



PRESSEINFORMATION  
PRESS RELEASE

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## RENOLIT at Interzum 2009

### Create an Identity

#### RENOLIT Colour Road with the trend colours 2009/2010

Worms / Cologne, 13 May 2009 – In line with its newly developed trend service Colour Road, **RENOLIT AG** has created 15 new trend colours for the season 2009/2010 and allocated them to different life worlds.

There is no limit to creativity for the forthcoming season: Various blue and green tints shape the picture just as much as strong violet and elegant metallic tints or beige and brown colour shades. As there is an unbroken trend to the contrasting black and white theme, the colour shade *Snow* is very trendy, enriched by the glimmering *Silver*.

#### Close to nature: Shades of blue and green

Blue is the connecting colour between heaven and ocean, between transparency and energy. Both of the colour settings *Glass* and *Ocean* convey the comforting power of these elements. The palette of green tints as a symbol of closeness to nature and sustainability covers the wide choice of nature's colour richness: ranging from the yellowish *Grass* and the muted *Forest* to *Reed*.

#### Ultramodern: Blackberry

A world rich in contrast is symbolised by the up-to-date violet shades. They capture strident pink to muted dark, ultraviolet colour settings. The deep, almost black shimmering *Blackberry* shade is the ultramodern creation among the trend colours 2009/2010 and performs a sensitive contrast to the palette of white and light creamy nuances. The counter-



point to Blackberry is the surrealistic pink shade *Flash* which is preferably used in store construction and object construction areas to set trendy accents.

### **Reminiscences to the past: Brown and beige shades**

The slightly outdated glory of historic objects serves as a model for the two colour worlds of the reddish brown tints or the limy beige shades. While the orange-coloured *Grapefruit* provides inspiring freshness, the bronze shimmering *Pyrite* features elegance. The muted beige shades *Clay* and *Fango* bring about a world of memories relating to slightly faded colours of old photographs.

"The diversity of colours and product variants has generated a very wide product choice. It is essential to create an identity from the play with colours and to demonstrate combination options to the user," explains Monika Fecht, Head of Corporate Design Management at **RENOLIT**, to describe the up-to-date stream in the design area.

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