

# Surprising surfaces

Don't just call it decorative paper. Each sheet made by Decor In is a crucial element for making the furnishing panels, the result of a focused study of up-to-the-moment trends and made with cutting-edge production techniques to reproduce various material effects even in 3D

Words Renato Antonini

Operating in the RV sector since 2010, Decor In has acquired a leading role in the definition of vehicles despite only being a reference supplier to the finishers and not as a direct supplier to motorhome manufacturers. And all by making premium decorative papers. The importance of this type of decoration used in RV interiors in recent years is beyond doubt. What may think as simple paper for

the production of finished panels is actually a complex element under many points of view, in more than just appearance. The product can boldly characterise the interior of a motorhome, camper van or caravan and contribute to its success. Decor In production operates in several areas and the RV sector accounts for almost 15% of the turnover. The rest of the business is in furniture, constructions and naval contracts, doors and finishing profiles.

*"The RV sector is strategic for us and we are planning to bolster our presence even further", explained Matteo Confalonieri, CEO of Decor In. "Our surfaces are perfect for covering poplar plywood, which is an ideal material for making recreational vehicle furniture due to its light-weight and strength. We make sheets of various thicknesses to optimise the surface quality of the plywood. They are printed with top-of-the-line water-based pigments and offer high UV stability, which is crucial for use on vehicles. And let's not forget that*

*Decor In uses eco-friendly cellulose-based products with very low emissions and that our products are also ecological at the end of their life."*

Currently, the company mainly works within Europe in the RV sector, apart from a few orders from Australia. Decor In establishes various types of relationships with customers. For instance, customers can pick a décor from the many in the catalogue or, with the support of the in-house design department, they develop one to the customer's instructions. Decor In can also industrialise new decorative patterns developed by the customer and this is important because there is an increasing trend for high-end products, in various areas including the RV sector, towards specific requests coming directly from the manufacturer. This is where the flexibility of Decor In is at its best. After all, the company was founded in 2007 with the specific goal of creating a highly advanced industrial platform for customer services. This explains why there is a catalogue in addition to top-notch support for customers for developing and industrialising specific products.

#### Italian design

*"Our in-house design office is constantly creating new ideas for decorative paper.*



Matteo Confalonieri



3D effects that replicate the three-dimensionality of wood



## Company Profile

Decor In is the result of 3 generations in decor printing and impregnation business. First step in decorative papers was moved by Giuseppe Confalonieri in 1947, starting from ink business, then to printing in the 70's and finally to impregnation in the 80's, going through graphics (for the creation of designs) and cylinders' engraving and recently digital printing. Decor In Printing realizes the ideas of its customers in order to meet the needs of interior designers and architects to "dress up" new and innovative designs. Advanced technology facilities can capture images directly from original materials, change subjects, separate layers, color and variations to reach the final stage of printing cylinders. Rotogravure printing meets the highest qualitative and quantitative parameters combined with the utmost flexibility. Digital printing offers an unlimited color variety and possibility of reproduction of small lots in the beginning phase of the new decor or for cases in which the small lot is needed because of special projects. The impregnation phase with thermo-curing resins selected and guaranteed by important international chemical companies enables a product of quality and reliability.

We refer to the world of design for which Italian products are famed," explained Pasquale Gesualdi, Art Director at Decor In. "We draw inspiration from textiles, wood and stone. Studying the various target sectors is fundamental, and this is why we attend the main fairs, like the Salone del Mobile and Cersaie. We can reproduce and reinterpret any material. Currently, there is a strong trend towards the stone, while Canaletto walnut is making a comeback among woods. As a manufacturer of surfaces, Decor In can carry ideas and trends over from other sectors to the motorhome world, but can also develop tailor-made décors for the RV sector".

Sophisticated machines are used to "photograph" various materials in the Decor In design department to reproduce their colours, texture and special effects. Two printing processes are available: digital printing or industrial rotogravure printing. A customised line of décors can be created for runs exceeding 35,000 sqm on a six-monthly basis. These numbers are substantially low compared to the development of a new décor. This is where Decor In demonstrates tailoring capabilities that are particularly appreciated in the RV sector.

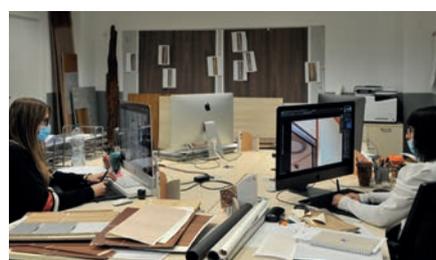
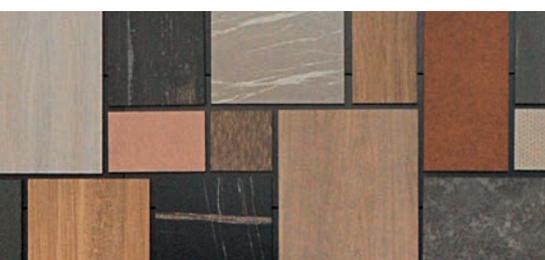
"We develop ideas and creativity even for specific requests at low costs, so Decor In be an important partner for companies operating in the RV sector", concluded Matteo Confalonieri. "We have fulfilled their requirements so far acting as suppliers to

the panel makers. In the future, our goal is to be more and more at the side of the RV manufacturers, to interpret and guide their choices, showing them that we can make even the most complex surfaces".

### Dip Foil 3D HR and SilverCoat

Dip Foil HR is a new line of products made by Decor In, particularly suitable for use in the RV world. These decorative papers are extremely resistant to abrasion and micro-scratches, having level C scratch resistance (ranking as good according to UNI EN 15186:2012) and level D abrasion resistance (according to UNI EN 15185:2011). In addition to being remarkable durable, these papers have 3D effects that replicate the three-dimensionality of wood, including the surface grain. The 3D effect is increasingly popular in the RV sector and achieved through chemical embossing using a high-tech expanding product. The three-dimensional effect of the wood is adjusted during production to replicate the surface of the natural material, including hard and soft parts. Dip Foil 3D HR papers are produced in reels with three different heights (1240 mm, 1960 mm, 2140 mm) and lengths ranging from 1000 to 1300 running metres. The basis weight of the pre-impregnated substrates ranges from 60 to 130 g/sqm.

SilverCoat paper is a recent creation. It is basically the antibacterial version of Dip Foil 3D HR. It is a new product CATAS-certified based on silver ions. Surfaces made with SilverCoat are self-sanitising and bacteria are eliminated within 24 hours. This new anti-bacterial paper is used in the hotel and door sectors but also has an interesting application in the RV sector, particularly for rental vehicles. Decor In is a reliable creative partner in the RV sector, which is always evolving, both in terms of new products and installations.



Pasquale Gesualdi