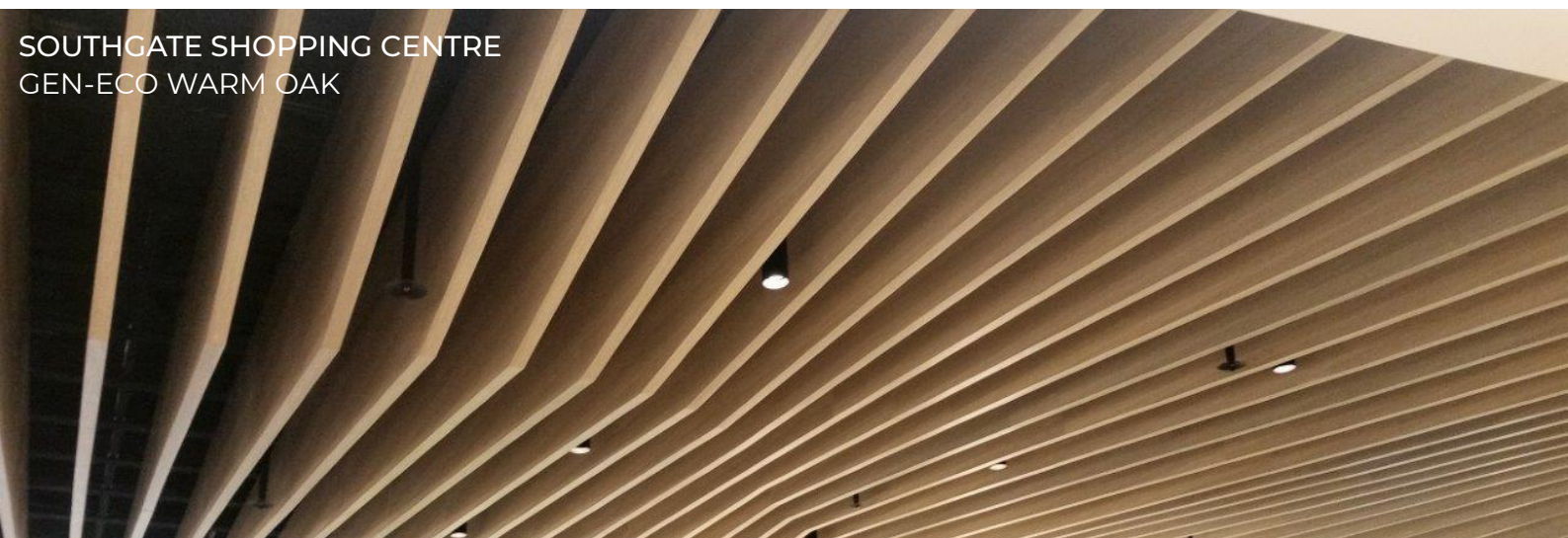
ECONO

The Gen-Ecolite Econo range is an economical way to achieve a decorative look of woodgrains and prints from a selected range of options.

