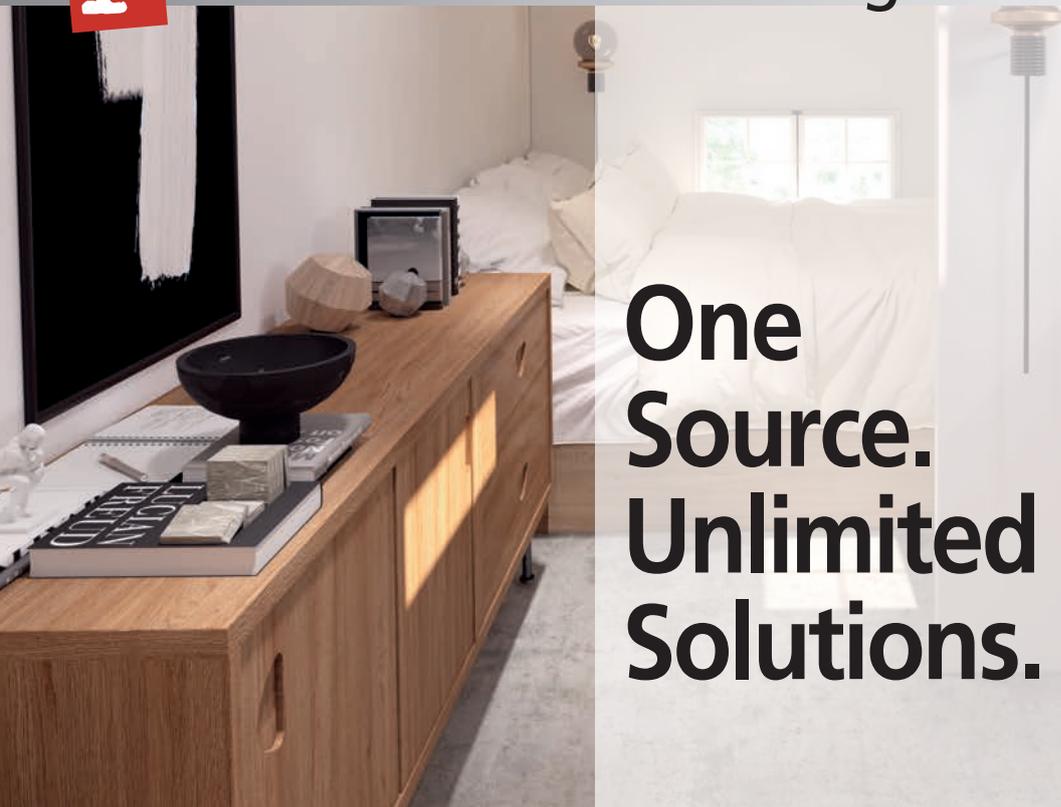




Face to face with Dietmar Höglmeier



One Source. Unlimited Solutions.



Caravan Kitchen Tambora Narbonne

Dietmar Höglmeier has been in the printing industry for 30 years and in the caravanning industry for 20 years. As Key Account Manager, he has built up the national and international caravanning sector at Schattdecor. Aboutcamp BtoB met Dietmar Höglmeier for an interview.

Words Peter Hirtschulz

The German company Schattdecor has been on the market for 35 years. During this time, the company developed from a printer to a surface specialist.

Aboutcamp BtoB: Mr. Höglmeier, how many years has Schattdecor been active in the caravanning area and how much does this sector burden the group's sales?

Dietmar Höglmeier: Schattdecor has been represented on the European caravanning market for more than ten years. Gradually, the range of offerings has also been made available to customers in the North American and Chinese markets. And we also supply the Australian market. Sales of the finished surfaces (finish film and impregnated melamine films) amounted to around 730 million square meters in 2019. This includes Schattdecor products used in the caravanning area.

Aboutcamp BtoB: What are Schattdecor's flagship products for the caravanning sector?

Dietmar Höglmeier: We can find flagship products for the caravanning sector in the finishfoil product portfolio in form of our postfoil and smartfoil. Our effect surfaces are particularly successful, thanks to a natural matt / gloss look and an authentic feeling. The trend aims currently

also towards super-matt plain surfaces with an anti-fingerprint effect.

Aboutcamp BtoB: Speaking of smartfoil, what are the decor trends for this season?

Dietmar Höglmeier: Bright, natural-coloured wood designs with synchronous, haptic, as well as optical surface effects. These are combined with super matt plain colours and nature-related fantasy designs. However, dark, expressive woods such as walnut, chestnut or exotic-looking designs also find their place - mostly in the high-end vehicles of the premium classes.

Aboutcamp BtoB: How have decorations changed in the past ten years: is the caravanning sector also following the trends in the furniture world? Are there colours or motifs that have particularly shaped this development?

Dietmar Höglmeier: The caravanning industry is certainly following the trends in the furniture industry and there are also some synergies to be observed, but mostly in a very different look. If e.g. wood designs with a rustic look in the world of furniture are trendy, such designs are used much more calmly in the world of caravanning. In terms of colour, however, such trends are often adopted. The intention is to feel more



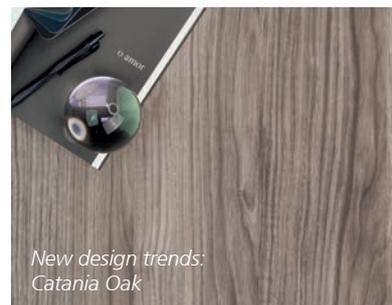
New design trends: Noce Mediterraneo



New design trends: Rochefort Walnut



New design trends: Wisla Pine



New design trends: Catania Oak

schattdecor

Company Profile

The founder's (Mr. Walter Schatt in 1985) target was to establish simple but flexible printing services aiming for superior quality. Performing successfully, Schattdecor meanwhile supplies the world's leading wood-based material- and furniture-industries for 35 years with printed decorative paper, melamine films and finish foils. This way, the family-owned company and its subsidiaries processed around 2.3 billion square meters of paper worldwide. With over 2.500 employees, the group of companies generated sales of around 750 million euros p.a. at a total of 18 international locations.

