

Press Release

Interzum 2025

Clarity Through Expertise and Passion

At this year's Interzum, surface specialist Schattdecor and its international team of specialists from 16 locations are showcasing its unique complete package. "One design. All applications." – everything from a single source, that's the promise. The ultimate ambition for customers and visitors? To bring clarity to an increasingly complex world. What are the truly essential issues and drivers of our time? And what solutions are needed? Schattdecor's goal at this year's trade fair is to provide precise answers and, above all, solutions from their own wide range of services. New substrates, such as thermoplastic surfaces, will play an important role, as will a well-chosen selection of decors, which, in an age of choice and information overload, stands for security and success. The concept is supported by international trend research, which shows once again where the industry, manufacturers and designers are heading. One thing is clear: the focus is on what is essential.

Simplify.

One design. All applications.

"The basis is provided by our complete package 'One Source. Unlimited Solutions.' As surface specialists, we now print and finish paper, PP, PET and PVC – the result is modern technical and decorative surfaces for furniture and floors. Through our partners, we provide our customers with the appropriate edges, thermoforming foils or press and synchron plates. This means that we offer everything that is needed to start product development, and even beyond, in proven Schattdecor quality from a single source," says Robert Vuga, Chief Sales Officer.

"'Simplify' means clarity. A clear positioning on the most important issues of our time, clear product communication that makes our entire range of services tangible for our customers and a strong decor statement. Many customers have trusted us for years, others we will meet for the first time at Interzum 2025. We look forward to offering you a special Schattdecor experience," says Claudia Küchen, Chief Creative Officer & Chief Human Resources Officer.

How?

A curated exhibition stand.

Visitors and customers can expect a special Schattdecor experience at Interzum in Cologne from May 20th to 23rd, 2025. You'll find a clearly structured mix of complete package and product, together with three new trend worlds. The exhibition will be held under the motto "The Art of Tomorrow" and will bring together a strategic orientation, product solutions, decors and trends. An overall gallery environment frames the components described and creates clarity within the story. The Concept Sense+ program will again be included and, in addition to the new products and decors at the exhibition, will provide customers and visitors with decor layouts and surfaces that are early in the stages of development. This enables direct work with customers to further their projects and topics of the future.

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The Art of Tomorrow

You can find out all about the direction decors and trends will take in the future by visiting the Schattdecor exhibition gallery in Hall 6.1, Stand CO20/E029, in person or online, beginning May 20th, 2025, at theartof.schattddecor.com.