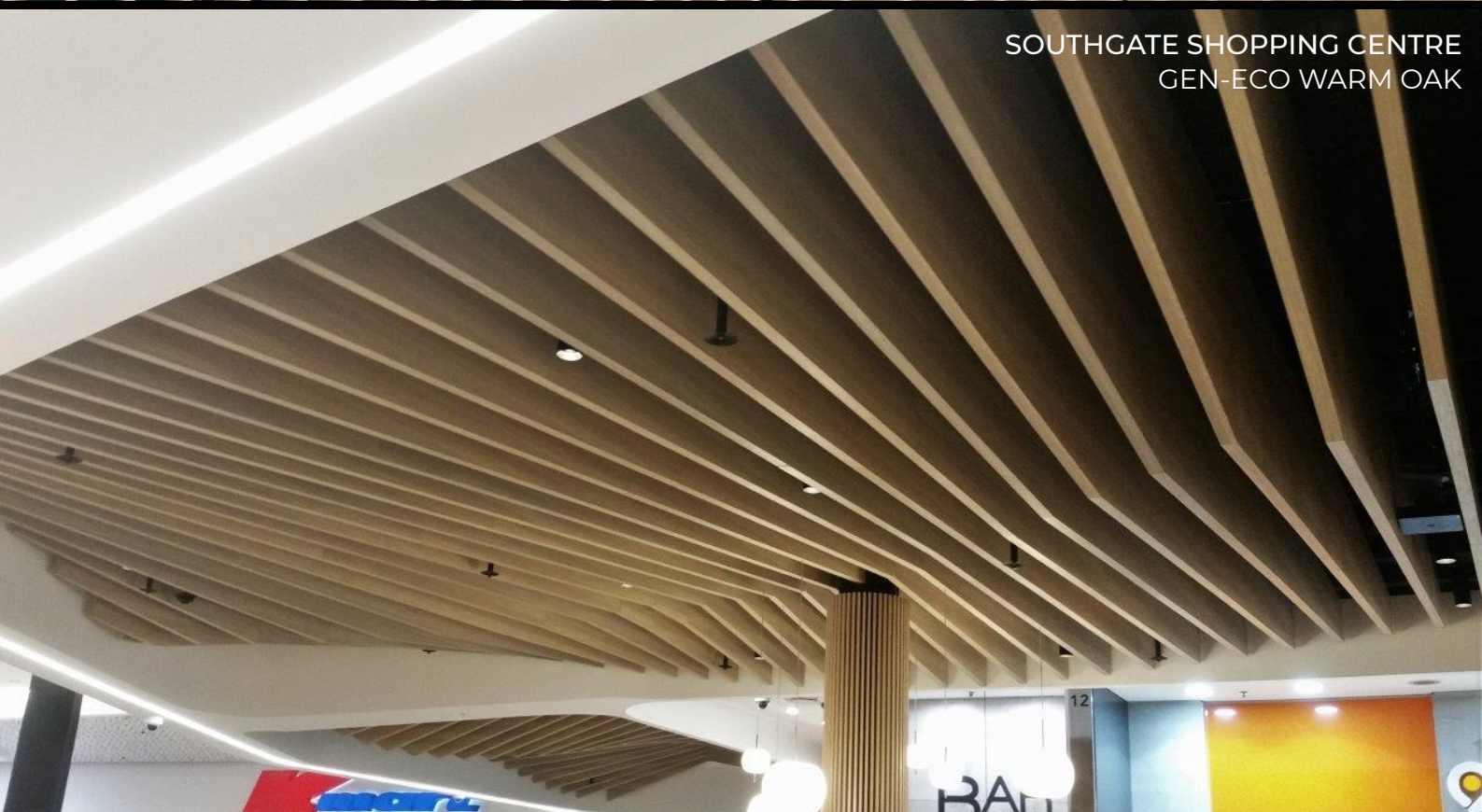
The beams are available in a range of our most popular beam sizes (length, depth and thickness).

Benefits

- An economical way to achieve a timber look beam from a select range
- Made from non-fading specially formulated papers



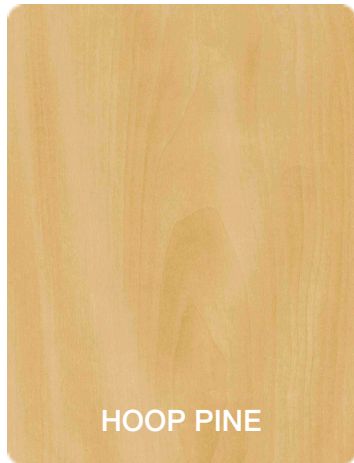
SOUTHGATE SHOPPING CENTRE
GEN-ECO WARM OAK



SOUTHGATE SHOPPING CENTRE
GEN-ECO WARM OAK

ECONO RANGE

We have 12 finishes available as part of our low-cost Econo range.



