

*Press release*

## **Interzum 2019: Form and function come together in rooms used by the public**

*Neumarkt, 21 May 2019* – At the Interzum trade fair in Cologne, from 21 to 24 May, Pfleiderer, the leading partner for structural and refined natural materials will be presenting solutions for the interior finishes and furnishings of offices and rooms used by the public, which bring together design and functionality. Depending on the area of use, innovative surfaces provide functional added values, which lends furniture and fitout elements a high-quality appearance, while at the same time making them resistant to dirt, scratches or other signs of wear. With long-standing experience in this segment, Pfleiderer helps designers and architects to choose the right materials, without having to make any design compromises.

### **Decors, textures, core – customers enjoy all aspects of design freedom**

“The optimum DST Collection is one of the greatest strengths of Pfleiderer, on which many of our customers rely for fitting out offices, schools and other public buildings”, explains Sebastian Heese, Industry Sales Manager and Markus David, Head of Projects Advice in the Pfleiderer Group, in unison. The collection ensures that decors, textures and core materials can be freely combined. The same decor can be used, not only as a faced or coated board, but also as a Duropal HPL and as an HPL element with different cores. “For example, a desk is used differently to and with greater exposure than a shelf system. Thanks to the DST Collection, we can use the same decor in application-orientated products and therefore, not only satisfy our customers’ use requirements but also their design standards.”

The variety of possible combinations, combined with the segment-specific knowledge of the Pfleiderer experts, convinced the interior designers of the World Academy, an international school of the King Abdullah Economic City in Saudi-Arabia. The learning concept involves common spaces, an open library as well as areas for group teaching, which are fitted out with individual and flexible furniture and elements for active learning. The design throughout the sensational building construction uses expressive plain

decors, which run continuously through different equipment and furniture elements. “The optimum colour match across the different materials was used in particular in this concept”, said Markus David. “Our material expertise helped us, together with the architects responsible, to identify the products that were precisely suited to their respective area of use.”

Due to the high standards of wear resistance and durability, in many places the project designers opted for Duropal HPL Compact, a high-pressure laminate with white-coloured core and decorative melamine resin surface on both sides. “The fact that this material was chosen, is a reflection of the high standards of the project partners, not only for form but also for function”, said David. “Duropal HPL Compact stands for unusual furniture and interior concepts, including in damp and wet zones, especially if minimum material cross-sections are required with particularly high aesthetic, function and durability standards.”

#### **Fine surfaces for maximum use**

The interaction of design and functionality was also the deciding factor in the following example from Denmark: As one of the most important sightseeing locations in Copenhagen, the National Museum of Denmark, attracts visitors and tourists from all over the world. The daily streams of visitors mean maximum exposure to use and wear for the furniture and interiors of the museum. When redesigning the museum shop in the building’s entrance area, the architects responsible therefore opted for the functional XTreme surfaces of Pfleiderer. In the plain Cashmere decor, thanks to their enormous colour transparency and depth, the matt surfaces appear particularly fine and elegant. At the same time, the texture is durable, resistant and easy-care. “Fingermarks do not adhere to it and even stubborn dirt can be easily removed – ideal for highly frequented rooms such as those in the museum in Copenhagen”, said Markus David. “In combination with our DST Collection, at the same time, the XTreme surfaces fit seamlessly into the overall interior design concept in the museum’s entrance area.”

DUROPAL

thermopal

 PFLEIDERER

**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.

**Contact for editorial teams:**

Pfleiderer Deutschland GmbH  
Stefan Göldner  
Tel: +49 - 5241 – 871-366  
Email: Stefan.Goeldner@pfleiderer.com

Pfleiderer Deutschland GmbH  
Diana Bachmeier  
Tel: +49 - 9181 – 28 8739  
Email: Diana.Bachmeier@pfleiderer.com