



PRESSEINFORMATION  
PRESS RELEASE

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

**RENOLIT at Interzum 2007**

## **Muted colours and lively woods**

### **'Spice Colours' set a new trend**

Worms / Cologne, 9 May 2007 – At an exhibition stand measuring 200 square metres, the company's three brands **RENOLIT**, **Aikor** and **COVA** presented their decor collections together for the second time this year. As well as the "Spice Colours Collection", the focus for **RENOLIT AG** was very much on the new *Flower Art* structure, which the company had unveiled for the first time at ZOW and which could be seen in Cologne in a different colour combination.

### **A whiff of nostalgia**

The decor forms a charming contrast to the coolness of modern designs and polished stainless steels, to the purism of angular shapes and to the aloofness of high-gloss surfaces. The floral pattern with its baroque elements is reminiscent of nostalgic wallpaper and, despite its playful shapes, it has an understated feel.

The new colour combination developed for Interzum consists of silver-coloured iriodine elements on a black background and this gives it a particularly striking appearance. Used sparingly to provide emphasis, the decor lends a high degree of emotiveness to both modern furniture and interior design elements.



## Sharp trend

Following the trend towards colour in furniture design, **RENOLIT** has created the "Spice Colours Collection" featuring 15 slightly muted shades which radiate warmth and produce interesting plays on colour when combined with wood grain decors. The range of colours extends from the elegant, dark shade of brown *Clove* and the cinnamon-like shade *Cinnamon* via powerful shades of green and blue through to an extravagant shade of bronze which is reminiscent of *Cardamom*.

Modelled on the spices, these trendy colours cover a broad range of tastes thanks to their diversity. For instance, *Curry*, which has a yellow tinge, reflects the popular Indian mixture of spices, whereas *Ginger* symbolises the herbal and healing effect of the Asian ginger tuber. In the case of the shades of green and blue, *Sage* represents the dull green of common sage and *Rosemary*, with the blue-tinged shade of green, represents the Mediterranean aromatic and herbal plant. Turquoise-coloured *Peppermint* breathes the freshness of menthol, with *Fennel* embracing a delicate shade of green. A contrast to the muted colours is provided by the powerful yellow shade of *Corn*, which manages to place an interesting emphasis on warm walnut shades or fruit woods and brings new impetus to the home furniture market.

## Subdued vigour

For the range of wood grain decors, **RENOLIT** designer Monika Fecht has developed a new shade of mahogany to mark Interzum. Although *Tabasco* boasts the fine and accentuated streakiness of the tropical wood, it features – in contrast to the original red tinge – a greyish brown colour and provides new design options for traditional home furniture.

Another new feature for the trade fair is the streaky beech decor *Legno*. The wood, which boasts a vivid pattern, has been created for consumer-driven furniture design and it is presented in three colour combinations: in a bright shade and also in a brownish and bluish shade. With these nuances in colour, *Legno* emphasises the trend towards muted, warm shades of wood in conjunction with animate structures.



### Richly diverse fruit woods

A highly expressive fruit wood with a streaky appearance is *Wallis Plum*, which has ranked highly in the popularity stakes since it was unveiled in the winter. Knots and inclusions give renewed vigour to this wood structure, as well as colourful grades of sapwood sections. The decor is currently available in three different colour combinations: in an elegant and glowing reddish brown, in a brown nuance with a slight hint of violet, and in a dark, subdued shade of brown. *Wallis Plum* is best suited for use in creating fitted kitchens, home and office furniture and is currently emerging as the new bestseller in the furnishings market.

By contrast, a fiery impression is conveyed by a dark-red version of the lively *Service berry*. Stripes and cut flowers merge into one another, with darker veins and small mirrors enlivening the decor just like a blend of many different shades. In combination with the new Spice Colours *Cardamom* and *Clove*, *Service berry* adds an extravagant touch to the home furnishings sector.

### Technical exclusivity

Dark walnut decors such as *Noce Avignon* continue to remain trendy. A cinnamon colour combination gives the harmonious decor, with its streaky and slightly cut flower sections, a slight play of colour and adds an Italian vibe to kitchens and high-quality shop fitting. An elegant touch is added by the trendy colour *Muscat*.

Another new development set to be presented is *Ticino Cherry*, an expressive interpretation of the elegant cherry wood with slightly cut flowers. A new version in black/brown combines the lively patterning with a muted blend of colours – a combination which could be seen in many places at the Milan Furniture Fair.

When it comes to exclusive shop fitting, **RENOLIT** now stocks the decor *Carbon TX* with a very technical look. The carbon structure is available in a slightly brownish muted silver shade and features a particularly scratch-proof surface – as carbon is also renowned for its exceptional torsional strength.



