

Press Release **Global Essentials 2024**

Save the Date: Global Essentials 2024 – Coming Soon!

Schattdector's Top 7 Decors

May 6, 2024, is the day: Schattdector launches the new "Global Essentials 2024" – its Decor Selection consisting of the international top 7 decors. These combine Schattdector's proven quality with timeless design. They enjoy a high level of acceptance and demand among different target groups around the world. These decors have a reputation for inspiring trust, recognition and security – essential when making decisions in uncertain times. The Global Essentials decors are sustainable because they are long-lasting and reflect the spirit of the times. These are just a few of the reasons why these decors have what it takes to be the next bestseller.

Speaking of which: In addition to seven globally promising decors, Global Essentials 2024 includes local highlight decors with bestseller potential, tailored to individual markets and sales regions. They embody the company's motto "One Source. Unlimited Solutions", which also focuses on international diversity and expertise in this year's Decor Selection.

Go-live Global Essentials 2024

On May 6, 2024, the Global Essential Decors will be published on the Schattdector landing page (www.global-essentials.schattdector.com) as part of a dedicated sales and marketing campaign. Customers and prospects will be able to explore the potential bestsellers and learn more about current requirements, demands and expectations. Samples, individual consultation, and presentation appointments can also be requested and arranged online.

Trend Barometer: Future

Global Essentials includes oak wood decors which continue to be in high demand, such as Schattdector's Salvador Oak, but also other wood types, such as Bilbao Walnut. It's been very popular since the last Sicam as a representative of the prevailing walnut trend. When it comes to stone decors, nature and the need for "mindful living" dominate.

Decors such as Acapulco and Taj Mahal have received overwhelmingly positive feedback since their launch, due in part to their special naturalness and expressiveness. Other spectacular woodgrains, such as California Elm and Mont Blanc Chestnut, have also been well received by different target groups in different markets around the world. Of particular note is Riva, a cherry wood decor that is already in demand and used as an alternative to oak.

Conclusion

What do they all have in common? The trend is towards clean designs, less rustic, balanced and timeless. Nature is the trump card, so the decors have a restrained beauty, the delicacy and purity of which lie in the details and in the strong, planar effect.

Want to find out more? Starting May 6, 2024, you will find Schattdector's Global Essentials - the new top 7 decors - at www.global-essential.schattdector.com. The launch of the international campaign is scheduled for then.