



PRESSEINFORMATION
PRESS RELEASE

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RENOLIT AG AT THE TRADE FAIR ZOW 2006

A Display of Emotions

The trend toward distinguished wood continues

Worms, Germany, 16 January 2006 – Vitality, sophistication and emotion – those are the attributes visitors of the ZOW 2006 trade fair associate with the booth of **RENOLIT AG (hall 23, booth B9)**. Large-surfaced portraits lighten up individual room styles and intensify the appeal of newer colors and furniture motifs. The interior welcomes the visitor with sample furniture fronts and collages of new colors and prints illustrating numerous combination possibilities.

A trend toward solid color dominance

The new palette of colors and decor suggests a world of extremes. The **RENOLIT** booth has attributed this new palette to four room styles: Modern Spirit, Avant-Garde, Classic and Tradition. “The trend in 2006 is characterized by a strong dominance of solid colors – particularly in the kitchen segment“, as Monika Fecht, Head of Design Management at the **RENOLIT AG**, describes changing consumer taste. Bright orange and red tints, which used to be combined with neutral cream and sand colors, are now enhanced by misty greens and blues.

The contrasting wood designs are predominantly striated with significant red and brown hues which tend to be lighter this year. Among the preferred selections are oak, teak and walnut. The Italian-style Noce Daniela, featuring various different teak patterns, represents a completely unique style.



Avant-garde: Trend colors and relief boards

In the Avant-Garde room, **RENOLIT DESIGN** presents the new, innovative colors of 2006 combined in one sample. The color palette ranges from garnet red over misty beige and gray shades to new tints of jade, sulphur and moss. They can be matched with each other and harmonize well with various woodgrains and set fresh accents.

RENOLIT showcases two styles of decor on relief boards representing the room's innovative style with a fashionable trend toward originality. The three-dimensional freeform surfaces of these HDF boards, predominantly targeted to shop fitting and internal finish, are refined with decorative furniture films and combines substrate and surface material as design elements.

Modern spirit: Striated wood

The Modern Spirit room conveys vitality and functionality. The new wood replica Zebrano Limed leaves a deep impression. The lime-washed, bright version of this dominant tropical woodgrain is distinguished by significant striations and is well suited for use on horizontal surfaces. It also creates very distinctive furniture fronts. The Core Beech and Elsbeere styles are available in light-colored variants as well.

RENOLIT also showcases new surface textures in this room. The appeal of the lighter variant Chambery Larch is achieved by a refined wood texture which refracts light and gives the decor an airy, sophisticated look.

Classic style: Harmonious walnut

The Classic Style room with its warm, reddish hues reflects elegance. Suggestions of cherry wood are predominant. The expressive new planked Ticino Cherry is particularly striking. Streaky rosewood and long-forgotten mahogany in our bright Tabasco are vividly contrasted with neutral-colored hues reminiscent of cosmetic powder. Our newest



walnut pattern, Noce Versailles, displays harmonious and well-balanced colors that add an Italian flair to living spaces.

Tradition: Italian teak

The Tradition room expresses comfort and security – its wood grains of bright brown oak and teak convey solidity and warmth. The oak replica Loire Oak complements the reddish Highland Oak, whereas Chambéry Larch is a perfectly matching sand-colored variant.

The inspiration for this pattern comes from Italy, where elegant, exotic teak is a trend-setting alternative to walnut. Another variant of the new teak design Noce Daniela is Cobal, whose warm brown tint has a slightly reddish touch. The foldout elements of an extending dinner table displayed at the **RENOLIT** booth demonstrate the power of combination: The new sulphur color gives the grayish Samoa Teak an additional kick.

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