



**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 the ZOW 2008

Boosting the furniture film segment

New: Trend colours, wood decors and surfaces

Worms, 21 January 2008 – At this year's ZOW in Bad Salzflen, the **RENOLIT** Group is represented by a total of six brands. On top of the five brands **RENOLIT VACUREN**, **COVA Press**, **COVA SR**, **Alkortherm** and **Alkorcell**, the joint exhibition presentation in **hall 23** at **stand A2/A4** will also include the brand **Benelit**, which the **RENOLIT** Group had taken over from Benecke-Kaliko AG at the beginning of December 2007.

RENOLIT: Earthbound Material Colours

Developed in a type of lab situation, the new **RENOLIT** trend colour collection receives its premiere at the ZOW 2008. Nature and mineral resources provide the colourfulness, symbolised by 15 test tubes, which Design Manager Monika Fecht has implemented in a palette of 15 new colour tints.

The new colour palette "Material Colours" 2008/2009 is composed of a well balanced range of cold and warm tints excellently harmonizing with dark woods. The ambient light reflects the colourfulness of mineral resources, conveying value with precious metal tints such as *Silver* and *Copper* or *Pyrite* with its metallic golden glimmer.

Apart from the trendy, frosty white tint *Snow*, new nuances of grey will be in focus this coming season. This colour has successfully shaken off its boring image: Different shades, glossy surfaces and accessories make grey look more interesting – geometric elements add structure. The intense grey of *Asphalt* with its slight lustre, the muted tint of *Quartz*



or the bluish grey of the metallic *Steel* enrich the furniture world. The lack of vibrant energy can be boosted with contrasting accent colours, such as the pink tint *Flash* or the vibrant yellow hue *Pollen*.

The vigorous green and blue tints signal a rather traditional colour sensation, gaining more importance against the backdrop of growing environmental awareness. The fresh, yellow-green *Grass* and the muted, but intense green hue *Humus* symbolise the life cycle of plants, the chilly glacier blue tint *Glacier* stands for the variability of water on the earth's surface. The sterling style is represented by beige and red tints, such as the earthy *Clay*, the slightly orange *Calcite* and the dark red *Rust*.

Alkor: Follow your senses!

Living up to that motto, new designs and particularly the new embossing structure *Melinga* are in focus of the **Alkor** brand presentation at this year's exhibition. It conveys a completely new haptic sensation, combining a textured structure with a rough and smooth surface finish. "Tactile contrasts are the predominant trend of this coming season", confirms **Alkor** Design Manager Claudia Hiepel, emphasizing the importance of the new development. "We have composed our decors with structure, colour and haptics rich in contrast to allow for a sensual experience of elegant and high-quality room concepts".

Through the three-dimensional embossing with different deepness, expressive wood decors as well as elegant metallic tints and solid colour decors including white combined with *Melinga* come across very rich in contrast. At the ZOW, **Alkor** is presenting the new colour design *Dark Pearl*, a coloured metallic grey with a slight touch of brown, recently an increasingly popular colour for new automobiles. Here again, *Melinga* enhances the metallic glimmer effect.



Concerning wood grains, **Aikor** offers the new walnut decor *Livia*, available both in a brighter and a darker, nougat-coloured design. The streaky pattern of this newly developed decor lends an interchanging bright-dark-effect to a rather conservative walnut structure. The oak decor *Trançais* comes in the saturated brown of dark chocolate, whose longitudinal grain is effectively enhanced by the Melinga decor.

Benelit: High-gloss for new perspectives

Since December 2007 – after the takeover of Benecke-Kaliko's furniture-film production - the brand Benelit belongs to the portfolio of the **RENOLIT** group. At the ZOW 2008 Benelit will mainly present its range of high-gloss designs and complements the **RENOLIT** product palette with this trendy surface type. A total of seven colours will be presented - the lively yellow and red designs *Lime* and *Cherry* as well as three different *Crème*- and *Sand* colours. Due to the combination with the glossy surface, the décors *Blue* and *Golden metallic* come across as looking especially elegant.

COVA: New trend with pale wood

As a specialist for high-quality wood reproductions, **COVA** will present a number of new decors at this year's ZOW. Marketing Manager Leeson Hughes has included in these new woodgrain styles in lighter decors to counter-balance the strong and dark effects that have been at the forefront of furniture design over the last few years.

Messina is derived from an Ash woodgrain but has been creatively treated to produce a unique white washed appearance. The design gives a completely new interpretation to the species. This trend in white washing will be applied to a number of different woodgrains during 2008.

Maple will always be one of the classic furniture woodgrain species, admired for its timeless beauty and character. *Samira* superbly captures these features and balances soft cathedrals with subtle, yet detailed knots. The overall result is an incredibly natural design which can be used in almost any interior application.



In contrast, *Sambesi* is a new interpretation for the exotic Zebrano wood species. The linear nature of the design is balanced with great detail, highlighting the striking character of this material. *Sambesi* will be perfect in coordination with plain colours, working in either contrast or harmony to the specific printed effect.

For editorial queries:

Sandra Dietrich
RENOLIT AG
Head of Marketing & Communications
phone: + 49 6241.303.295
fax: + 49 6241.38058
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

Claudia Hiepel
Alkor GmbH Kunststoffe
phone: + 49 89.74917.333
fax: + 49 89.74917380
claudia.hiepel@renolit.com

Leeson Hughes
RENOLIT Cramlington/COVA Products
phone: +44 1670.718326
fax: +44 1670.590096
leeson.hughes@renolit.com