Please direct any further questions for the editorial team to:

Sandra Dietrich

**RENOLIT AG**

Head of Communication and Sales Promotion

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)



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**Alkor** GmbH Kunststoffe  
Morgensternstraße 9  
81451 Munich  
Phone: + 49 89.7 49 17.0  
Fax: + 49 89.7 49 17.380  
claudia.hiepel@renolit.com

## Elegant haptics and an elegant look

### At Alkor nut decors and haptic experiences take centre stage

Munich / Cologne, 9 May 2007 – At an exhibition stand measuring 200 square metres, the company's three brands **RENOLIT**, **Alkor** and **COVA** presented their decor collections together for the second time this year. "We offer our customers a winning combination of the latest technology and design with emotional appeal," said Claudia Hiepel, the product designer who is responsible for decor development at **Alkor**, in outlining her brand message for the trade fair.

### Walnut trend in perfection

"As the antithesis of the predominant minimalist trend, in future currents with a significant degree of sensuality will increasingly become established," forecasts Claudia Hiepel. This forecast is reflected by the decors *Satin Palisander* and the newly unveiled *Livia Walnut* and *Pecan Nut* with which **Alkor** adds the finishing touch to its nut range.

At Interzum the company will be presenting the brand-new sapwood decor *Livia* and the flowery elegant, digitally printed *Pecan Walnut*. Thanks to this innovative technology, **Alkor** is able to provide its customers promptly with metres of product for sample purposes.

### Noticeably different

Another focus was the highly versatile horizontal structure **Horift** in combination with expressive plain colours. **Horift** is a clearly palpable structure which emphasises the trend towards horizontal structures and high value. The surface feel is reminiscent of sanded wood and the texture is



horizontally embossed into the film. To complete the range, **Alkor** offers the vertically running structure **Verift**.

In combination with the discreet shade of grey *Tristan*, *Horift* and *Verift* have a puristic effect like concrete and add an elegant touch to doors and other elements of interior decoration.

Please direct any further questions for the editorial team to:

Claudia Hiepel  
**Alkor** GmbH Kunststoffe  
Produktdesign  
Phone: + 49 89.7 49 17.333  
Fax: + 49 89.7 49 17.380  
claudia.hiepel@renolit.com

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**RENOLIT** Cramlington  
Station Road  
NE23 8AQ Cramlington  
Phone: ++ 44 16 70.71 82 65  
Fax: ++ 44 16 70.59 00 69  
leeson.hughes@renolit.com

## **New wood decors for furniture and interior design**

### **COVA with new interpretations for individual design**

Cramlington / Cologne, 9 May, 2007 – At a 200 square meter large stand at this year's INTERZUM in Cologne, the three brands **RENOLIT**, **Alkor** and **COVA** have presented themselves jointly once more and showcased their individual decor collections 2007/2008. **COVA** has expanded its high-quality product range for the furniture and door industry by six new wood decors.

#### **Natural Beauty**

If one woodgrain species currently stands above all others it is walnut. The global trend for a distinctive, natural appearance in walnut was created by our Amati design and we believe that this latest interpretation creates another remarkable décor. *Tiepolo* has strong core features which create a vivid and incredibly realistic effect. The design is presented in colours which convey the character and variety within the woodgrain.

*Cypress* as a new interpretation of pine is characterised by the superb detail of the design. The knots in the wood are incredibly true to nature and appear almost three dimensional, thereby emphasising the texture within this feature. *Cypress* is presented in colours with subtle white tones giving the impression that the wood has been hand finished to accentuate the grain. The design will look particularly effective on large scale doors.

#### **Striking wood decors fully in trend**

Inspired by the latest trends for exotic veneers, *Teresina* is a new interpretation of rosewood. Only the finest quality materials have been

used in the development of this design. The finished look is extremely stylish and suited to the most contemporary interiors. The main design presentation is in a warm, rich brown with strong linear highlights in darker tones. Teresina will be used as both a vertical and horizontal design on doors or draw fronts.

Dark woods continue to gain in popularity with dark oak now replacing wenge. The design of *Moorland* is predominantly linear in form and characterised by a light woodgrain pore which gives the material a distinctive three dimensional quality. Moorland will work especially well in co-ordination with other materials such as glass and metal in a modern room setting. The design is particularly suited for 5 piece doors or elegant slab fronts.

### **Elegant fruit trees**

Fruitwoods in many species have long been used in the manufacture of high quality furniture. Their beauty is timeless. In apple it is rare to find such exceptional veneers as are used in the decor *Rossini*. Cathedrals are balanced across the design and show sophisticated tone work. Rossini is presented in fresh, natural colours which demonstrate the versatility of the design for a wide range of interior applications

*Carena* is a classic cherry in the true sense of the word. The design is superbly balanced between quarter cathedrals and linear sections. There is fantastic detail within the material, showing subtle sap marks and crossfire's. The resulting effect is both an extremely elegant and natural design. The decor will prove to be adaptable to both modern and traditional furniture design.

Please direct any further questions for the editorial team to:

Leeson Hughes  
**RENOLIT** Cramlington  
Product Management  
Phone: ++ 44 16 70.71 82 65  
Fax: ++ 44 16 70.59 00 69  
Leeson.Hughes@renolit.com