

EXECUTIVE SUMMARY

Lamitak Is Not
In The Answer.

Decorative Laminates · Point in Time Analysis · June 2026
880 AI conversations · 80 buyer prompts · 11 model families · 8 buyer personas · 264 brands tracked

Across 880 conversations in the decorative laminate category, **Lamitak is named in one**. Its own domain does not appear among the sources the models cite at all. Wilsonart and Formica are recommended in more than nine of every ten answers, and three further suppliers are named ahead of Lamitak in every persona and every topic measured. This is not a ranking problem. At 0.1 percent visibility, Lamitak is absent from the AI buyer journey, and that gap compounds each day a structured GEO programme is not in place.

ABSENT · NOT NAMED

879 of 880
99.9% of conversations

VISIBLE · IN THE ANSWER

1 of 880
0.1% of conversations

RECOMMENDED · THE FIRST PICK

0 of 880
0% of conversations

0.1%

Overall AI visibility across 880 conversations

Unranked

Position among the 264 brands tracked

1 / 880

Conversations in which Lamitak is named

95%

Category leader, Wilsonart, for comparison

51%

start B2B research with an AI chatbot, more often than with Google. The answer is the new first impression.

69%

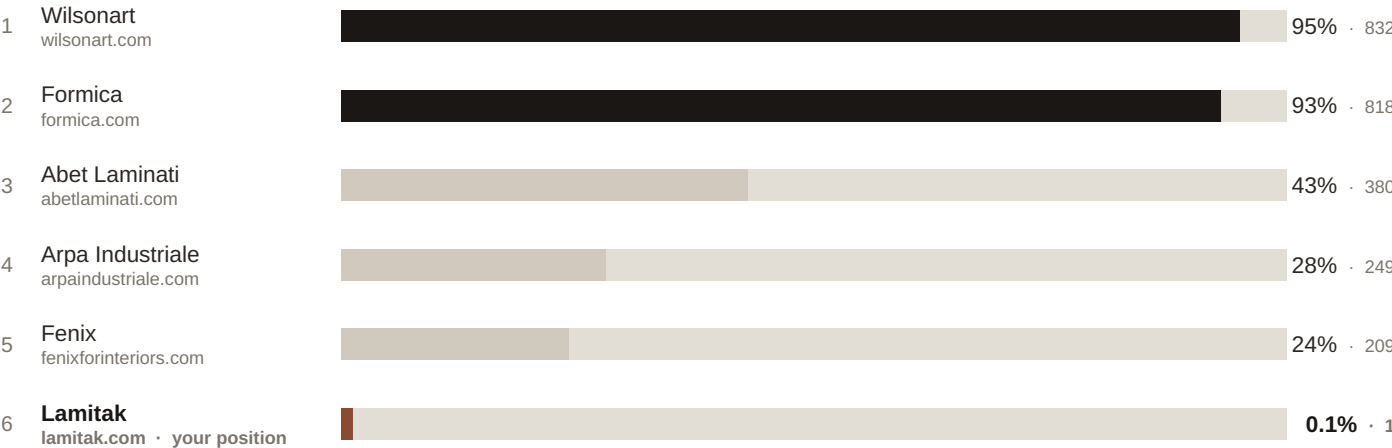
chose a different vendor than planned after AI rewrote their shortlist. The names in the answer reshape the deal.

33%

purchased from a brand they had never heard of before an AI surfaced it. Presence wins business outright.

Source: G2 Answer Economy Report, 2026 · n=1,076 B2B decision-makers across NA, EMEA, APAC

COMPETITIVE POSITION · AI MENTION SHARE ACROSS 880 CONVERSATIONS



Who The AI Recommends Instead.

The leaderboard ranks every brand by how often AI names it across 880 conversations. Broken down by buyer and by topic, the same pattern holds. Two global brands own the category, a European mid tier follows, and Lamitak does not register in any segment.

PERSONA × COMPETITOR · VISIBILITY BY BUYER

Buyer Persona	Lamitak	Wilsonart	Formica	Abet Laminati	Arpa Industriale	Fenix
Process-Focused Healthcare Facility Planner	1%	95%	100%	38%	20%	8%
Sustainability-Conscious Residential Architect	0%	94%	87%	54%	34%	29%
Trend-Forward Hospitality Design Consultant	0%	93%	86%	54%	38%	34%
Vision-Led Independent Interior Decorator	0%	95%	91%	42%	32%	28%
Growth-Minded Fit-Out Contractor	0%	96%	95%	45%	30%	19%
Efficiency-Oriented Cabinet Fabricator	0%	98%	97%	27%	15%	15%
Specification-Driven Commercial Interior Designer	0%	93%	96%	48%	33%	24%
Detail-Oriented Renovation Homeowner	0%	93%	90%	37%	25%	34%

TOPIC VISIBILITY

Coordination Across Surfaces	1%
Value For Money	1%
Finish Quality	0%
Health Safety	0%
Durability	0%
Easy Maintenance	0%
Design Variety	0%
Project Lead Times	0%
Sustainability Credentials	0%
Color Consistency	0%

GAP on all ten criteria. The single mention surfaced under **Coordination Across Surfaces**, **Value For Money** and **Finish Quality**, the warmest topics to build from.

