

Press Release

New decor selection for the caravan and RV market Designs and colors for the motorhome

Schattdector presents an additional selection of decoration, specially adapted to the requirements and needs of the motorhome (caravans and RVs).

Here, in particular, decorative finishes have to correspond with several factors: material, design and color have to appear timeless and modern in a small space and they must convey a feeling of a livable space. Dietmar Höglmeier, Sales Key Account Manager for the Caravan sector at Schattdector, could be quoted as saying: "That's why we constantly analyze social developments and changes and growing trends. Travelling and road trips are more popular than ever. There are different types of travel for which we have put together an extensive design package, taking into account market-specific features. During our intercultural cooperation, we began with the questions: how do people want to travel, what is important to them and what are they unable to do without? How must a mobile home be furnished? Should it be ready for a short road trip? Does it need to serve as a long-term home or as a mobile vacation home? The results helped us collect information about designs and decors that are needed for today's caravan and RV market.

Höglmeier has been involved in the caravan market (American: RV) for more than 30 years and he has been working with Schattdector for 10 years. Today, the company successfully and increasingly supplies customers in the European and American markets with decorative finishes and surfaces that are particularly suitable for this area due to their properties, but also their design. Meanwhile the company offers an extensive package of products, designs and a recently added decor collection for customers in both markets.

Bastian Kastner, Head of Foil Sales, USA: "At both locations we analyzed color palettes found in nature and we tried to look at different types of travel more precisely based on destinations and cultures. Our product portfolio clearly reflects the demand for new materials and technologies. We're also keeping up with the times, trends and customer needs in the RV market. But needs change. Our task is to adapt our product portfolio accordingly and to develop new surface solutions and decors."

Höglmeier: "In addition, of course, the product plays an important role. Schattdector's flagship products for the caravanning market are presented in the Finishfoil product portfolio as Postfoil and Smartfoil. Our effect surfaces are particularly successful thanks to a natural matte/gloss look and an authentic feel. The current trend features super-matte plain surfaces with an anti-fingerprint effect. We can influence the haptics that correspond to the optics in the area using our modern film technology - from a synchronous pore structure using matte/gloss technology with a veneer-like surface to a super matte surface. Both, when combined, give an imitation that is barely distinguishable from the original."



What types of travel and trips are options for you and what do you want as a design for your mobile home? Check out the Caravan Selection at www.schattdecor.com. Here you can find more about the current collection, including our extensive research and design information.