

Press release

Interzum 2019: Pfleiderer showcases the latest trends with its decor and structure combinations

- Intensive trend research results in 35 new decors and 2 new textures
- DST and DST Xpress collections offer innumerable combination options
- Visitors can find out more about the new decors and textures at **stand D010 and E011, hall 6.1**

Neumarkt, 21 May 2019 – From natural and fresh, to rough and casual: Pfleiderer, the leading partner for structural and refined natural materials will be presenting the decorative trends and new products at the Interzum trade fair in Cologne from 21 to 24 May. In addition to the latest trend decors and textures, trade visitors to stand D010 and E011, hall 6.1 can also find out about the varied DST and DST Xpress collections.

“For our new decors and textures we examined current living trends in depth”, explained Christiane Gebert, Head of Design & Development at Pfleiderer. „The trend is very clearly towards materials such as concrete, metal and textile, as well as more muted variations of wood, stone and marble. This was the basis on which the new collection variants were selected.” In 2019, there are therefore around 35 new decors, which extend the company’s portfolio offered worldwide. The living styles, into which Pfleiderer classifies its various decors, help to illustrate and inspire.

Understatement & nonchalance are also reflected by the still fashionable industrial look: Ground concrete and smoothed surfaces paired with metals, such as black steel or even glass and rotary cut veneer. Decor innovations such as the silhouetted glass decor “Window”, steel decors or the expressive “Terrazzo Nero” as well as diverse concrete variants represent casual industrial charm.

“Expressive wood species continue to characterise interior and furniture design. The trend here however is for light, natural wood species with balanced, more muted grain and figure”, said Gebert. Decors such as *Light Portland Ash* impart lightness and freshness. Recommended combinations include cool grey tones and textile surface textures. Pfleiderer summarises this rather Nordic, unpretentious lifestyle as *Authenticity & Artisanship*.

Pfleiderer will also be presenting its textures portfolio, which can be combined with the large number of decors. Including new textures such as the grainy pearlescent texture *Sandpearl* and the universal rust texture *Corrosio*. “The rough, vivid material texture of *Corrosio* is reminiscent of corroded metal. With its overall matt, broken-up surface, it is primed by a semi-matt shimmering substrate”, explained Gebert. The new texture is particularly authentic with metal decors such as steel, bronze or even gold. “With *Sandpearl* we have achieved a modern development of our successful *Miniperl* texture. It is matt and subtle, so that it lends particular noblesse and modernity, especially to material and plain decors”, added Gebert.

The Pfleiderer Design collection is unique in the world of wood-based panels: With far more than 360 decors, of which 300 decors as well as 21 surface textures in the composite of melamine facing and HPL, any number of combinations can be created. In addition, 20 core materials are available to choose from. These include wood-based panels for classic furniture making and interior finishes, fixtures and fittings, fire protection and moisture-resistant boards as well as the special Pfleiderer cores such as *BalanceBoard* for lightweight construction and *LivingBoard* for ecological building.

Visitors to the Interzum trade fair can find out about the manifold decors and their possible combinations at booth **D010 and E011, hall 6.1**.

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About the Pfleiderer Group – 125 years of high-quality wood-based panels:

The Pfleiderer Group is the leading partner for structural and refined natural materials in Europe with annual sales of approx. 1 billion euros and around 3,600 employees. The company has its headquarters in Wrocław (Poland) and in Neumarkt i.d.OPf. (Germany). Pfleiderer has nine production locations in Germany and Poland and sales branches in England, the Netherlands, Switzerland, Austria, Romania and France. The Pfleiderer Group offers a complete range of products and services with the focus on furniture making, the timber trade, interior fitout and timber construction. Pfleiderer consolidates the product ranges of Duropal and Thermopal under the Pfleiderer umbrella brand and is a partner of industry, commerce, installers, designers and architects. The Pfleiderer Group is listed on the Warsaw stock exchange as Pfleiderer Group S.A.

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