MODEL COVERAGE

GPT-5.4 · top: Wilsonart 100%
Perplexity Sonar · 59%
DeepSeek Reasoner · 99%
Google AI Overviews · 98%
Claude Sonnet 4.6 · 100%
Gemini 3.1 Pro · 95%
GPT-5.4 mini · 96%
Grok 4.3 · 96%
Gemini 3.5 Flash · 99%
DeepSeek Chat · 100%
Claude Opus 4.8 · 99%
Lamitak surfaces on one model only. Perplexity Sonar shows the weakest competitor citation in the category, the most open surface for a new entrant.

WHERE MODELS LEARN IT

1%	wilsonart.com	471
0%	formica.com	405
0%	panolam.com	142
0%	egger.com	98
0%	instagram.com	95
0%	czpanels.com	81
0%	na.abetlaminati.com	71
0%	polyrey.com	56
0%	youtube.com	52
0%	lamitak.com	0

lamitak.com is never cited. Directory and review sites supply only 27 citations across the whole category, the cheapest signal to claim.

SCOPE OF MEASUREMENT

These prompts measure the decorative laminate category as buyers phrase it to AI. At that scope the answer is owned by global suppliers, Wilsonart and Formica, with Abet, Arpa and Fenix behind them. The measurement covers AI recommendation visibility and Share of Voice. It does not model spend or revenue. Personas and prompts are adjustable, and tightening scope toward APAC commercial interiors is itself one of the levers in the programme, not a fixed boundary of the finding.

Three Moves From Absent To Cited.

Lamitak starts from zero, which means the path is sequential. First give the models something to cite, then enter where the mid tier is beatable, then build the outside signals the discovery surfaces trust. Each move is anchored to a specific gap in this dataset.

01

BUILD A CITABLE ENTITY FOUNDATION

Lamitak's own domain does not appear once in the sources the models cite for this category, while **wilsonart.com is cited 471 times and formica.com 405**. Before any persona can be won, the models need a clean, structured Lamitak entity to pull from. The first programme is entity and structured data work across the site, organised around the criteria the category is judged on: Finish Quality, Design Variety, Durability, Sustainability Credentials and Color Consistency. Without this, the score stays at zero, because there is nothing to cite.

02

ENTER WHERE THE MID TIER IS BEATABLE

Do not open against the Wilsonart and Formica wall. The realistic ground sits below it, where **Abet, Arpa and Fenix are cited unevenly** and can be outranked. The warmest signals are already on the board. The lone mention surfaced for the Process-Focused Healthcare Facility Planner and under Coordination Across Surfaces and Value For Money. Lead there with coordinated surface systems, laminates, edge banding and cladding from one supplier, plus health, safety and low VOC certification content, to take the third or fourth slot in the answer.

03

WIN THE DISCOVERY AND REVIEW SURFACES

Perplexity Sonar is the most open surface in the category. Even Wilsonart is cited only 59 percent of the time there and Formica 70, against a near total wall elsewhere. Sonar and Google AI Overviews weight outside citations, and the category is barely touched: directory and review sites account for only 27 citations across all 880 conversations. A focused citation programme on design directories, specification platforms and trade media, paired with the social presence the models already read, Instagram at 95 and YouTube at 52, builds the trust signals these surfaces reward.

Acronym	Full Name	What It Means For Lamitak
SEO	Search Engine Optimisation	Getting found when buyers search on Google. Still essential, no longer sufficient on its own.
AEO	Answer Engine Optimisation	Being the answer when buyers ask a question. Featured snippets, voice, and AI assisted results.
GEO	Generative Engine Optimisation	Being recommended when AI builds the shortlist. When a Specification-Driven Commercial Interior Designer asks ChatGPT which laminate brand offers the broadest matte and soft touch finishes, GEO decides whether Lamitak is in that answer.

The Next Step

Neves Digital is your AI Visibility partner, the team and technology behind this analysis. We recommend a 30 minute working session to walk through the full dataset, the persona and topic level findings, and a GEO content roadmap built around Lamitak's commercial priorities.

This analysis was provided complimentary. The roadmap is where the work begins.

Our programmes start with a one time Discover Audit. No retainer is required to see where you stand and what it takes to move the score. Engagements begin from SGD 3,000 for the initial audit, scaling into ongoing Accelerate and Dominate programmes.

Angkea Som
COG, Neves Digital
nevesdigitalmarketing.com



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