

SURFACE EFFECTS AND COLOR FEELINGS

This was the 30th Interzum for Schattdecor - starting with a small booth in 1985 at the Cologne trade fair just after the company's founding. Three new trend lines were introduced for the Smartfoil Evo Collection this year. Proflex Floor was presented - a developmental product consisting of an elastic composite used in the production of multi-layer, modular floors.

"Before, black was seen as elitist and aloof. We wanted to put a new face on this color," head of design, Claudia Küchen, remarks on the design and color scheme for Schattdecor's Interzum booth. "Light tone themes are very popular and sell well because they already have a high degree of acceptance. But black is completely new. We wanted to test the boundaries of what is possible and used this new trend color in combination with matt surfaces and dark woods".

casual BLACK

After a long white phase in home furnishings, black is the new white and "casual"



is the new luxury. The casual BLACK style is classic, comfortable and relaxing. The focus on quality in the furnishings creates a self-evident, laid-back look.

cultural SPIRIT

Boundaries between cultures are disappearing in these times of globalization.



New technologies are bringing us closer yet the cultural exchange involved is fostering a wish for a more grounded and tangible lifestyle. Decorations in CULTURAL SPIRIT place their focus on cultural artifacts from various sources, creating a feeling of individuality and personality.

freestyle CLARITY

Life is a blank page just waiting to be written on. This trend reflects the increasing importance of simplicity and authenticity. Concentration on essentials is an important element of a better quality of life. Freestyle CLARITY creates order, enabling individual expression and interpretation.



Evelyn Gorgos, Head of Corporate Communications Schattdecor



NEW WEBSITE AND DESIGN BLOG

"For us, the main point was to create an authentic, informative and current website that is both fun and informative," summed up Evelyn Gorgos, Head of Corporate Communications.

"Alongside demanding design, the service idea was foremost in our thoughts." In the future, customers will have the ability to access everything that is available.

A new feature is the Design Blog, where Schattdecor designers can publish trends they have spotted, news and information from the world of design. The new website had its debut at the Interzum and may be accessed at www.schattdecor.com.

Schattdecor has been supplying printed decor paper, foil and melamine film to leading companies in the wood-based panel and furniture industry for over 30 years. The family-owned company from Thansau/Germany processes more than 2 billion sq. m. of paper annually around the world. The company generated some Eur 600 million in sales during the past fiscal year thanks to its more than 2,000 employees and a total of 13 locations worldwide. Although the firm's main focus remains on rotogravure printing, the importance of digital printing, finish films and melamine impregnation has risen sharply.