HOOP PINE



LEMON TREE



SHANNON OAK



TASMANIAN OAK



WARM OAK



DEVINE OAK



WEATHERED PINE



EUROPEAN
BLACKWOOD



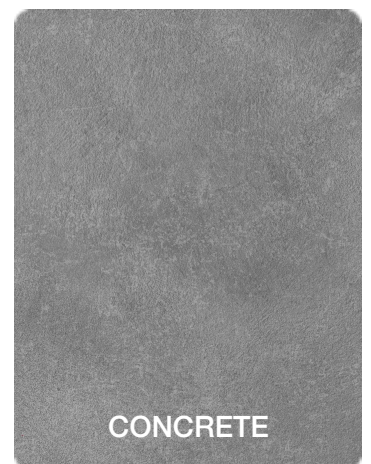
SPOTTED GUM



EUROPEAN WALNUT



FERRERA OAK



CONCRETE

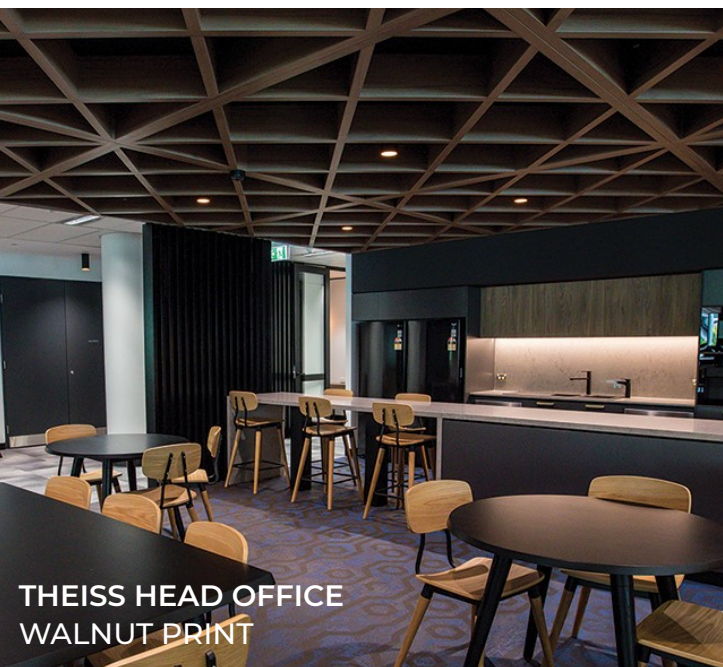
How to specify: Refer to this product as 'Gen-Ecolite beam with ____ econo finish.'
E.g. 'Gen-Ecolite beam with Devine Oak Econo finish on 3600 x 195 x 50mm beam.'
Gen-Ecolite beam dimensions available on page 13.

DIGITAL PRINTING

Our digital print options offer choices from a standard range of woodgrain, concrete and metallics. However, this is often only a starting point as our graphics department can change the tone and colour of these timbers if the project requires.

Benefits

- Our unique printing process allows us to print on all four sides of the beam for vertical applications.
- The surface of a printed beam does not require any additional coating prior to installation.
- Expensive or rare timbers can be printed at relatively the same cost as standard options.
- More than one image/graphic can be overlaid to produce stunning results.
- Chosen timbers/patterns can be altered in tone and colour to suit customer's requirements.
- Beams can be matched to wall panels or other joinery elements.



