Trendsetter for decorative foils and overlays

SCHATTDECOR is now presenting its 13th Caravan Selection. The 2023/24 decor world is entitled “ATMOSPHERIC”. According to their actual press release, the new Selection “contains design recommendations that match the wishes of different types of people for the interior design of their motor home or caravan. As individual as travel experiences are, so are the demands of travellers on their mobile home: the colours and materials of ATMOSPHERIC correspond to the consumer desire for comfort, aesthetics and a touch of luxury. Metal effects complement the colour and material scheme of predominantly dark, elegant woods and lighter clay tones.”

Words Peter Hirtschulz

For many years, Dietmar Höglmeier, Key Account Manager RV Industries, has been responsible for selecting the colours and materials for the current selection. He and his team visit trade fairs all over the world, discuss with international design offices and listen when they talk to industry customers and users “on the street”. They develop their ideas from these conversations and experiences. Aboutcamp met Höglmeier and asked him to explain how SCHATTDECOR evaluates current trends and what innovative projects the company is pushing ahead with.

Dietmar and Lukas Höglmeier

“Of course, as trendsetters, we generally follow a mainstream that lasts for a longer period of time. The actual trend colours are medium brown, light and beige natural. In addition, textile surfaces that are close to nature, such as jute or fine-meshed looks, are in demand. This mainstream is currently dominating the market. Nevertheless, our new design ideas are always taken up directly by individual customers or develop a new mainstream over time,” Höglmeier explains the development in the caravanning design world.

Höglmeier opens exciting insights into already existing future projects: *“Away from the aforementioned design world, we have two new product ranges and cooperations. These document that SCHATTDECOR, in addition to colouring, also deals with materials that focus on environmental protection and sustainability”.* The new projects are “Fineflex by Fine Decor & SCHATTDECOR” and the two new products “MFS-Touch and MFS-Tec”, both in cooperation with the Hans Schmid company. With the merger of SCHATTDECOR and Fine Decor (Oelde/Germany) in 2021, the companies are focusing on the symbiosis of many years of decor and design expertise with an innovative, sustainable substrate in the form of recycled PET film.

Says Höglmeier: *"Fine Decor produces and finishes sustainable uni-lacquer laminate surfaces based on PET for various industries. The company has developed its own technology with a production cycle that makes it possible to produce a plain or decor-printed furniture surface from the recycled material. Even the rejects are fed back into their own manufacturing process and processed. In a unique manufacturing process, Fine Decor produces new furniture surfaces based on recycled material from PET".*
With the current stock collection of 14 solid colours in super matt and 6 colours with metallic effect, customers can choose according to the trend and their needs. The sustainable surface is elastic and moisture-resistant and thus offers an environmentally friendly alternative to conventional thermoforming sheets due to its composition. In addition, it is durable and scratch-resistant and also scores with a special anti-fingerprint property and a particularly pleasant feel. In addition to the classics Shell White, Pearl Bronze or Pearl Gold, the exciting metallic colours Sky Blue, Night Blue or Space Black are also available.
With the sales cooperation announced in 2022 with Hans Schmid GmbH & Co. KG from Gronau/Germany, SCHATTDECOR is expanding its range of products and services true to its corporate motto "One Source. Unlimited Solutions" with two new, additional products: MFS-Touch and MFS-Tec. With MFS-Touch, SCHATTDECOR is meeting the continuing strong demand for innovative, modern surfaces in super matt and with anti-fingerprint effect.
The special MFS touch finish not only ensures a trendy look and a modern design aspect, but also durability and user-friendliness. In addition to their own products from the SCHATTDECOR product portfolio, in future they will also be jointly using the product from Hans Schmid Gronau, which ensures super-matt and wonderfully velvety surfaces with an anti-fingerprint effect. This special finish in the form of a special lacquer developed by HSG creates a new haptic experience, for example as a surface on table tops or kitchen fronts. It also increases durability and scratch resistance. The decors can also be used outdoors. A special lacquer coating protects the substrate printed with décor from UV radiation and weathering. Wood, stone, fantasy and plain decors from SCHATTDECOR can now also be used outdoors.
"We are proud that our innovative products in cooperation with Fine Decor and Hans Schmid are based on "Made in Germany"", notes Höglmeier and continues, *"with these cooperations and products, SCHATTDECOR is positioning itself as a trendsetter, not only but also, in the caravanning industry."*
In addition to the future-proof orientation in the product area, there are also personnel changes pointing the way to the future. Dietmar Höglmeier is pleased that his son Lukas Höglmeier will follow in his footsteps in the future. The son is a trained gravure printer and is currently working his way into the SCHATTDECOR world step by step.

USPs of FineFlex

Recycled
FineFlex consists of a high percentage of recycled PET. Depending on the intended use, customer specification and colour group, the recycled content is up to 80%. In a unique process, we also reprocess the production-related scrap from our own production into new raw material within our company and thus return it to the cycle.

Anti-fingerprint
Our FineFlex surfaces with super-matt finish have a pronounced anti-fingerprint effect - this is what makes them special and distinguishes Fineflex with excellent usage properties.

Wide range of applications
FineFlex films are particularly elastic, flexible, and sustainable. Depending on the version, they are ideal for 2D lamination, as thermoforming film for three-dimensional surfaces and wrapping or postforming.

Persistent
FineFlex surfaces are particularly resistant to abrasion. They can withstand high loads and thus promise a long product life.

Resistant
Resistant to external influences - Due to their resistance to moisture, Fineflex films are ideal for use in kitchens or bathrooms. They are lightfast and, depending on the version, resistant to heat and chemical substances.