

Süddekör 2011: Adventures in Authenticity

A diverse range of earth-inspired products highlight this year's flooring and furniture choices

Contact: Jaelyn Stevenson, Jaelyn@winstanley.com 413.637.9887; twitter.com/winstanleylenox

1.2011/AGAWAM, Mass. – From ancient homesteads in Thailand to Civil War-era homes, [Süddekör LLC's](#) 2011 laminate flooring and furniture lines are inspired by real places, with rich histories and stories to tell.

The theme 'Adventures in Authenticity' ties a diverse range of styles together that complement any décor, be it rustic, traditional, or contemporary. Marcel Albert, Director of Design for Süddekör, says these new interpretations of wood grains and finishes not only reflect the beauty of the earth and its historic architecture, but also preserve it, by using authentic wood sources as the inspiration for sustainable, durable laminates. Exotics in laminate form, for instance, are inspired by scarce and often endangered woods.

"Today's trends point toward elegance paired with good value and a wide range of 'green' or sustainable choices," Albert says. "Exotics are an excellent example of this; they are both lavish and attainable, representing a form of 'eco-luxury' that does not harvest nor harm the original material."

Albert adds that cork and bamboo designs are also popular this year for similar reasons.

"Bamboo use has been increasing over the past few years, and the use of cork is a newer and growing trend," he adds. "The bark of the cork tree is harvested by peeling the bark away from the tree and the process of harvesting actually helps the tree to flourish, making the use of this product very appealing to many."

Further, reclaimed and engineered woods – manufactured boards typically made from the same hardwoods and softwoods used to manufacture lumber – are gaining notoriety due to increased environmental awareness as well as their ability to blend into many different design schemes.

According to Albert, all of these options match well with the design trends being seen industry-wide, including rustic, weather-worn looks, linear, straight-grain woods, and wood mixes, which use two or more different wood species to create striking color and grain variations. Additionally, color choices are leaning toward earthy, warm neutrals and gold accents.

"The reality of a slow economy compels us to take stock in what is important in our lives – family, customs and traditions – and to emphasize it in our décor," he explains. "This has translated into the return of a traditional look: oak, maple, hickory, walnut and cherry, but with added character. The look is organic, inspiring, familiar, and relaxing."

Süddekör will introduce the 2011 design portfolio at Surfaces 2011 Jan. 25 through Jan. 27, at the Mandalay Bay Convention Center, Las Vegas.

-30-

About Süddekör LLC

Süddekör LLC is based in Agawam, Mass. and is a subsidiary of the 2D-Group (Süddekör/Dakor), one of the world's leading décor printers and impregnators, headquartered in Laichingen, Germany. Süddekör LLC supplies decorative surfacing solutions 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. Süddekör has plants in Agawam and East Longmeadow, Mass. and Biscoe, N.C. For more information, visit www.Suddekorllc.com.