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Unique, Diverse, and Eco-friendly:

Süddekör strategies and technology offer a total package at Surfaces 2009

LAS VEGAS – Now, more than ever, what’s driving the laminate flooring market upward is the consumer’s intense pursuit of design versatility, the quest for environmentally sound products, and high quality at costs that fit into a budget.

Through the use of new technologies and an emphasis on unique, nature-inspired designs, Süddekör is blending exceptional design with responsible use of the world’s resources. Many of these new, innovative designs are being showcased this year at Surfaces 2009.

Andreas Gottzmann, President and CEO for Süddekör, explains that laminates offer an economical and responsible flooring alternative, so the beautiful colors and wood grains of precious trees can be enjoyed endlessly.

“Exotic flooring prints are developed without depleting natural, rare forest lands,” he says.

“Some exotic woods are now endangered and foresting these woods is no longer acceptable.”

Most often, the coreboard used in laminate flooring is fabricated from recycled wood waste and saw dust as a rule, and laminate hard surfaces are easily cleaned with environmentally friendly cleaning materials. These qualities each make laminate desirable in today’s eco-friendly market, however, a valuable added plus is the affordability of these materials.

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Gottzmann goes on to note that the company's focus on creating a wide variety of designs was a direct response to market competition that was offering lower cost alternatives, but with limited design options. He adds that the company has invested in new staff, equipment, procedures and technologies such as surface embossing, to improve the Süddekor designs and produce a finished product that looks and feels natural.

“Embossed finishes became the key to creating the most realistic feel and visual texture of natural materials,” says Gottzmann. “When we integrated embossed finishes, we were able to replicate new flooring and the resulting laminates became difficult to differentiate from the real thing. The technology of registered embossing has become an integral part of Süddekor's in-house processes.

“Not only can we supply designs that are inherently beautiful in their likeness to natural motifs,” he adds, “but we can supply a customer with both the printed paper and the coordinating finish specifications for the plate manufacturer to produce a registered emboss finish.”

Thus, Süddekor's in-house graphics department, which has years of expertise in design, engraving and printing, is trained to customize and enhance the designs to the customer's requirements. The in-house wood finishing and scanning operations offer total control and flexibility to bring out the inherent beauty of each original.

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*.