



PRESSEINFORMATION
PRESS RELEASE

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RENOLIT at Interzum 2009

Feel the paradise

World of experience of RENOLIT AG in the "Paradise of Diversity"

Worms / Cologne, 13 May 2009 – In the "Paradise of Diversity" – this year's motto of **RENOLIT AG** for Interzum – the company was presenting numerous innovations within an environment of practical applications. Part of the new decors adorned the booth's furniture, so that the visitor was quasi having a seat at and on the company's latest creations.

Seven tables along with seating were kind of flowing through the presentation like a meander. Not only the tabletops, but also the side plates of tables and benches as well as the connecting floor levels were featuring the new decors and thereby brought about this impression. The focus of the overall presentation laid on the trend colours blue and green and also on neutralising white, all in combination with a large variety of surface structures.

Enjoyed trends

The streaky soft wood structure *Portuna* in glistening white, for instance, was alternating with the turquoise-blue trend colour *Aquamarin*. In this composition, the well-balanced soft wood emphasised the embossed structure *Melinga* that combines depressions and elevations with rough respectively smooth surface structures. Likewise lively appear the new structures of the *Handscraped* palette. With its horizontal, plane dents it resembles a wooden surface shaped by means of a firmer gouge. The structure conveys a certain closer-to-nature feeling. Besides, it is a very resistant surface and therefore suitable for everyday use. It was found at many places of the booth and inspired both *Aquamarin* and the bluish-



metallic shimmering *Glass* from the Trend Colours Collection. Another accentuation was presented by the new colour *Ocean* from the latest **RENOLIT** Colour Road palette.

Blue was followed by green: *Limone* dark green in combination with the horizontal embossed structure *Horift* corresponded with the trend colours *Forest* and *Grass*, while a second composition *Ocean* built a counterpoint to the yellowish-greenish *Grass*. The end of the meander-like row of tables was crowned by the colours white and blue and the floral print *Flower Art* with its baroque elements as well as with the decor *Aquamarin* featuring the surface *Handscraped*.

Furniture visions for the future

The second sample area displaying products of **RENOLIT DESIGN**, was built by application examples for kitchen, bathroom and living room furniture. Four kitchen solutions symbolised creative design approaches with different emphases: The elegant line of the products was not only represented by *Amethyst* with the surface *Handscraped* on the cabinet stands, combined with the floral print *Lime Blossom Maiden* in high-gloss quality on the wall unit, but also by the alliance of the graphic print *Spirit* with high-gloss surface and *Melinda Dark Pearl*. This metallic, greyish shimmering decor is in line with the top trend of greyish tints and metallic colours. Pure design was conveyed by the combination of the trend colour *Blackberry* with *Portuna 1*, using *Melinda* embossing.

The fourth kitchen variant incorporated the classic line with lively wood decors. The walnut wood decor *Tiepolo* continues to be popular and sets natural accents even in its more restraint finish with striking knot inclusions and distinctive marks. With a counter top kept in the decor *Lime Blossom Maiden*, this combination featured a lively and also slightly playful setting. A certain contrast to this was the more stringent bathroom solution using black *Portuna 2*, a decor which has already been converted to series products by Puris GmbH. Two cabinet elements for the living room, featuring the decors *Aquamarin* and *Amethyst* – both in combination with *Handscraped* embossing – are a must for people not being adverse to colourful furniture.



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