



The Great North American Woods:

Süddekor Domestic Take Center Stage in 2010

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LAS VEGAS, Nev. – Home is where the heart is – and this year, it’s also where some of the most versatile, eye-catching, and sustainable goods are being used for floors, countertops, and more.

Marcel Albert, Director of Design for Süddekor, a globally recognized décor printer and impregnator based in Agawam, Mass., says in the company’s ten-year history he’s seen various styles and types of laminates rise and fall in popularity. But domestic designs modeled after the look of North American woodgrains have maintained a strong presence that is poised to explode in 2010.

“Although exotics continue to play a large role in our design line, there is now a broader range of domestic woods joining them,” says Albert, noting that this line of engineered domestic woods is composed of common wood grains that have been hand-selected for their dramatic visual appeal, and redesigned and updated and put into layouts with a more current influence.

Both exotics and domestic woods are more complex and updated technology allows for improved print fidelity, bringing new realism to the designs. They are elegant in very dark colors and typically contain less contrasting grains than previous years, evoking a rich, subtle look with lasting style. This results in a very luxuriant appearance that handles the popular “piano” finish very well.

Süddekor is the only company in North America to offer laminate manufacturers a complete service (scanning and separations, cylinder engraving, printing, and treating). Albert says this strong and diverse platform supports an equally diverse design portfolio.

“Overall, décor trends are realistic, inviting and natural,” he notes. “There is a strong appeal for the beach-house or coastal aesthetic. Fitting right into this category are wood grains enhanced with special finishes such as whitewashing, white tick and the weathered paint-look.”

Rustic and distressed woods also remain popular, but that all new designs are more sophisticated with a higher-end appeal than in previous years. Albert noted further that bright, red-toned wood grains such as Süddekor’s Providence Cherry design and painted-wood color options are also gaining popularity.

“When times are tough, there is a lot of focus on the home being a haven,” he continues. “Weather-worn looks are comforting. The whitewash effect and worn-paint look use white and light-grey tones, and have an overall very light, bright and engaging appearance.”

Süddekor will introduce a full, new portfolio of designs at the Surfaces 2010 Show in Las Vegas. Presentations are by appointment only.

About Süddekor

Süddekor 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 LLC 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 Sueddekorllc.com.

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