

Press release

“Create FunXTional Styles” – Pfleiderer at the trade fair Euroshop 2020: a focus ecological, individual and smart solutions

Neumarkt/Düsseldorf, 16.02.2020 – from 16th to 20th February, Pfleiderer wants to inspire the trade audience at EuroShop in Düsseldorf with customer-specific, ecological and smart solutions (Hall 11, Stand D60). There, over 120 m², the wood-based panel manufacturer will present numerous new products relating to its decorative product range to the trade audience from the fields of shop fitting and trade fair stand construction.

HPL products with the Blauer Engel (“blue angel”)

“Thanks to the Blauer Engel (“blue angel”) label being awarded for our HPL and compact laminates as well as our flat bonded elements, we are able to offer our customers a full range with this label,” explains Michael Schiebe, Sales Manager for Trade and the Contract Sector. “Raw panels, direct-faced DecoBoard, HPL and elements give our customers the assurance of always being able to use a suitable product in the event of high ecological requirements.

Sustainability and recycling economy

A special presentation illustrates the value and contribution of wood-based panels to the issue of the environment and sustainability. The positive effect that wood as a material has on the carbon footprint due to the cascading use can be seen, as well as the possibilities for making an impact on recycling rates and indoor air quality through the selection of the material. “Pfleiderer has been associated with wood for more than 125 years – therefore wood is part of the company’s DNA,” says Schiebe. “We recognised the importance of our social responsibility a long time ago and have been working for decades, in collaboration with our partners, on continuous optimisation at a raw material, product and process level.”

A family for high standards

PrimeBoard in the variants *XTreme* High Gloss and *XTreme* Matt, as well as the new product MDF Natural Black, can be seen together with Duropal HPL *XTreme* and *XTreme* plus. Here, Pfleiderer shows how high-quality and elegant matt interior design is in horizontal and vertical use. "With the product family *XTreme*, planners and designers will always find the right solution for the required application," explains Schiebe. "In addition to PrimeBoard and *XTreme* for vertical use in the carcass and the front, *XTreme* plus for horizontal surfaces provides the option of a seamless, consistent design, without having to dispense with classic product characteristics."

Customised surfaces – in various lot sizes

Individual *Motif* has been known for many years as an offer from Pfleiderer for customer-specific motifs in small quantities from 5 m² on DecoBoard or the high-pressure laminate Duropal HPL. The company has now extended its options and is to present options for the production of small series for the first time at Euroshop. The new core element is the prepared Individual *Inspirations*, which can be produced and delivered quickly from a purchase quantity of 1,000 m² in a size of 4,100 x 1,300 mm, as high-pressure laminate (HPL) or as a HPL flat bonded element. The realisation of customer ideas is also possible in this system. Anyone who would like to get directly involved with a composite material of direct facing and HPL can take advantage of the offer Individual *Decor* – DecoBoard, high-pressure laminate (HPL) and HPL compact as well as HPL flat bonded elements are possible in 5,600/2,800 x 2,070 mm in each case.

About the Pfleiderer Group – 125 years of high-quality wood-based panels

The Pfleiderer Group is a leading wood-based panel manufacturer in Europe with annual sales of approx. 1 billion euros and around 3,500 employees. The company has its headquarters in Wrocław (Poland) and in Neumarkt in der Oberpfalz (Germany). Pfleiderer has nine production locations in Germany and Poland, and sales branches in England, the Netherlands, Switzerland, Romania and France. The Pfleiderer Group offers a complete range of products and services with a focus on furniture making, the timber trade, interior fitout and timber construction. Pfleiderer pools the Duropal and Thermopal product ranges under the Pfleiderer umbrella brand and is a partner of industry, commerce, installers, designers and architects.

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