THEISS HEAD OFFICE
WALNUT PRINT



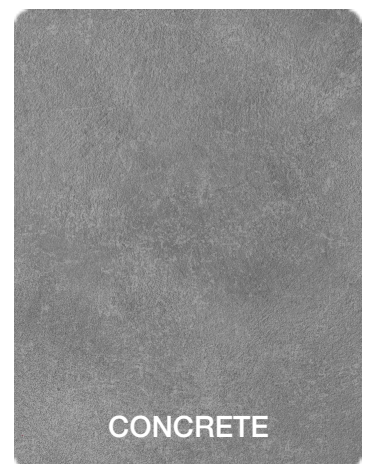
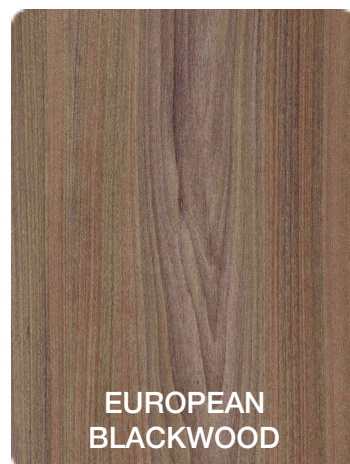
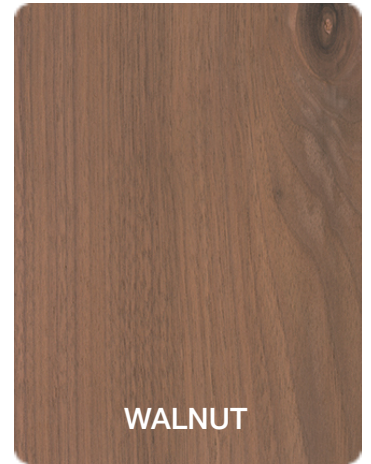
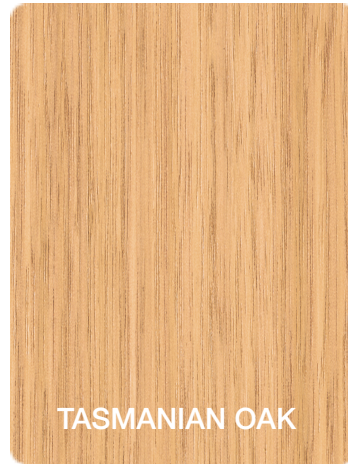
CAMERAPRO
TASMANIAN OAK PRINT



LIONS@SPRINGWOOD
BLACKBUTT PRINT

DIGITAL PRINTING STANDARD RANGE

We have a standard range of digital prints available, however we can print any graphic provided to us in a suitable format. These are our 12 standard options:



How to specify: Refer to this product as 'Gen-Ecolite beam with ____ digital print finish.'
E.g. 'Gen-Ecolite beam with spotted gum digital print finish on 3600 x 195 x 50mm beam.'
Gen-Ecolite beam dimensions available on page 13.

HIGH PRESSURE LAMINATE (HPL)

HPL or High Pressure Laminate can be applied to the face and edge of Ecolite beams. Feel free to select from any laminate range.

Benefits

- Cost-effective
- Large range available from any major supplier.

High Pressure Laminate Range

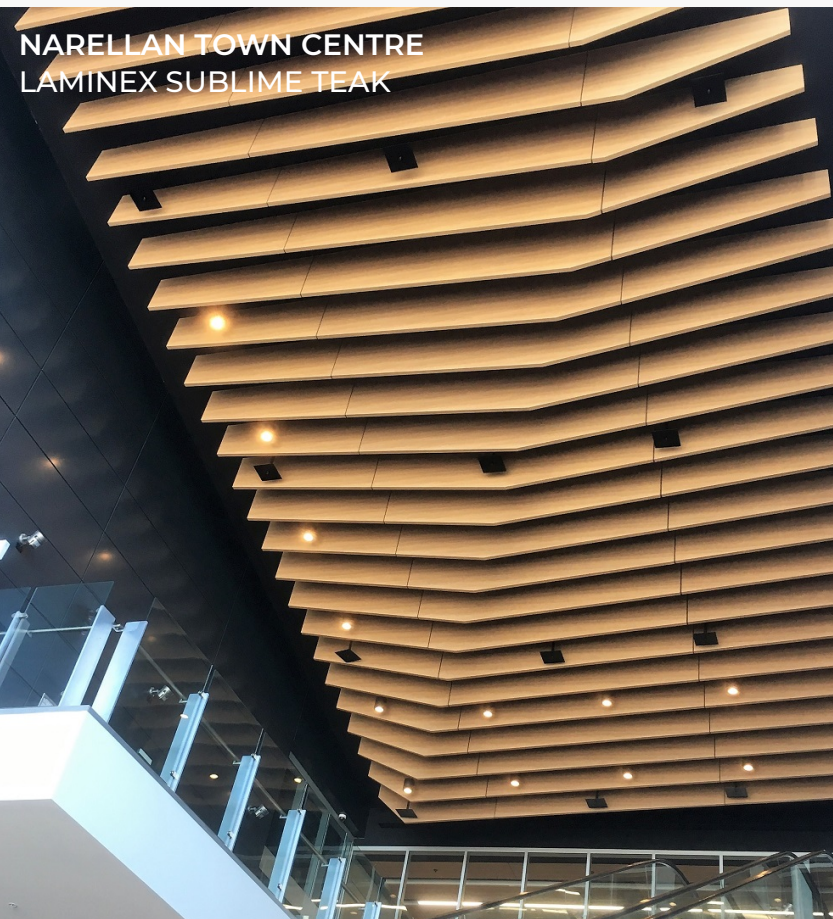
Select from a laminate range of your choice, including:

