

Press release

Interzum 2019: Pfleiderer combines design and functionality for furniture making and interior finishes

Neumarkt, 21 May 2019 – Pfleiderer, the leading partner for structural and refined natural materials will be presenting new functional surfaces, decors and textures for the international furniture industry and interior finishes at the Interzum trade fair from 21 to 24 May in Cologne (**Stand D010, E011, Hall 6.1**). The focus will be on segment-specific material solutions which, depending on the area of use, provide added value for end customers.

Application examples show specific solutions for customer segments

“The market requirements are increasingly focused, with ever greater detail, on customer benefits and the functional properties of end products”, said Stefan Zinn, Managing Director CCO, Pfleiderer Deutschland GmbH. “This is why segment-specific presentation of our current product solutions for the furniture industry and interior finishes at the Interzum is particularly important to us.” The focus is on applications for the home, offices and public buildings, hotel and catering as well as mobile spaces such as ship interior fitout and caravans. “Each of these areas sets their very own material requirements with regard to design, usability, workability and functionality. At the Interzum we meet architects and designers, planners and users in a solutions-orientated dialogue and show them how, with our new decors, textures and functional, smart surfaces, they can create real added value for end customers”, said Stefan Zinn. “This ranges from high-quality and creative design options, to easy cleaning and particular scratch and abrasion resistance, through to less visible but all the more important hygiene and fire protection properties.”

Robust functional surfaces in high-gloss and super matt

For the first time after the market launch, Pfleiderer will also be showing its PrimeBoard lacquered board at the Interzum, which was especially developed for the high standards in furniture making and interior finishes. PrimeBoard is available in the currently highly popular high-gloss and super matt finishes. While the high-gloss version develops a particular depth effect due to its mirror gloss finish, the super matt version in combination with its velvety, warm and soft touch, is particular fine on plain colours, wood variations, textile and

material decors. The use of pigmented lacquers produces an optimum colour intensity and brilliance through maximum colour stability. PrimeBoard can be implemented with an extensive range of decors and offers maximum design freedom for high-quality architecture and interior finishes through the colour match with all DecoBoard and HPL products.

The *XTreme plus* laminate board, that only recently received Red Dot Design Award, Pfleiderer introduces dark, matt colours to horizontal applications too. The particular benefits for end users: Fingermarks don't adhere and even stubborn grease marks can be removed easily – without aggressive cleaners, always looking its best. With impressive abrasion and scratch resistance, *XTreme plus* is even suitable for highly impacted interior and project fixtures and fittings.

New decors and textures complement the DST Collection

Pfleiderer is supplementing the high-quality and at the same time easy-care surfaces with new decors and textures, which pick up hot interior trends. The development towards materials such as concrete, metal and textile as well as discrete wood, stone and marble served as inspiration for new variations. The look of old industrial buildings is particularly popular. Ground concrete and stoppered surfaces produce a generously dimensioned, unconstrained industrial flair. Natural wood and artisan workmanship are also on trend. Fine, expressive grains and figure, and light-coloured decors produce lightness and freshness. Cool grey tones and textile textures create unpretentious Nordic contrasts.

Two new textures underscore the current living trends. With its rough, vivid surface, *Corrosio* is like corroded metal and goes particularly well with iron and bronze decors. Thanks to its fine-grained texture, *Sandpearl* appears matt and subtle and thus lends material and plain decors modernity and elegance. The current new products extend the variety of the Pfleiderer DST Collection and offer inspiration for the design of individual feel-good worlds, and are available now.

DUROPAL

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About the Pfleiderer Group – 125 years of high-quality wood-based panels

The Pfleiderer Group is the leading partner for structural and refined natural materials in Europe with annual sales of approx. 1 billion euros and around 3,600 employees. The company has its headquarters in Wrocław (Poland) and in Neumarkt i.d.OPf. (Germany). Pfleiderer has nine production locations in Germany and Poland and sales branches in England, the Netherlands, Switzerland, Austria, Romania and France. The Pfleiderer Group offers a complete range of products and services with the focus on furniture making, the timber trade, interior fitout and timber construction. Pfleiderer consolidates the product ranges of Duropal and Thermopal under the Pfleiderer umbrella brand and is a partner of industry, commerce, installers, designers and architects. The Pfleiderer Group is listed on the Warsaw stock exchange as Pfleiderer Group S.A.

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