



PRESSEINFORMATION  
PRESS RELEASE

**RENOLIT AG**  
Horchheimer Straße 50  
67547 Worms/Germany  
Tel.: + 49 6241.303.0  
Fax: + 49 6241.38058  
marketing@renolit.com

## RENOLIT AG at the trade show ZOW 2006

### Increasing dominance of plain colors

Worms, 20 February 2006 – Plain colors are coming strong. What distinctive wood decors are concerned, walnut is leading the way. Combined with the new trend color Sulphur, the elegant classic has a highly sophisticated look.

On top of these trends, **RENOLIT AG**, Worms, Germany, has featured numerous new developments at the ZOW 2006 and attributed the new palette of colors and decors to the four room styles Modern Spirit, Avant-garde, Classic Style and Tradition.

#### Avant-garde

Triggered by the increasing dominance of plain colors, **RENOLIT DESIGN** has developed a gradually defined palette of trend colors all presented in the innovative room style Avant-garde. Ten selected tints, perfectly matched to the wood decors of other room styles, are merged to a new collection.

In kitchens in particular, the trend towards plain colors is on the rise but also in living rooms color accents with solitary furniture or plain colors combined with dark wood decors are pleasing the eye. One of the hottest colors used by kitchen manufacturers is *Garnet Red*. The well-saturated dark red with a touch of blue tends towards Bordeaux and is particularly elegant in combination with stainless steel, aluminium or dark colors, such as Basalt and Gray.

*Sulphur*, one of the major trend colors 2006, seems eccentric at first – the muted sulfur yellow with high fraction of green offers excellent ac-



centuation to dark wood decors and is well suited for kitchen fronts, shops, solitary furniture but also large surfaces.

The new color tint *Jade* represents the trend towards more green and blue. The fresh but understated tint with just a touch of blue goes really well with bright maple and birch wood decors.

*Moss*, a dark green with mother of pearl pigments is the counterpart to *Jade*. Due to its slightly shimmering gloss, the color is an elegant partner to yellowish brown and satin-bronze tints.

Among the basic colors of 2006 are *Gray*, *Sand* and *Ivory*, a warm tint with a slight yellowish touch, and preferred color hue of the interior finishing industry. The same applies for *Cappuccino*, with its slight fraction of white, which combines well with bright wood decors such as maple or birch or modern, streaky wood patterns. *Basalt* is a rather neutral tint and very well accentuates reddish or very bright wood decors.

On top of the new trend color palette, **RENOLIT DESIGN** presents the new fantasy decor *Sorano* for the room style Avant-garde, a small-meshed structure with irregularly shaped squares. It is available in the four colors yellow, gray, green and blue and gives every kitchen cupboard front, all shop interiors and each solitary piece of furniture an elegant appeal.

### **Modern Spirit**

The style Modern Spirit creates a functional room which makes dynamic people feel at home. The new decor *Zebrano Limed* has this special effect so untypical for a tropical wood, due to its very lucid color and the distinctive lime pore effect. The decor's streakiness is distinguished but pleasantly soft. It is therefore very well suited for living rooms, modern kitchens but also for interior finishing and shops. The streaky pattern is ideally suited for horizontal applications.

The vivid *Elsbeere* decor is another bright color interpretation. Due to the intergrown knots, dark streaks and small grains the decor is very versatile. In the reddish tint, it combines well with the plain color *Basalt*. The



brighter variant harmonizes excellently with the tints Caf creme, Cappuccino and Sand of the new trend color palette.

### **Classic Style**

The reddish elegance of cherry wood is characteristic for the refined colors in the room Classic Style. A particularly striking new decor is *Ticino Cherry* with its subtle flowers - a rather expressive variant of the elegant fruit tree wood. Ticino Cherry is available in bright and reddish colors. The bright version harmonizes very well with aluminum and dark gray. The well-balanced Lombardo Cherry is a modern classic and stands for the sterling value of cherry wood.

Vibrancy is the forte of *Santos Palisander* - with its streaky design and contrasting grain it is one of the particularly expressive tropical woods. The exquisite flair of this versatile decor enhances the saturated green of the new trend color Moss.

**RENOLIT's** interpretation of the classic tropical wood mahogany is called *Tabasco*, a tint reminiscent to cognac. With fine pores but rich in contrast, the decor can be used in living rooms and offices but also for upscale shop and interior finishing. Again, the classic combination of this decor goes with aluminium tints and dark charcoal colors.

Dark walnut is the trend of the season. *Noce Avignon*, the harmonious and balanced decor with its streaks and subtle flowers adds Italian flair to living rooms and offices, kitchens and upscale shop finishing. It combines elegantly with the trend color Basalt and looks surprisingly spicy when matched with the new plain color Sulphur.

### **Tradition**

Two new wood decors add a fresh vitality to the room style Tradition dominated by woods conveying solidity and genuineness: The new teak design *Coba* in a warm brown tint with a slightly reddish touch. It is one of the new teak-inspired decors from Italy, where the elegant alternative



to walnut is currently setting the trend as Noce Daniela. The streaky exotic wood has a harmonic and natural appearance; iriodin pigments create a slight silver gloss, and give the decor a sophisticated look. Cobal is versatile in living rooms and for solitary furniture. The teak wood can also look sophisticated when combined with the new trend color Sulphur.

The reddish *Highland Oak*, a vivid but harmonious oak pattern with streaky sections alternating with whole and cut flowers, was added to the assortment of oak decors. The trend color Moss emphasizes the rustic appeal, whereas Sulphur livens up the decor and adds a vibrant look. Preferred applications for Highland Oak are cottage-style kitchens, living rooms and furniture.

*Chambery Larch* has also been enhanced by a sand-colored variant with a brushed look and a three-dimensional effect. The streaky larch decor has an elegant appeal and can be very well combined with other tan and brown tints.

The linear pattern of the coniferous wood brings out the fine, intermittently grooved texture of the new embossing *Mountain Larch* – optimal for the use of Chambery Larch in horizontal direction. Furthermore, the new surface embossing enhances this year's trend colors with a vivacious look and feel.

For further queries please contact the editorial staff:

Sandra Dietrich  
**RENOLIT AG**  
Head of Marketing & Communications  
Phone: + 49 6241.303.295  
Fax: + 49 6241.38058  
[sandra.dietrich@renolit.com](mailto:sandra.dietrich@renolit.com)

Monika Fecht  
**RENOLIT AG**  
Head of Design Management  
Phone: + 49 6241.303.377  
Fax: + 49 6241.38058  
[monika.fecht@renolit.com](mailto:monika.fecht@renolit.com)