



PRESSEINFORMATION  
PRESS RELEASE

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## Room for sensual pleasure

### Development of a decor in conformity with embossing

Munich / Bad Salzuflen, 25 February 2008 – The product portfolio of the **RENOLIT DESIGN** business unit meanwhile comprises a total of four brands. **RENOLIT**, **Alkor** and **COVA** as well as **Benelit**, taken over in early December 2007 from Benecke-Kaliko AG, were represented on a joint booth at this year's ZOW in Bad Salzuflen.

### The surfaces: follow your senses

**Alkor's** presentation at the fair concentrated on the value of surface structures. For ZOW 2008 the brand was supplemented by a collection of leather grains for Alkorcell products whose structure resembles cowhide nappa leather as well as its velvety dull feel. Four tints are supplementing this range: *Savanne*, a sand tint with curry tinge, *Terra*, resembling the warm red of mottled sandstone, as well as the two tints *Grey* and *Mocca*. "With these products we are addressing ambitious furniture production on the one hand as well as high-value vehicle construction ranging from caravans/motor homes and including large-size mobile homes" as it was put by the **Alkor** Design Manager Claudia Hiepel when outlining the goals.

Another haptic sensation is offered by the new embossed structure *Mel-inga* that combines depressions and elevations with rough resp. smooth surface structures. In combination with corresponding decors these contrasts are emphasizing the sensorial component of high-quality room design, ranging from charismatic wood decors to elegant metallic tints to plain white.



### **The decors: full of contrast and elegant**

At ZOW **Alkor** together with the new surface and among other products presented the tint *Dark Pearl*, a coloured grey metallic with light brown tinge, also increasingly seen on the streets as vehicle paint. Out of the wood decors the walnut tint *Livia* is a new tint in our programme; it is available in a light as well as in a darker, nougat-coloured tint. A large share of sap offers a light/dark play that is full of contrast in the otherwise restrained walnut structure. The oak tint *Tronçais* shows the strong dark brown of plain chocolate and the longitudinal structure of *Melinga* is effectively emphasizing its appearance.

With a decor in conformity with embossing **Alkor** maintains a sole position on the market. While so far only oak had been available meanwhile an additional walnut decor was developed for this brand. The feature of this technology is that after the embossing process the depressions in the structure firstly are filled with ink, and only then decor-printing is accomplished. The result: the transitions between elevated and recessed portions are softer and the pore is absolutely synchronous with the wood structure. Last not least the response at the fair will influence the decision whether this new variance will go into production.

### **Benelit: high gloss supplements RENOLIT product range**

For its **Benelit** brand **RENOLIT** Group at ZOW 2008 concentrated on high-gloss decors that meanwhile are supplementing the range of products. **Benelit** featured a total of seven tints, among them the rich green and red tints *Yamaica* and *Cherry* as well as totally three different cream and sand tints. Utmost elegant are metallic tints in combination with the high-gloss surface – a blue and a golden type were presented.

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## Trend-setting Designs

### COVA presents new decor variations

Cramlington / Bad Salzuflen, 25 February 2008 – The product portfolio of the **RENOLIT DESIGN** business unit now comprises of four brands. At this year's ZOW in Bad Salzuflen **RENOLIT**, **Aikor** and **COVA** were presented together on their Group exhibition stand. They were joined by **Benelit**, taken over from Benecke-Kaliko AG at the beginning of December 2007.

### From bleached to exotic

As a specialist for high quality wood reproductions, **COVA** has developed three new decors and numerous additional colour variations of existing designs. *Messina* is a creative ash derivative, treated to produce a white washed appearance. It features strong cathedrals and lends itself to large bedroom doors and kitchens making a design statement.

*Samira* is an up-to-date interpretation of maple. The timeless beauty of this harmonious wood enchants with its finely soft cathedrals and subtle, yet detailed knots. With its softer character, this new style represents a counterweight against the strong, dark woods that have been at the forefront of furniture design over the last year. The incredibly natural design of *Samira* can be used in almost all areas of interior design.

*Sambesi* on the other hand, is a new interpretation of the fashionable Zebrano wood, and has an exotic character. Its striking linear nature is balanced with great detail, highlighting its unique character.

*Sambesi* is especially suited to coordination with plain colours, working

in either contrast or harmony - and can be processed both vertically and horizontally.

### **Range of colours expanded**

Alongside these new creations, Marketing Manager Leeson Hughes has further developed numerous successful decors from the **COVA** range with additional choices of colours and presented them for the first time at ZOW. Take, for example, the lively decor *Tiepolo*, with its strong core features, which sets natural accents in furniture making.

The new version of the exotic *Teresina* rosewood now appears even more upscale and dramatic. This colour is rich and complex, creating a dramatic and stunning appearance. *Teresina* is a lively wood reproduction that will become a favourite for design-oriented furniture making. Dark woods continue to be popular, and with *Moorland*, Oak has now become even darker. The discreet wood pore is particularly suited to 5 piece door construction or elegant slab fronts.

*Rossini* apple wood represents the timeless beauty of elegant fruitwood, whose diminutive cathedrals are interspersed with pip-sized knots, coloured a natural wood with subtle greyish undertones. The classic cherry decor *Carena* is well balanced with half cathedral and linear features. The colour is highly commercial and will have an appeal across a wide variety of applications.

