

Press release

Pfleiderer at the trade fair EuroShop 2020: smart solutions with XTreme products

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.

A family for high standards

Anti-fingermark effect, scratch resistance and easy cleaning: these are the latest requirements for functional high-end surfaces. With XTreme, XTreme plus, PrimeBoard and XTerior compact, Pfleiderer will present products that set new standards for the surface quality of wood-based panels. Visually high-quality and resistant to external influences, the products provide significant added value in their use and final application.

“High standards are set for the surfaces of furniture and interior finishes. This is particularly true in the kitchen: Falling objects, soup boiling over and dirt are constant challenges”, says Christian Stieffermann, Head of HPL and Elements Product Management. “In particular, the extremely popular matt versions have previously had problems with fingermarks and dirt. With our fine yet robust XTreme surface, we offer an alternative. It is resistant to these effects, which offers previously unachieved added value in everyday use. Fingermarks don’t stick and even stubborn grease marks can be removed easily.”

A further improvement offered by the XTreme plus version is its high degree of abrasion and scratch resistance, even for horizontal applications with heavy-duty use. A particularly matt, low-reflection texture gives the surface a warm, velvety soft, silky feel. “In addition to the functional properties, it also enables us to achieve a very special look with an improved colour transparency and depth,” says Stieffermann.

Pfleiderer also offers highly developed lacquered surfaces, which are used for the PrimeBoard wood-based panel, for example. These surfaces are produced using a hot

coating process, which is hitherto unique in Europe. It produces a high-quality multi-layer coating, which provides a PUR function layer for the core boards. The permanently elastic substrate compensates for thermal and mechanical forces and does not become brittle, which guarantees particular processing stability even under heavy-duty use. “As a result, high-quality work results are produced by sawing, milling and drilling, without causing the material to tear or split”, explains Stiefermann. By using UV-cured, solvent-free acrylic lacquers, the surfaces are robust and thus retain their quality long-term. The multi-layer coating technology also guarantees a high colour stability.

Pfleiderer also uses the innovative hot coating process to produce the new compact laminate, *XTerior compact*. Thanks to the special surface technology, *XTerior compact* fulfils the highest EGS/EDS UV and weather resistance requirements in accordance with EN 438-7 and has thus also qualified for use in outdoor applications.

“We are constantly working on producing new solutions, which improve not only the look or feel of our wood-based panels down to the smallest detail, but also their properties in use and the final application. The focus is on benefits for the user. In this way we offer our customers significant added value, which is especially noticeable in everyday use,” said Stiefermann.

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 Michael Schiebe, Sales Manager for Trade and the Contract Sector. “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.”

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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