

## Press Release

**The focus was on thermoplastic surfaces, protection against decor copyright infringement, new Concept Sense+ developments, and new decors and products**

### **Schattdector at Sicam 2023: Positive feedback on innovations and our complete package**

Schattdector's conclusion after four days at Sicam: We are very satisfied with the number and quality of visitors. There was great curiosity and a wide range of interests. In addition to economic and strategic topics, Schattdector focused on new products. The market's dynamics were reflected in the diversity of the exhibits and the topics of discussion.

#### **„One Source. Unlimited Solutions.“**

**The new Fineflex Structure collection is already available as a complete package**

The surface specialist focused on several topics at Sicam. Feedback was positive for the comprehensive Schattdector service package, which sources products from different divisions, utilizing various substrate designs at the start of product development. Schattdector's thermoplastic surfaces were once again very popular, with the focus on our product innovation Fineflex Structure. The development of the Fineflex Metallic collection was a hit on several fronts: First, the new product promotes the topic of new substrates and material evolution within the industry. Second, it meets the growing demand for heightened texture and metallic surfaces. This product is versatile, modern, and in line with current and future trends. All colors in the collection are available with matching Rehau edgebands, true to our motto "One Source. Unlimited Solutions." With this complete package, Schattdector made an indelible impression on customers and visitors.

#### **//FREIRAUM//**

New decor and product innovations were showcased in the context of our trend concept "**FREIRAUM**". New colors and patterns come from nature or from the digital world. Familiar influences combine with new inspiration, and the boundaries between individual areas of life blur. New technological advances open a world of possibilities and development choices, including within our industry. The "**FREIRAUM**" motto promotes this attitude in every respect: Now anything is possible!

#### **The top Sicam decors**

Customers and visitors expressed their support for interzum innovations like Riva and Sydney. New decors such as Sunda or Triton - a stone decor shown for the first time at Sicam, which has potential for success due to its natural diversity - also stood out. The increasing demand for walnut decors was also evident. In this Sicam environment, walnut decors were a huge success; developments such as Bilbao Walnut, Taipa Walnut or the Ravello Walnut decor, which is still under development (Concept Sense+), were in great demand.

#### **„Be Original. Buy Original.“**

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With this motto, the surface specialist drew attention to an important and increasingly pressing issue within the industry. Decor copies are on the rise in all markets, including within Europe. Schattdecor has been watermarking its decors for years as a means of special protection. This ensures that in-house developments are recognized by digitally branding the original design, which needs to be protected. Because the original stands not only for first-class, consistent quality, but also for the complete package described in the introduction; a boutique of unique services, advice, trend statements and trust. This was a recurring topic of conversation at the booth. Claudia Küchen, Member of the Management Board for Design and Marketing: "We consciously decided to make this topic an issue. For us it was an important boost for the campaign that soon followed. Our goal as an industry is to protect our developments and our originals and to once again emphasize the advantages of using the original."

You can also find the Sicam follow-up report, including pictures, on our website under the News section: [www.schattdector.de/news](http://www.schattdector.de/news).