

## Press Release

Schattdector launches its Decor Selection 2022

### **“Global Essentials” out now!**

This year's Decor Selection 2022 also features ten decors with bestseller potential from Schattdector. Based on customer and market feedback, the international team from design and sales has put together a complete package that has it all. It combines the current international trends and meets the demand for modern, durable design and contemporary surfaces.

### **The Schattdector Top Ten**

Decor Selection 2022 is the answer to demand coming from international markets. Global Essentials includes familiar, award-winning decors such as Flagstaff Oak (*Interzum Award 2021*) – now available in the new trend color Chocolate – but also new products that serve to meet dominant trends, such as Omega Oak and California Elm. Omega Oak conforms to the popular multi-strip look with a special three-dimensional effect – exclusive to Schattdector and a real eye-catcher! – California Elm successfully tackles two trend factors at once: the unbroken demand for decors with effect pigments and those with a special naturalness.

Speaking of naturalness ...

One of the top decors with bestseller potential is Karlstad Oak, heralding in the new age of rusticity! Modern and durable – this is what sustainable design looks like.

The Decor Selection 2022 is varied, versatile and promising.

### **Online Campaign: Live On May 16, 2022**

New this year: Marketing. As part of Decor Selection 2022 customers can look forward to an individually compiled package for each individual decor. In addition they will benefit from a large online campaign.

“Decor Selection 2022 is the essence of our current trend collection, which is both progressive and popular. Decor Selection 2022 hits right at the heart of current trends! From a global perspective, it is essential when it comes to the future design of living spaces and offers our customers creativity and security when planning their collection.” – *Sabrina Wieland, Head of Design.*

The international launch of Schattdector's Global Essentials 2022 website is May 16, 2022.

**Here is the link:** <http://decorselection.schattdector.com>