Laminex® | **polytec** | **Wilsonart**®

How to specify: Refer to this product as 'Gen-Ecolite beam with ____ HPL finish.'

E.g. 'Gen-Ecolite beam with Laminex Sublime Teak finish on 3600 x 195 x 50mm beam.'

Gen-Ecolite beam dimensions available on page 13.



NATURAL TIMBER VENEERS

Truly stunning results can be achieved by utilising the lightweight advantages of Gen-Ecolite beams in conjunction with the extensive choice of natural timber veneers. Veneers can be selected from natural timber or reconstituted (man-made) options.

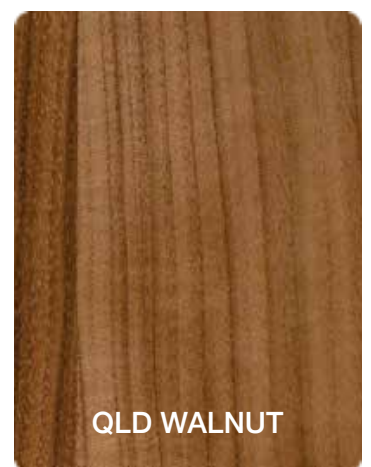
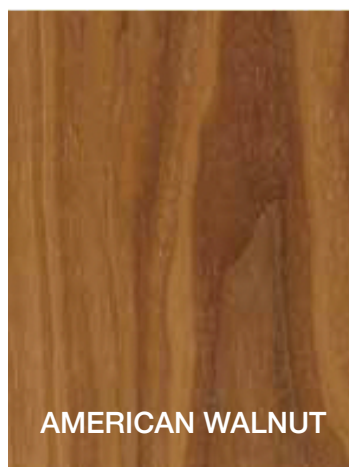
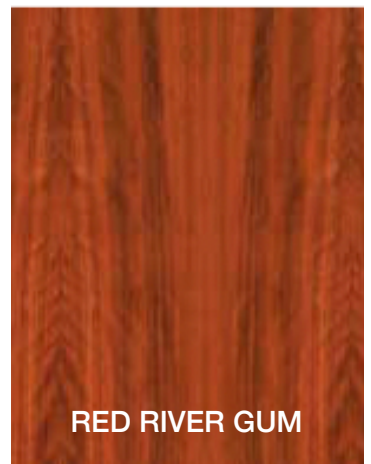
Benefits

- Veneers can be selected from any supplier of timber veneers
- We can supply a finished beam with polyurethane coating or raw beams to be coated by shop-fitter.



NATURAL TIMBER VENEERS

Timber veneers featured on this page are just a starting point. Veneers can be selected from all major veneer suppliers or choose from our range below.



How to specify: Refer to this product as 'Gen-Ecolite beam with ____ natural timber veneer finish.'
E.g. 'Gen-Ecolite beam with natural timber veneer rock maple finish on 3600 x 195 x 50mm beam'
Gen-Ecolite beam dimensions available on page 13.

INSTALLATION DETAILS

Our Gen-Ecolite Beams can be installed in range of ways.
Some of most common methods include:



Installation method: Booker Rod fixed through beam and fastened on the Underside of the beam.

