

FIRST PARTICIPATION OF EGGER AT THE ZOW IN ISTANBUL

TEXTURES INVOLVE MORE THAN JUST TOUCH – “FEEL WITH YOUR EYES”

EGGER is heading to the upcoming ZOW 2010 in Istanbul with the motto "Create Contrasts" and is presenting the very latest decor and surface combination ideas for furniture industry, derived from current interior design trends. Here textures play a special role. Not only have they steadily gained in importance for years, they are also becoming more and more visually distinctive.

“CREATE CONTRASTS” SETS TRENDS

A total of 60 new decor developments were already presented at the in-house exhibition EGGERZUM during March and April, which is considered a trend barometer. Favourites among the woodgrain decors that were on display included Avola Pine, which was extended with three new colour variations, Mali Wenge – focusing on a "new naturalness" – and the Core Ash, Aragon and Arlington Oak decors. The two "special woodgrain decors" Ceramic Wood and Ironwood were also received extremely well by visitors to the exhibition. "Among the uni decors, discreet decors such as Stonegrey, Lava, Graphite Grey and Quartz Bronze were the audience favourites. They offer ideal prerequisites for combination possibilities in keeping with the motto 'Create Contrasts'," explains Klaus Monhoff, Head of Product Management Decorative at EGGER.

WAVELINE FAVOURITE

Among the worktops, the trend barometer points to calm, restrained decors such as Tivoli, Avalon and Lazio Slate. Highlight: the Ceramic Wood decor in combination with the new Aluline surface. New surface suggestions were also presented with the Waveline, Cottex, Perfect Pore, Argento and Ceramic versions. Here the Waveline surface, which presents a true innovation thanks to its extremely great depth, emerged as the favourite. On the other hand, the Perfect Pore surface was in greater demand in Great Britain.

NEW DIGITAL POSSIBILITIES

With the newly developed Virtual Design Studio (VDS), recently awarded with the *IF (International Forum) communication design award*, decors and surfaces can be visualised with true-colour rendering and combined with other designs in various residential and commercial applications. "VDS HD" is a high-resolution programme that is displayed on a 40-inch high definition (HD) flat screen. Various room sets can be interactively loaded on the screen from a room library and high-resolution digital print decors can be applied. With "VDS live", EGGER also offers multi-projector visualisation. Decors are authentically represented one-to-one on white furniture carcasses. This new development can be taken for a test drive at the EGGER headquarters in St. Johann in Tirol.

VISIT US AT ZOW ISTANBUL

EGGER is presenting all new products as well as the Virtual Design Studio (VDS) HD at its exhibition stand in Hall 2, Stand D19 from 16th – 19th September 2010 in Istanbul.