



PRESSEINFORMATION
PRESS RELEASE

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RENOLIT at ZOW 2007

Spice Colours Spice Up Design

New Wood Reproductions, from Rustic to Elegant

Worms / Bad Salzuflen, 26 February 2007 – The three group brands **RENOLIT**, **Aikor** and **COVA** introduced themselves together at this year's ZOW trade fair in Bad Salzuflen with a 120 square metre large stand and each presented their 2007 décor collections. At the **RENOLIT AG** stand the emphasis was on the "Spice Colours Collection", a collection of 15 plain colours which already emphasize last year's introduction of a trend to colour.

The Variety of Spices

The range of colours varies from a fine, dark brown cinnamon-like *Clove* and *Cinnamon* through powerful green and blue shades to the extravagant *Cardamom*, which is redolent of bronze. Continuing the example of spices, the fashionable colours cover a broad range of tastes with their variety. For example, *Curry* reflects the popular, yellowish Indian spice mixture while *Ginger* symbolises the spicy and curative effect of the Asian ginger bulb. Of the green and blue shades, *Sage* symbolises the matt green of the kitchen sage and blueish green *Rosemary* represents the aromatic Mediterranean spice plant. *Peppermint*, with its hint of turquoise, breathes the freshness of menthol and *Fennel* conceals a tender green. The powerful yellow *Corn* forms a contrast to the subtle colours and lends an interesting accent to warm nut shades or fruit tree woods and brings new stimuli to the home furniture market.



Fruit Tree Wood: A Strong Character ...

The *Wallis Plum*, is a new development and a very expressive and stripy fruit wood. The beginnings of branches and inclusions enliven this wood structure just as much as the colourfully contrasting sapwood parts. The décor is currently available in three different colours – in an elegant and shining red-brown, a light violet-streaked nuanced brown and a dark, matt brown shade. *Wallis Plum* is very well suited for designing kitchen façades, living room and functional furniture and is currently becoming the new best-seller on the furnishing market.

This contrasts with a dark fiery red variation of lively elderberries. Stripes and cut flowers blend into each other, dark veins and small mirrors enliven the décor the way a rich nuanced play of colours. Together with the new Spice Colours *Cardamom* and *Clove*, *Elsberry* ensures extravagance in the living area.

... and Elegant

Elegance is also the strength of the two fruit woods *Cherry Marbella* and *Verbania Pear*. While the fine-pored pear appears especially balanced, the striped design dominates in the cherry tree décor. Both wood reproductions lend iridescence pigments a light mother-of-pearl effect which ensures a sophisticated atmosphere in the living environment. The universally applicable *Cherry Marbella* harmonises with the new green *Fennel* shade. The high-quality charisma of *Verbania Pear* is emphasised by combinations with the bright, shimmering *Garlic* and the dark *Clove*. When combined with *Verbania Pea*, the subtle *Muscat* shade is especially suitable for sophisticated shop and functional interiors

Dark nut-tree décors like *Noce Avignon* are still as fashionable as ever. For this successful décor, **RENOLIT** now has created a cinnamon brown colour combination which lends the harmonious décor a light play of colours with its striped and light cut-flower effect and radiates Italian flair in the kitchen and in high-quality shops. The trendy *Muscat* also has an elegant effect.



Rustic Signs of Use

By way of contrast, the new creations *Antique Pine* and *Washed Antique* give a hint of the antique in country kitchens and in the living and functional areas. The filigreed pine structure with big and little branch inlays and entire but narrow flowers, bears light signs of use and spreads a rustic character. The décor corresponds well with yellow and brown shades such as *Cinnamon* or *Curry*. *Washed Antique* looks like a carefully looked-after but aged wooden surface which has then been painted white and then polished smooth. The unusual décor harmonises with the fresh blue *Fennel*, *Sage*, *Peppermint* and *Ysop* shades, while *Garlic*, with its light iriodine shimmer, generates a lovely contrast between noble and rustic.

Flowery Structures

The new *Flower Art* décor forms a charming contrast to the purism of sharp, edged shapes, polished stainless steel and glossy surfaces. Its floral pattern with baroque elements is redolent here of nostalgic wallpapers and playful shapes are transformed with varying degrees of brilliance and brightness. Used economically as an accent, the décor lends modern furniture a soupçon of emotion.

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Elegance and appealing luxury

Alkor's new trend decors: A feast for the senses

Munich / Bad Salzuflen, 26 February, 2007 – At a 120 square meter large stand at this year's ZOW in Bad Salzuflen, the three brands **RENOLIT**, **Alkor** and **COVA** have presented themselves jointly for the first time and showcased their individual decor collections 2007/2008. *Horift*, the versatile, horizontally structured decor combined with expressive plain colors was the focus of the **Alkor** presentation.

Horift, a distinctly tactile decor texture, is going with the trend towards horizontal structures and a luxurious look. The surface feel resembles sandblasted wood and is designed as scrap-saving style element for furniture fronts and interior design.

Under the motto "A distinctively different feel", Alkor presented two brand new decor structure trends, ready to conquer the market.

Vibrant exotic ambiance

Combined with *Tristan*, an understated plain gray, *Horift* has a purist effect similar to concrete, lending doors and interior design elements an elegant flair with its pronounced lateral structure.

The combination of exotic wood decors with fresh plain colors, such as *Limone* and *Azur*, give furniture a vivid touch. Both the yellowish green and the turquoise blue convey a fresh lightness, thus highlighting Asian and retro interior design elements. The elegant blackberry, a dark maroon with a touch of purple, stands for exotic luxury.



A luxurious feast for the senses

"As a contrast to the predominantly minimalist trends, new decors will emerge, that are a luxurious feast for the senses", predicts Claudia Hiepel, Decor Product Designer at **Alkor**. *Satin Palisander*, a wood decor featuring a vibrant texture and smooth color transitions, is the perfect proof for this forecast. The elegantly textured curves of this pattern create a feelgood ambiance.

"We offer our customers a value-added combination of state-of-the-art technology and design with appealing emotion", says Claudia Hiepel, summarizing the Alkor presentation at the ZOW.

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New wood decors for furniture and interior design

COVA with new interpretations for individual design

Cramlington / Bad Salzuflen, 26 February, 2007 – At a 120 square meter large stand at this year's ZOW in Bad Salzuflen, the three brands **RENOLIT**, **Aikor** and **COVA** have presented themselves jointly for the first time 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.

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