

Sustainability, functionality and design - combined in the new Pfleiderer 2025-2028 collection

Neumarkt, January 2025 - Pfleiderer, a leading wood-based engineered wood manufacturer in Europe, presents numerous innovations within its new 2025-2028 collection. With 79 new designs, the range now comprises a total of 273 decors and 27 textures for furniture and interior design. Under the motto "Make your visions work", extended by the addition of "Naturally Sustainable", Pfleiderer combines sustainability, functionality and design in a user-oriented range. The range of products and services with its consistently sustainable orientation picks up on current trends and customer needs and expands the design and implementation options for architects, planners, joiners, furniture makers and interior designers.

"Our customers have always expected and received high-quality and precisely fitting end products from us that meet the highest standards in terms of trend safety in design, functionality in use and sustainability," says Stefan Zinn, Managing Director of Pfleiderer Deutschland GmbH and Chief Commercial Officer, Pfleiderer Group. "We continuously determine these requirements in numerous product analyses and expert surveys together with our customers and have once again incorporated them into our new collection - through the design of the product ranges as well as in terms of fast and easy availability and the expansion of our digital and online offerings."

Optimised composite material system

All designs in the new Pfleiderer collection can be flexibly combined using the tried-and-tested DST system for decors, structures and core materials. "Our completely revised range ensures coherent and functionally sophisticated concepts. This applies equally to the cross-trade use of specific colours and textures as well as material properties such as antibacterial and easy-care surfaces or low flammability. surfaces or low flammability," says Zinn.

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The EXPRESS range ensures rapid availability with its extensive stock and fast delivery variants for the products DecoBoard P2, Duropal HPL and composite elements, the super-matt and easy-to-clean XTreme products with anti-fingerprint effect and DeepFlow P2 with deep structures. "This also includes our new OrganicBoard Pure P2, with 100% recycled wood and 100% biogenic glue (OrganicGlue)," adds Stefan Zinn. "All 154 decors in the EXPRESS collection are now available at short notice as OrganicBoard Pure P2 via our fast delivery programme - this also applies to the Duropal composite element Organic Pure P2 variant and the other 119 decors in the design collection."

In addition, all components of the design collection, with the exception of a few typical worktop decors, are in stock in the door formats. At Pfleiderer, all materials, from the design surface to the worktop, come from a single source and are produced at one of the five locations in Germany.

XTreme Products - product family with practical additional functions

The materials combined in XTreme Products all have practical additional functions: With PrimeBoard XTreme boards, for example, the multi-layer coating technology ensures maximum brilliance as well as high colour stability and ease of processing. With Duropal XTreme, the hard-wearing surface of the high-pressure laminate protects against fingerprints and traces of grease. 24 decors from the EXPRESS collection are available from stock in 88 product variants.

Environmentally friendly value creation cycle

Sustainability and environmental protection have been part of Pfleiderer's corporate philosophy for many years. All wood-based materials are produced with consideration for the most environmentally friendly value-added cycle possible. Thanks to the unique ReSource recycling concept, Pfleiderer now manufactures its raw particleboard beams with an average recycled wood content of 60%. This is also reflected in the product certifications: LivingBoard, DecoBoard and PrimeBoard are certified according to the Cradle to Cradle Certified™

Products Programme, which assesses design and safety for future life cycles. Furthermore, the entire HPL high-pressure laminate range - as well as DecoBoard and LivingBoard - is now certified by the "Blue Angel" eco-label. The award recognises the use of wood from sustainable forestry, the use of recycled materials and particularly low-emission products for a healthy indoor climate.

Digital tools make everyday life easier

"In addition to the physical range, we are constantly developing our digital applications," says Stefan Zinn. "Virtual experimentation rooms, online planning tools and planning data on the BIM platform BIMObject make day-to-day work easier for our business partners. One highlight is the enhanced WorkApp. We have added two new functions to the existing functions - the scan of decor numbers and the alternative finder for directly photographed decors, materials and surfaces. Firstly, there is a new scan function for the QR codes attached to our sampling materials. These then lead directly to all detailed information on the respective product. Secondly, we have integrated the interactive assistant PIA for the free decor search. In contrast to a conventional chatbot, PIA is able to use artificial intelligence to help with decor searches, point out available structures and products and provide support with sample orders, reference and dealer searches.

More on the topic at: www.pfleiderer.com

About Pfleiderer

Pfleiderer is a leading manufacturer of premium engineered wood products, laminates and resins. Through its Engineered Wood Products division, the company produces premium wood and laminate products for fast-growing, high-end applications in the kitchen, furniture and construction markets. Pfleiderer is also a leading producer of specialty and industrial resins through its Silekol division, which are used in Pfleiderer's own products and by external customers in the panel production, packaging, construction and building materials industries. Pfleiderer is headquartered in Neumarkt in der Oberpfalz, Germany, and employs around 2,200 staff primarily across five sites in Germany and one resin production site in Poland. The company has operated for over 125 years with sustainability and the renewable nature of wood at its core, with a strong focus on sustainable sourcing and manufacturing, reducing carbon emissions and protecting the environment.

Pictures



Caption:

Under the motto "Make your visions work", Pfleiderer combines sustainability, functionality and design in a user-oriented product range.

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