



Rely on it.

PRESS RELEASE

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RENOLIT at the fensterbau/frontale 2010 (Stand 6-231, Hall 6)

More colour and design for facades

The Colour Road Trend Service for external films has been further developed

Worms/ Nuremberg, 24 March 2010 – Functionality, durability and design are crucial factors for the market success of building components. The market share of PVC windows with decorative surfaces has more than doubled since the mid 90s when woodgrain effects came of age – and its share continues to rise.

The difference is in the design

Film laminated PVC windows are a constant source of inspiration for new facade designs thanks to ever more differentiated surface structures in combination with trend-oriented colours and effects. “We want Colour Road to be the benchmark.” Head of Corporate Design Management, Monika Fecht, developed the new trend service for **RENOLIT EXTERIOR** and focused on modern architectural demands with a high “wow” factor. Modern architects have to find solutions using fewer and fewer resources while creating as individual a living space as possible.

In practice, this calls for innovative materials that can fulfil a range of functions and still be aesthetically pleasing. Colours not only have an aesthetic function – they underline the character of a building, stress certain design aspects or blend buildings into their natural environment. The centres of excellence in Worms and Cramlington have developed a broad range of new colours and designs for different colour schemes and facade types.



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Cool metallic look

A total of 15 different colour combinations have been showcased by **RENOLIT EXTERIOR** at the fensterbau/frontale, the majority are metallic – including four new silvers. The dominance of silver reflects the continuing trend in architecture for metallics that can be combined with as many different facades as possible. Almost all combine well with a white rendered facade. The elegant blue *Royal Platinum* and the light brown tone *Earl Platinum*, on the other hand, suit sandstone facades. The strong red *Cardinal Platinum* emphasises the functionality of white industrial buildings and the dark green *Empress Platinum* brings colour to the abstract cool of aluminium facades. The nuanced silvers contrast well with neutral aluminium facades, from *Silver Platinum* with an elegant hint of yellow to the subtle red of *Silver B* and the metallic cool, light blue of *Safir Silver*.

Trend colours with a difference

The Colour Road for 2010/2011 also focuses on international trend colours, particularly the ultra-modern *Blackberry* tone. Its dark colour is almost black and gives this trend colour incredible depth. *Blackberry* is particularly effective on modern buildings and glass facades and is considered an elegant alternative to the brown black used in the past. *Lagoon* also has a lot of charisma as a vivid blue with light green undertones – it adds striking colour to modern industrial buildings.

Browns, hinting at warm earth tones, form another group of trend colours. The two new colour combinations, *Sandstone* and *Cappuccino*, harmonise well with sandstone facades, or provide contrast for white rendered buildings. Used in combination with a splash of orange, they can also give a really modern look. **RENOLIT** can give this fresh look to modern glass, plaster and sandstone facades with *Saffron*, a strong orange.

Better than wood

There have also been interesting developments in wood effects. Whereas traditionally the focus has been on reproducing details and surface

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structures as accurately as possible, wood structures are now being used creatively in their own right. The effects certainly look like wood, but are no longer based on wood examples - they are original effects. The new **RENOLIT Portuna Chocolate** effect is an example of this new trend in wood effects. The effect has an even design, reminiscent of streaky coniferous wood, brought alive by an elegant combination of colours: blacks, red-violets and silvers complement each other, and soft pigments give an air of calm extravagance. At the other end of the colour spectrum, *Galaxy White* has a similar effect: a warm, white colour, imprinted with silver pigments to give a highly subtle streakiness suited to plain white surfaces.

For the love of detail

The love of detail is evident in *Wisconsin XD*. This American walnut design is a brilliant example of the most popular woodgrain with architects and designers. It is currently used extensively for their most prestigious and important projects. The foil has a vibrant structure, combining dark and light browns with silver pigments and grey undertones to accentuate the detail of the wood. *Teresina XC* is reminiscent of the grain and colour of mahogany and rosewood – hardwoods that have long been valued for their beauty and performance as a window material. A light hint of bronze gives the reddish effect added elegance while broadening its appeal. The same can also be said of *Winchester XC*, a new rich, dark oak effect that is particularly suitable for building renovation. The material will prove to be a superb replacement for both solid timber and older synthetic windows. This highly detailed woodgrain effect is also available in a natural colour variation, *Winchester XA*, which is already setting a new standard for film laminated windows due to the realism of both the design and its surface structure.

Pearl Cherry and *Tabasco Orange*, combine the structures of classical woodgrains with trend-oriented colour variants. The elegant *Pearl Cherry* is a rich play of colour between light and dark red-brown tones allied with the lavish hue of pearl effect pigments. *Tabasco Orange* is a highly detailed tropical wood effect reminiscent of the fine structure of teakwood. The colour, close to orange, gives the high-contrast effect a hint of elegance.

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