



PRESSEINFORMATION  
PRESS RELEASE

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**RENOLIT at ZOW 2010**

## **High Gloss and Deep Embossing**

### **Haptic Experience in "The Paradise of Diversity"**

Worms / Bad Salzuflen, 8. February 2010 – How would my furniture look like when using this? Given the wealth of new décor and colour creations, this question is likely to engage many fairgoers. Therefore, the **RENOLIT AG** presents its innovations at this year's ZOW in various ways – starting from a style sheet up to ready furniture, and faithful to its booth motto: "Paradise of Diversity".

### **The country style of natural materials**

The product designer Claudia Hiepel combined the brand new samples in an own presentation comb. The colour variations of the finely modulated wood embossing *Pecan*, with pores blending into the wood structure and soft transitions between high and deep zones were part of the newly presented innovations. This embossing was presented in the whitish estrangement *Whitewashed* as well as in the very dark *Smoked* tonality.

"We are currently rediscovering the country style of natural materials", said Claudia Hiepel. **RENOLIT** exemplified this trend statement with *African Leather*, a décor with a warm leather look-and feel. The theme „New Metallic“ was represented by the beige-coloured high gloss *Wet Sand* film. The optical effects between matt-finish and high-gloss were illustrated by means of black & white variations and were contrasted by the *Handscraped* structure, which, given its laminar pits, resembles Gouge worked wooden surfaces.



## Interplay of Surfaces

The interaction between different surfaces was also demonstrated by two pieces of make-up furniture with different stylistic elements, i.e. the new *Twin Gloss* combination Master-gloss and Super-matt. Here, the different surface finishes of high gloss and extremely matt structures lead to interesting light effects and a relaxing haptic. In both cases, the *Grace* embossing, that covers the base area with uniformly interleaved circles, was used for the mural design. The lofty, capillary lines create a three-dimensional optic and haptic network, and a very elegant and decorative embossing appearance.

An extravagant décor innovation invigorates the floor cupboard door and the work-plate of a kitchen sample. On the print décor *Spirit White Gold* spirals seem to break open a white-golden base area and shimmer discreetly as silvery waves, creating a spatial impression. In addition to its use for kitchen furniture, the *Spirit White Gold* preferentially lends itself to the use in the areas of store construction, habitation, bathroom and bedroom.

## Natural Wood – Models for Interpretation

In the area of wood decors, the trend goes towards estrangement combined with a natural look-and-feel – as in the case of the wood structure *Driftwood*. Here, an airy design playfully brings to life light & dark contrasts. Its naturalness is supported by the embossing *Melinga*, which joins the hills and valleys of rough and smooth surface structures, creating an intensive depth effect. *Driftwood* is available in three colours and can be used in a wide spectrum of applications: the kitchen, living rooms, and office space as well as building and store construction.

On the other hand, the beige-grey coloured *Casual Elm* décor - a disguised structure of the capillary elm – creates a very cosy and comfortable atmosphere. White lines partly follow the grain while creating an irregular design, and herewith invigorate the regular structural design in a particular manner. An elegant contrast to this is created by the dark aubergine coloured *Blackberry*, while the muted charcoal-grey *Meteor*



*Grey* appears rather low-key. Contrastingly, *Roxy* follows a rather classic path and interprets elm either elegantly or somewhat more country styled. The decors *Tauern* and *Union* optimise the beech tree grain in a special way. While *Tauern* combines the elegant design with knotty branch enclosures, the *Union* design accentuates the well-balanced line of the uniform grain to a greater extent. The ash *Camara* impresses via realistic details such as the highly elaborated knots, as well as the transition from light to dark areas.

„Our new products are classic wood decors, which find broad application in the manufacturing of furniture “, said Leeson Hughes, Marketing Manager at **RENOLIT** Cramlington, herewith describing the current focus area. To that effect, they can be utilized in a vertical and horizontal manner and can be combined with a broad range of colours.

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