

Press release

Pfleiderer at the trade fair EuroShop 2020: Motifs, magnitudes, materials – new possibilities with Individual

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.

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. Over the past more than ten years, Individual products have been used to design and realise numerous projects in schools, hotels and shops, as well as in the field of trade fair stand and hospital construction, in a particularly original way – and to give them a very individual touch.

Pfleiderer 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.

New opportunities with online support

“With the tried-and-tested Individual *Motif*, supplemented by the new Individual *Inspiration* and Individual *Decor*, new possibilities are opening up for architects, designers and planners,” explains Michael Schiebe, Sales Manager for Trade and the Contract Sector at Pfleiderer. “This expansion with its new possibilities in terms of the price-volume arrangement offers interesting aspects and opportunities for shop-in-shop projects or retail and hotel chains in particular.

A specially configured online product finder helps to pool ideas relating to the application, use, functionality and materials into a structured initial enquiry. The customer’s own existing motif can be uploaded and attached or a selection can be made from Pfleiderer’s existing motif gallery. With a few clicks, the basis for receiving an initial quotation and advice quickly and simply can be created in just a few minutes.

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.

Contact for editorial teams:

Pfleiderer Deutschland GmbH
Stefan Göldner
Tel: +49 - 5241 – 871-366
Email: Stefan.Goeldner@pfleiderer.com

Pfleiderer Deutschland GmbH
Diana Bachmeier
Tel: +49 - 9181 – 28 8739
Email: Diana.Bachmeier@pfleiderer.com