Through continuous expansion of its product range, Schattdecor has developed from a decor printing company to an innovative surface specialist. With many years of experience being a specialist and design expert, the world market leader created innovative printed, impregnated and finished surfaces. Schattdecor designs wood-, stone-, uni- or fantasy-decors for modern areas of life far beyond simple living space. When it comes to surface development, the company focuses primarily on current market requirements but it is at the same time able to tailor the decor production to any specific customer needs. The "Made by Schattdecor" seal of approval stands for a consistently high and internationally uniform level of superior quality.

For further information:
www.schattdecor.com

Aboutcamp BtoB: Why are you valued so very much by your customers?

Dietmar Höglmeier: I think in the first place it is the trust in our quality product, our personal reliability and our very good service. And specifically, a very good and personal network certainly contributes to our overall success in the world of caravanning.

Aboutcamp BtoB: Schattdecor is a family company. How can you resist the International acquisition activities?

Dietmar Höglmeier: Schattdecor is the last remaining family company in the printing industry and nothing will change about that.

like at home and that's what it should be: "vacations in your own (mobile)home".

Aboutcamp BtoB: „SEE, TOUCH, FEEL.“ Can you explain your slogan a bit more detailed?

Dietmar Höglmeier: Due to a first-class print quality and an extremely authentic reproduction of nature, we have earned the name and rank of the world leader in decor printing. In addition, Schattdecor has continuously expanded its product portfolio in more than 35 years. Always with the focus on our customers. Our goal is to create practical and need-based solutions. Today these consist of wood, stone and fantasy decors for housing, living and working and a variety of different products in the area of refined surfaces. We are no longer just a decor printer; we also offer impregnated surfaces and foils for our customers with wood-based materials and in the furniture industry. We can influence the look that corresponds to the design of our modern film technology in the area of finished surfaces - from a synchronous pore structure in matt / gloss technology with a veneer-like surface to a super matt surface with anti-fingerprint effect. Today optics and haptics are important - both in symbiosis make it hardly distinguishable: the fake from the original and accordingly for a particularly valuable surface. To answer your question: Depending on the area of application, needs and specifications, you can say that a new shape of reality is emerging. We feel what we see by touching it. Depending on the design, a corresponding 3D character can also be achieved solely through the print image. If you can feel this 3D character, the almost real character is perfect.

Aboutcamp BtoB: What does the customer have to understand by "digital visions"?

Dietmar Höglmeier: With our „digital visions“-decors we make use of all the advantages of digital printing. From an enormous colour brilliance to a special multi-colour, high resolution and regardless of the motif. This way our customers can take advantage of new possibilities in terms of technology and design.

Aboutcamp BtoB: How have materials and technologies changed over time and



what are the next developments?

Dietmar Höglmeier: Requirements are changing. Our task is to adapt our product portfolio accordingly and to develop new surface solutions and decors. Our product portfolio clearly reflects the continuously changing demand for new materials and technologies. For example, digital printing opens up new possibilities for us, since we are no longer bound to the classic parameters of gravure printing. This affects also the caravanning area. As described at the beginning, we observe times, trends, and customer needs. Similar to many other areas (furniture / flooring), there is a trend towards a haptic that matches the look - for even more natural and real character. There is also a technical advantage: finish foils with a haptic structure visually conceal any unevenness in the plywood base. In addition to the haptics, super matt surfaces are also in demand, which do not only have a particularly natural look, but are also matt due to their anti-fingerprint effect. Schattdecor is optimally positioned with the products „smartfoil nature“ and „Uni MAT+“.

Aboutcamp BtoB: Is the caravanning sector traditional or does it accept new solutions? Are there brands that take more risks in innovation than others?

Dietmar Höglmeier: I would like to describe it like this, there are certainly brands in the industry that go the traditional way and being successful because they simply embody this for their customers and there are companies that offer both. Last but not least, you have to accept innovations and to observe the natural generation change with associated flavours. This was also demonstrated at last year's Caravan Salon in Düsseldorf, where very modern interiors were shown and sold. I do not want to mention certain brands here, because each brand stands for its own clientele. We serve our customers according to their requirements with a broad segment that has also grown over the years to special surface properties.

Aboutcamp BtoB: There is a saying „you cannot re-invent the wheel“. How does Schattdecor differ from the competition?

Dietmar Höglmeier: Schattdecor has developed into a surface specialist in recent years. We supply all our customers with a complete package from design and trend advices at the beginning of a project. And further we complete our service with printed, lacquered or impregnated substrates (paper or thermoplastic) through to a technical support during the production process. Thus, we are decor printers on the one hand, but on the other hand we are also able to advise our customers along the entire value chain.

Aboutcamp BtoB: Is there an intelligent solution that has not yet been implemented by the market and would instead improve the current solutions?

Dietmar Höglmeier: I think these will be more technical innovations. We are responsible for the optical well-being in the caravanning sector.