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New technology makes for stunning surfaces in Süddekör's 2009 line-up

LAS VEGAS – The power of new technology and design techniques has made for a stellar portfolio from Süddekör LLC at Surfaces 2009.

According to Marcel Albert, design director for Süddekör, this year's designs are high-end in look and feel, and very diverse – ranging in style from contemporary to exotic and rustic.

“The market for laminate flooring continues to grow, but the focus is changing,” says Albert. “With vast improvements in print, treating, and overlay technology, laminates are enjoying a new, ‘high-style’ label.”

A recent trend with laminators, for example, is the ‘piano’ or high-gloss finish, made possible through recent advances in scanning and print technology, and due to the superior clarity and improved scratch resistance in the treating / overlay process. These new technologies result in a crisp, clear image that is further enhanced by the gloss finish.

Beveled planks are also dominant in the current market, says Albert, adding that these, too, have seen improvements in the last year.

“The appearance has been taken up a notch, again due to advanced design and print technology. A specialty printed border of shadows and highlights can now be added to augment the bevel effect, and when coupled with an embossed finish, a very realistic look is achieved that makes laminate products that much more competitive with real wood.”

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Albert notes that hand-scraped and distressed woods remain popular, but these designs have evolved into classic rustics with more elegance. They maintain the timeworn, weathered look, but in a sophisticated style for a higher-end appeal. Designs such as Prospector Oak and Painted Picklewood are shown this year in new weathered taupe and grey tones that are warm and appealing.

Exotic woods also remain a power in the flooring line-up. The vibrant natural colors of exotics are dynamic, setting this line apart from all others. Süddekor's 2009 design portfolio includes many exotics such as Cocobolo, Bali Teak, Plum and Satine Bloodwood. Laminates are cost effective when compared to real wood and are the environmentally conscious choice.

Added as a complement to the exotic line this year are the "engineered" domestic species. Standard woods like oaks, maples and cherries have been redesigned and updated and put into layouts with a more current appeal – much different than the old industry standards. Designs such as Pastello Oak, Montgomery Walnut and Cherry Blossom were designed to rival the visual appeal of foreign exotics and are shown in the rich and sophisticated colors of exotic species.

Süddekor LLC is based in Agawam, Mass. and is a subsidiary of the 2D-Group (Süddekor/Dakor), one of the world's leading décor printers and impregnators, headquartered in Laichingen, Germany. Süddekor supplies printed decorative paper to the North American laminate industry, and is the only company to offer North American laminate manufacturers a complete design service, from scanning and separations to cylinder engraving, printing and treating. Süddekor has plants in Agawam and East Longmeadow, Mass. and Biscoe, N.C. For more information, visit *Süddekorllc.com*.