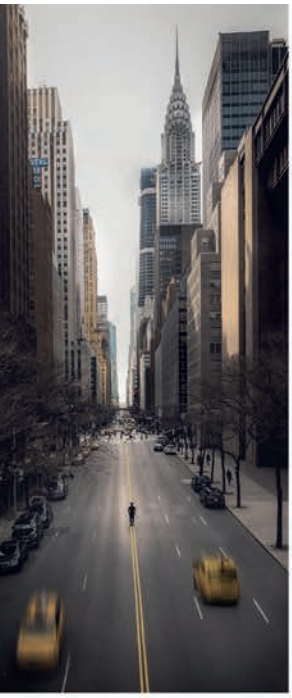
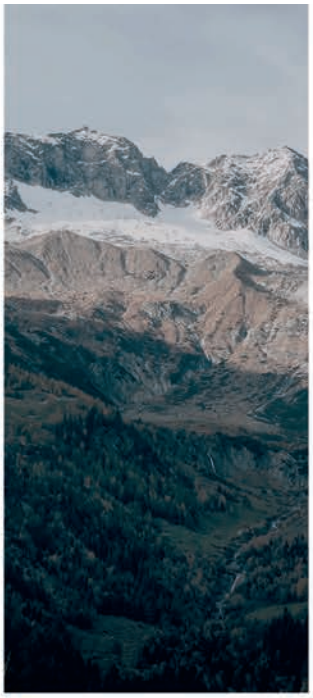




Designs and colors for the home on wheels

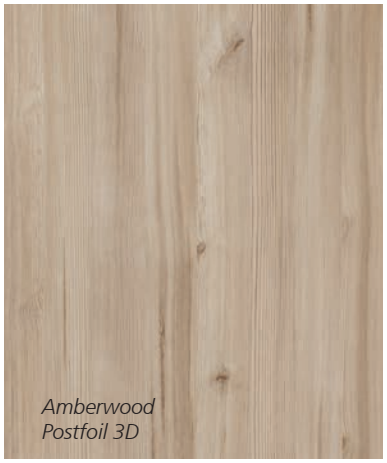
For its customers from the caravanning and RV-ing industry, Schattdecor has developed an addition to its current decor selection. These specifically cater to the requirements and needs for a home on wheels

Words Peter Hirtschulz

In particular, decorative surfaces must take several factors into consideration: material, design and colour have to appear timeless and modern in a small space and convey a feeling of a livable space. Dietmar Höglmeier, Sales Key Account Manager for the Caravan sector at Schattdecor, said: *"That's why we constantly analyze social developments and changes and growing trends. Travelling and road trips are more popular than ever. There are different types of travel for which we have put together an extensive design package, taking into account market-specific features. During our intercultural cooperation, we began with the questions: how do people want to travel, what is important to them and what are they unable to do without? How must a mobile home be furnished? Should it be ready for a short road trip? Does it need to serve as a long-term home or as a mobile vacation home? The results helped us collect information about designs and decors that are needed for today's caravan and RV market."*

Dietmar Höglmeier

Schattdecor successfully and increasingly supplies customers from the European and American markets with decorative surfaces that are particularly suitable for this area due to their properties, and


Amberwood Postfoil 3D

Rochefort Nussbaum Postfoil 3D

Elaine Andrea Herrmann

design. Meanwhile, the company offers an extensive package of products, designs and a recently added decor collection for customers in both markets.
Mr. Bastian Kastner, Head of Foil Sales, USA: *"For both locations we analyzed colour palettes found in nature and tried to look at different types of travel more precisely based on destinations and cultures. Our product portfolio clearly reflects the demand for new materials and technologies. We're also keeping up with the times, trends and customer needs in the RV market; but needs change and our task is to adapt our product portfolio accordingly and to develop new surface solutions and decors."*

