

press release

Impressive trade fair appearance with fresh impulses and many new decors

Schattdector presented four new trend themes at this year's Sicam in Pordenone, Italy. Thanks to the open stand concept, a spacious exhibition stand divided into four trend worlds invited all kinds of visitors and customers to engage in lively discussions and presentations about new trends, decors, and products. With a variety of new decors and further trend impulses, based on the current trend concept //FREIRAUM//, Schattdector underlined its many years of unique expertise in terms of design, trends, and advice. Not the least of which is the integrated "Concept Sense+" workshop area – a format that the surface specialist introduced at Sicam 2022, and which has proven its worth. Experts from the fields of decor management, design, and sales present pressed decor layouts during the initial phases of development. This gives customers the opportunity to influence the development from an early stage. Developing closely with the customer, the market, and their needs has always been the top priority in the surface specialist's overall package and shows how Schattdector creates and responds to current and future trends. Three of these developments were presented as elaborate decor innovations at Sicam 2024: The Adalar, Atlantic Coast (as an MFS Touch surface), and Tarragona decors.

Fresh impetus at Sicam

Over the past six months, four new trend themes, inspired by impressions gathered at the Milan Furniture Fair, our continuous trend research, and ongoing developments, have been prepared for Sicam. The focus was strongly placed on the interplay of materials – glass, wood, stone, and an aquatic algae composite – that served as the basis for new decor products in the trend themes: "Dark Elegance," "Raw Essence," "Crafted Simplicity", and "Green Aesthetics." From "Dark Elegance" which embraces the expressionist designs influenced by the 1970s, to the clear, cool wood-stone-metal decor combinations in the "Raw Essence" area inspired by the Brutalist architecture comeback in the interior sector, to extremely natural, handcrafted decors and material evolutions such as can be found in the "Crafted Simplicity" and "Green Aesthetics" areas: the story goes on. The themes are all based on the trend concept //FREIRAUM// and were recently reinforced by the impressions gained at Milan. Each trend world serves the needs of a different target group, but they all have one thing in common: the focus on materiality!

Decor highlights

New decors such as Black Mamba, Ravello Walnut, Sardes Oak, and Montmartre Oak proved to be highlights. With Black Mamba, Schattdector opted for a sweeping, expressionistic black marble decor that displays its distinctive white veins. The dramatic look was well chosen by the designers and developers on site as it brings the design to life while differentiating this decor from others of its kind. What makes it special is the extreme depth effect and green inclusions in the white veins, which is at the same time a response to the demand for green stones. Equally impressive and possessing that "wow" factor is the Sakura decor – a unique stone decor whose original material was pressed in ice for thousands of years. The Ravello Walnut decor also struck a chord with visitors and the market. Walnut decors, already proven to be a major theme at the last Sicam, were once again confirmed. The decor innovation, Ravello Walnut can be combined with on trend cooler surfaces in a stone or

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metallic look and was exhibited in the “Raw Essence” area. With its subtle pore pattern and elegant play of colors, Orlando Walnut is suitable for large-scale applications and ensures a modern atmosphere. The demand for oak continues unabated. Exhibited as Smartfoil Nature, the Sardes Oak impressed with an authentically natural look that could not be mistaken for anything else. According to many visitors and customers, a successful symbiosis of decor and surface was achieved.

Also very popular: Montmartre Oak. This striped decor with its striking black pore is currently in high demand on the market. The elegant veneer-look and impressive depth effect perfectly match the trend of giving a nod to the 1970s and harmonizes perfectly when combined with other materials such as glass or stone as can be found in the “Dark Elegance” trend world.

“Viva la Riva”

However, oak and walnut decors were not the only exciting materials at the trade fair. The Schattdecor bestseller, Riva, is already successfully positioned on the market and is currently receiving almost unanimous approval worldwide as “a very exciting alternative” to oak decors. As part of the international bestseller campaign “Global Essentials,” this Schattdecor highlight was once again placed in the spotlight and found to be exceptionally good.

Product highlights

The product highlights were the Smartfoil and Smarflex Nature surfaces, which come extremely close to a veneer wood look and additionally look authentic thanks to a special matte-gloss effect. In the Smarflex Nature or Smarflex Mat+ thermoplastic PP film version, they also have the on-top effect that makes them ideal for wrapping, shaping, or for damp rooms such as kitchens and bathrooms – another advantage of these surfaces.

Conclusion

A key component in the overall package is Schattdecor's strength as a stable and experienced partner when it comes to design. The surface specialist demonstrates its capacity by presenting a substantial number and variety of new decors well before Interzum in May of next year. This proactive approach highlights their ability to stay ahead of current trends and quickly meet the needs of the times and target groups with their collections.

Formats such as Concept Sense+ have also proven to be particularly successful for customers as well as companies. Schattdecor is thus reinforcing its consulting and service strength while remaining close to customers and the market. In addition to the confirmed trends and the //FREIRAUM// concept, the demand for thermoplastic surfaces continues to be validated. Going forward, Schattdecor will continue to focus on expanding its expertise in this area.

Overall, the conclusion is: our work is a continuous journey of growth, creativity, and achievement. Once one fair is over, we tirelessly prepare for the next one – Interzum 2025 is coming, and visitors will once again be treated to new “wow” moments in terms of design and surfaces.