Project: Camera Pro - Brisbane

Details: Gen-Ecolite beam digitally printed in Tasmanian Oak

Installation method: Booker Rod and Furring Channel. Beams were top fixed through the furring channel.

Project: IGA - Hattonvale

Details: Gen-Ecolite beam digitally printed in Country Oak



Installation method: Battens were back screwed with Black MDF. This method used to install

both walls and ceiling panels.

Project: Corporate House, Waterfront Place Brisbane

Details: Gen-Ecolite battens digitally printed in Zebrano style

Installation method: Curved beams were fixed with 75mm screw through Rondo Ceiling System.

Project: Panorama Café - Indooroopilly

Details: Gen-Ecolite curved beams with white gloss vinyl



INSTALLATION DETAILS (CONT'D)



Installation method: Beams were top fixed through aluminium box beam.

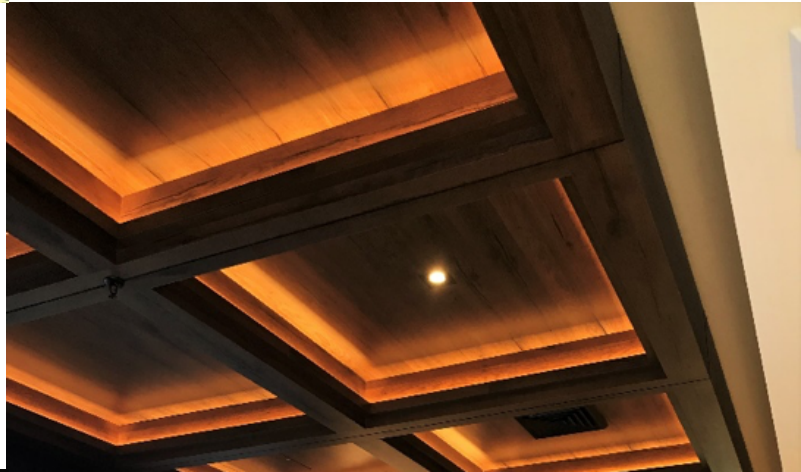
Project: Fish Emporium - Isle of Capri

Details: Gen-Ecolite beams with Formica Sublime Teak

Installation method: Coffered ceiling constructed using a combination of Gen-Ecolite Beams with MDF panels

Project: Optus Flagship Store – Sydney

Details: Gen-Ecolite beams and MDF panels utilised to produce coffered ceiling




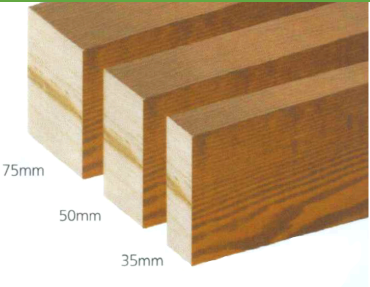
Installation method: Jig-saw join to allow for connecting beams over a long length. The join is designed to provide a strong method for joining long runs of beams.

Example Project: LIONS@Springwood

Installation method: Routing a channel in the top of the beam allows for fixing to a timber batten. The Gen-Ecolite Beam can be pinned from the side into the batten.



GEN-ECOLITE BEAM DIMENSIONS

Standard depth and thickness guide			Standard beam depths	
	2400mm	3600mm		
Paint	✓	✓		
Econo	✓	✓		
Digital Print	✓	✓		
HPL*		✓		
Timber Veneer**	✓	✓		
*subject to sheet size available **subject to length of veneer available				
Weight guide by thickness			Standard beam thicknesses	
	Per L/m	2400 x 195mm	3600 x 195mm	
35mm	2.1kg	5.1kg	7.6kg	
50mm	2.5kg	6.0kg	9.0kg	
75mm	3.1kg	7.4kg	11.1kg	

Once you have selected your Gen-Ecolite beam dimensions and desired finish, please contact Gen-Eco to speak to one of our representatives.



Gen-Eco Environmental Wood Products

18 Christensen Road, Stapylton QLD

sales@gen-eco.com.au

(07) 3807 9308

www.gen-eco.com.au