Silent and Adventurous!

These are the new design worlds from Schattdecor for the 2022/2023 season. Schattdecor is one of the Worlds leading suppliers of high-quality decorative surfaces and finish foils for the woodworking industry. The company is represented globally in 17 locations with 3,000 employees from 27 nations

Words Peter Hirtschulz

Despite new challenges and the impact of the ongoing Corona pandemic, the company closed fiscal 2021 with record sales of more than 850 million euros. This was the best result in the company's history to date, with growth in all business areas.
Against this background, Schattdecor is looking to the future with economic optimism and new, innovative design and product ideas. Aboutcamp had the chance to talk to Dietmar Höglmeier, Key Account Manager RV Industries, about the present and the future of the company in particular and the industry in general.

Dietmar Höglmeier

How is Schattdecor currently positioned in the caravanning industry?
Dietmar Höglmeier: We have been one of the leading design and surface/foil suppliers for decades and meanwhile we now offer our 12th Caravan Selection. In addition to hundreds of existing designs and products, the current collection includes 12 new design and product ideas.

What does the new collection look like?
Dietmar Höglmeier: We have developed two new lines for the 2022/23 season: "SILENT" and "ADVENTUROUS". In line with the motto of disconnecting from leisure, from daily stress, and relaxing in a soothing as well as a stylish ambience, in the SILENT line ("Travel with peace of mind and lightness") we focus on appropriately selected materials and colour variations. This design world makes the powdery light softness of the two decors Valetta Pine Elegance and Pietra Piasentina the main theme. We combine the soft silent colour palette with a powdery cooler solid tone. Fjord holds the turquoise of the sea against her velvety sandy base mood, bringing quiet travel bliss into play. Overall, the colour palette contributes to a restrained, tranquil atmosphere as well as a very special naturalness. With the ADVENTUROUS design line ("Feel nature and life"), we effectively set the stage for earthy adventurous tones with a rich, deep Uni. The motto here is that we experience the world together, discover new things and recharge our batteries. Thus strengthened, we can appreciate our encounters and be completely in the here and now. The lively basic mood of our design world ADVENTUROUS results from the earthy, rough, warm naturalness of Calgary and the fluid gradients of Imperia pear. Decors such as Cascade and Mauve provide emotional contrasts.

These descriptions sound very philosophical. How does Schattdecor develop such ideas?
Dietmar Höglmeier: My team and I, we go through the world with our eyes and ears open. We visit trade fairs around the world, discuss with international design offices and listen when we talk to our industry customers and users "on the street". From all these conversations and experiences, we develop our ideas. We also have a vision in our mind's eye, based on the above experiences, of how decors, haptics and contrasts combine

Above and right: SILENT decor line

to create a coherent interior design for a recreational vehicle.

How is the industry responding to these ideas?
Dietmar Höglmeier: Very differently and as varied as the entire range of products offered by the industry. Some customers stick with an idea for many years. Others change designs at fixed intervals, and still others use our ideas very experimentally with constantly changing variants. In general, the industry tends to be rather wait-and-see, so that many ideas, each of which is current, only come to fruition successfully later.

In what way have the trends of the past collections developed and what does the medium-term future look like?
Dietmar Höglmeier: We are and have always been progressive. But we also stick to the tried and tested in accordance with customer wishes. The future of caravanning lies in timeless designs. Fashion trends that are often implemented in the automotive sector, such as white surfaces and gray tones, are no longer in such demand. Camping is just camping. In terms of colour, I think medium brown, blond natural colors are the trend of the future. In addition, natural, textile surfaces, such as jute or fine mesh optics, are on vogue as well.

How does Schattdecor deal with current exceptional situations such as the pandemic or the Ukraine crisis?
Dietmar Höglmeier: Here, Schattdecor benefits from its global presence and its locally very family-oriented corporate philosophy, in which the health and well-being of each and every employee enjoy the highest priority. Workforce and customers are the highest assets. We have the issue of supply chains under control. Of course, like any other company in the industry, we face the same problems, but we offer solutions. Supply chains that no longer work for various reasons are replaced by local resources as much as possible due to our global presence. Think global, act local! We also take a positive approach to the sensitive issue of pricing. Of course, prices for certain raw materials and components are rising. We cannot prevent this. But we communicate and, above all, document this development openly. This means that our partners are quite understanding, even if sometimes grudgingly.

Finally, how do you see the future?
Dietmar Höglmeier: Very personally, I believe that we are heading for a recession worldwide in the 4th quarter of the year. This is especially true with regard to the current inflation rate, an expected turnaround in interest rates and, of course, the price development of diesel, still the dominant basis for driving our vehicles. In general, however, we at Schattdecor are positive and prepared for all eventualities. In the long term, we continue to focus on solid, healthy growth. This is also evidenced by our more recent corporate policy. In the fall

Left and below: ADVENTUROUS decor line

of 2021, for example, we acquired a 50 percent stake in the German sheet manufacturer Fine Decor. Accordingly, our CEO Roland Auer postulated: “Sustainability is one of the very big issues of our time. In Fine Decor, we have found a partner with whom we can already meet the demand for environmentally friendly furniture surfaces produced on the basis of recycled raw materials. Jointly we are strong. The new and joint product „Fineflex“ combines the demands for a modern and environmentally friendly decor surface. This is where years of design expertise in decor printing and pioneering technology for the production of sustainable lacquer laminate surfaces come together. In a unique manufacturing process, we recycle PET and reuse it. A special lacquer finish gives the surface a unique feel and an anti-fingerprint effect. It is particularly easy to clean and has a high resistance to moisture and external influences. Thanks to its excellent processing properties, Fineflex is also ideal for use as an environmentally friendly wrapping sheet and as a thermoforming sheet, and is set to become an exciting alternative for the caravaning sector. Information on the first joint product from the two companies can be found at www.fineflex.pet.