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**RENOLIT at ZOW 2008**

## **With a gleam of precious minerals**

### **Wood decors emphasise luxurious quality**

Worms / Bad Salzuflen, 25 February 2008 – The product portfolio of the **RENOLIT DESIGN** business unit now comprises a total of four brands. On the occasion of this year's ZOW in Bad Salzuflen, **RENOLIT**, **Aikor** and **COVA** presented themselves at a joint exhibition stand, together with the **Benelit** brand, taken over from Benecke-Kaliko AG at the beginning of December 2007.

**RENOLIT**'s presentation focused on the new trend colours "Material Colours 2008/2009". Nature and its resources served as the model for the 15 new shades which form a well balanced scale of cool to warm tones.

### **Material Colours: minerals' play of light**

As many as three tones from the "Material Colours" palette show variations on grey. What once was seen as the epitome of colourless nonentities has now developed - alongside the numerous shades of white - into a trendsetter for the coming season. This neutral colour is brought to life by shading and shining surfaces, accessories and geometrical elements.

While the strong grey tone *Asphalt* has a slight shimmer, *Quartz* is more muted and *Steel* brings the bluish-grey of metallic materials into play. Energetic counterpoints are set by the high-contrast pink tone *Flash* and the yellow accent colour *Pollen*. The frosty white tone *Snow* represents the other main stream in the range of neutral trend colours, while the



precious metal shades *Silver* and *Copper* or the gold-shimmering *Pyrite* evoke a sense of luxurious quality.

The rich green and blue tones represent a more traditional colour sensation and are gaining in importance against a backdrop of growing environmental awareness. The fresh, yellowish green *Grass* and the muted but intense shade of green *Humus* symbolise the life cycle of plants, while the cold blue of *Glacier* evokes the variability of water on the earth's surface. Tasteful style is represented by the beige and red shades such as the earthy *Clay*, the slightly orange coloured *Calcite* and the dark red *Rust*.

### **Dark Contrasts**

Dark woods harmonise particularly effectively with the "Material Colours", such as the new development *Pine Jurga*. With this unobtrusive, calm decor, streaky sections alternate with cut flowers. The trend colour *Snow* forms an up-to-date contrast to the coffee brown wood reproduction, while the beige shade of *Clay* emphasises homeliness. *Pine Jurga* has a precious look and is ideally suited to upscale furnishing in kitchens, bedrooms and living rooms.

Another fantasy wood decor answers to the musical name of *Melody*. This brownish black reproduction reminds of streaky oak, but its colouring is more reminiscent of wenge. Slightly blurred white wood structures lend the decor an avant-garde appearance. The surface - available either in soft or matt-finished grooving - underlines the streaky character and achieves lively light effects in conjunction with the decor.

Because of its homogeneous structure, which appears to be milled, *Melody* can be applied both horizontally and vertically. Both in terms of commercial building and shop design, the new metallic shades *Pyrite* and *Asphalt* set a tone of elegance, while *Snow* provides contrasts in the modern office world. *Clay* or *Calcite* on the other hand create a warm aura for kitchen and living room furnishings, while *Copper* is perfect for adding an elegant touch.



## Elegance and Patina

Elegance is also the strength of the well-balanced *Verbania Pear*, which was presented in three shades - light brown, reddish brown and brownish black. Iridine pigments lend this harmonious decor a slight mother-of-pearl effect which in the home - and particularly in conjunction with *Copper* - ensures a luxurious ambience. A combination of pear with the muted *Asphalt* and *Quartz* shades is particularly well suited to up-market commercial object and shop design.

The creation *Antique Walnut* belongs to the traditional line. This variation on the elegant walnut has a slight patina: slightly sanded and then waxed and polished with loving care. Cut flowers and tiny knots enliven this otherwise well balanced streaky structure with its fine pores. In markedly elegant conjunction with *Asphalt*, *Quartz* and *Pyrite*, this dark brown walnut decor is best suited to commercial object and shop design, while a combination with *Clay*, *Calcite* or *Copper* creates warmth and Mediterranean flair in the living room or kitchen.

## Abstract structures

RENOLIT has developed an additional variant from the abstracted beech decor *Legno*. The bleached pore which fits in perfectly with the trend for white, charms through its increased pore effect. Gentle curves and a streaky grain lend the decor life despite its lack of colouring. The decor can be applied both horizontally and vertically and, used with *Humus* and *Glacier* dispenses a friendly freshness in the kitchen or bedroom. The muted *Asphalt* is good for placing a visual counterpoint in the office or in shop design.

The modified teak structure *Washed Antique* emphasises the antique touch. It gives the effect of a carefully tended but aged wooden surface which has been painted white and then sanded. This unusual decor is particularly suitable for country house kitchens or for use in commercial objects and living areas. When used with the new blue and green tones of *Glacier* and *Humus*, *Washed Antique* provides freshness, while in combination with the dark brown of *Quartz*, a pleasing contrast with great depth is created.



## Nostalgic Touches

The florally structured *Flower Art* has undergone a further step in its evolution. Its baroque elements are now glimmering in silver on white ground. Sparingly deployed for accenting purposes, the varying degrees of sheen and lightness, combined with light plain colours provide furniture with an emotional impression.

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