Höglmeier: *"In addition, of course, the product plays an important role. Schattdecor's flagship products for the caravanning market are presented in the Finishfoil product portfolio as Postfoil and Smartfoil. Our effect surfaces are particularly successful thanks to a natural matte/gloss look and an authentic feel. The current trend features super-matte plain surfaces with an anti-fingerprint effect. We can influence the haptics that correspond to the optics in the area using our modern film technology - from a synchronous pore structure using matte/gloss technology with a veneer-like surface to a super matte surface. Both, when combined, create an imitation that is barely distinguishable from the original."*

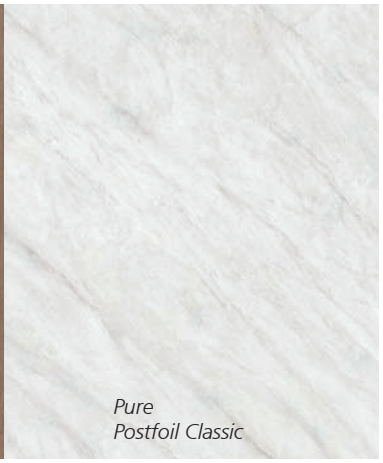
As individual as our travel experiences are, so are the demands and needs of different target groups using motorhomes or trailers, e.g. caravans are just as varied; even when we are on the move, we value our own identity and characteristic style - and this also applies to the smallest of spaces. As surface specialists and decor printers, the company understands its mission to provide its customers with target group specific decor recommendations, combined with a wide range of colour schemes and backed up by extensive background research to support them in their design and decision-making process. Therefore, for the new Caravan Selection, more emphasis was placed on the cooperation between design and sales departments.

Elaine Andrea Herrmann, a designer at Schattdecor said: *"Our goal was to develop a concept that takes all vehicle types into account: entry-level, mid-range or luxury vehicles. The detailed research on types of journey and worlds of colour is intended to support our customers in the decision-making process and generally provide deeper insights into our work, into the world and into the end consumer's needs. In motorhomes, decorative surfaces must be able to emanate a timeless effect in a small space, convey homliness and reflect the needs of the users in a lasting way. The appeal of the motorhome lies in having everything you need for your daily life in a small space. When it comes to trends, we are still seeing big differences between North America and Europe, but with continued global connectivity both markets are starting to merge."*

The result is an addition to the existing caravan selection that is tailored to the market. The comprehensive scope of the new Caravan Selection can be seen at www.schattdecor.com. Here it is possible to find more details about the current collection including the extensive research and design background.

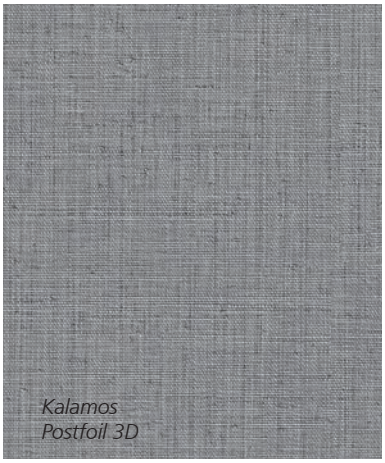
Company Profile

The founder's (Mr. Walter Schatt in 1985) target was to establish simple but flexible printing services aiming for superior quality. Performing sucessfully, 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.

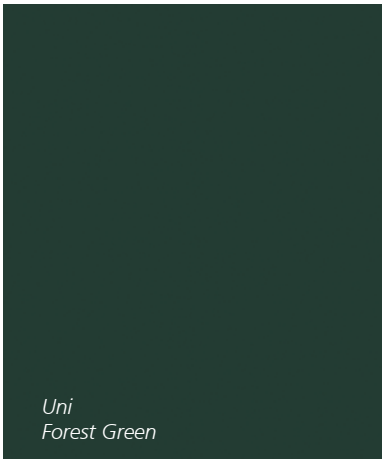


Pure
Postfoil Classic

Imperia Birnbaum
Smartfoil Nature



Kalamos
Postfoil 3D



Uni
Forest Green