

# Press Kit interzum @home 2021

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Innovus®  
Sonae Arauco

**Picture material available on request.**

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## Sonae Arauco will be part of interzum @home 2021

# Wherever you are, feel@home

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Meppen, May 2021

**Sonae Arauco is participating at interzum @home 2021. The international wood-based materials manufacturer is not only presenting the update of the Innovus® Collection, but is also addressing the topic of sustainability and green living.**

The Innovus® Collection offers a complete range of decorative solutions with additional features like antibacterial properties. With more than 200 decors and 15 different surfaces, including the five expressive structures Cosmos, Spirit, Fusion, Flow, Stucco, the Innovus® Collection picks up on global trends and offers an impressive variety for the most diverse projects. The comprehensive portfolio is available in melamine faced boards (MFC & MF MDF), High Pressure Laminates (HPL) and Compacts.

### **Wherever you are, you feel@home**

For the first time at interzum @home 2021, Sonae Arauco present its collection update under the topic "wherever you are, you feel@home". Shown are concrete solutions that have been specially developed for hybrid living and whose design basis will also significantly influence the future, new reality of public areas. Design concepts that enable working time, private time and social time under one roof - the home - and combine social distance with security in public spaces.

The wide range of decors in combination with exclusive textures provide the interior designer with a natural, authentic materiality. The best example is Innovus® Feel Light Grey | Cosmos, winner reference of the German Design Award 2021: the numerous advantages of melamine faced boards, such as antibacterial properties, scratch resistance or durability, are impressively combined here with a comfortable felt-like materiality and thus enable the ideal Feeling@Home.

A further example of the Innovus® New 2021 update are the new trendy metallic decors Titanium – a brushed steel in a warm taupe colour - and Titanium Dark – a modern gunpowder tone, that together translate in perfection the trend of using warm metallic tones for special sophisticated details.

The new Innovus® Collection offers "natural" materials, that allow you to believe and feel when you touch them; "warm and comfortable" materials, because the concept of home is not complete without this feeling; "crafted" materials, tactile and exclusive, that give a unique character to your decoration and last but not least "elegant and authentic" materials that create a sense of small luxury and make the everyday special.

### **For better and beautiful living:**

Whether standard or technically demanding products: Since its foundation, Sonae Arauco has focused on the development of sustainable wood-based solutions with high added value for construction, furniture and interior design.

In one of its digital round tables at interzum @home 2021, Sonae Arauco discusses the model of the biological circular economy as well as its sustainable products for this. Wood recycling is one of Sonae Arauco's most strategic investments. The ambitious strategy is to increase the incorporation of recycled wood up to 70% in some of its industrial units.

Impressively and with the help of concrete examples, Sonae Arauco shows how wood, as a natural raw material, can usefully replace other materials in construction and decorative interior design. Always with the aim of contributing to safeguarding the health and quality of life of future generations.

### **About Sonae Arauco**

With an industrial soul, Sonae Arauco is one of the largest wood-based solutions' players in the world. The company's commitment to sustainable development is borne out in its forest management certification, the implementation of a circular bioeconomic model and the permanent integration of recycled wood into the industrial process.

Sonae Arauco's portfolio contemplates a vast range of products that cover the diverse necessities of the furniture, interior design and construction markets, from the more standard to the most demanding from a technical viewpoint. These include the CORE & TECHNICAL® Products and AGEPAN® SYSTEM brands, as well as an extended range of decorative products, commercialized under the Innovus® brand.

The company resulted from a joint venture between two important worldwide players in the wood sector: Sonae Indústria (PT) and Arauco (CL). Both share the same ambition to take wood further and a long-term business vision. The company currently employs around 3,000 staff in 9 countries (Portugal, Spain, Germany, South Africa, United Kingdom, France, Netherlands, Switzerland and Morocco), has 23 industrial and commercial plants, and sells its products in approximately 80 countries.

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## Image material (selection)



## Intelligent material & design: High Product Quality

# Innovus® Feel Light Grey | Cosmos wins interzum award 2021

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Meppen, May 2021

**Sonae Arauco has won the interzum award 2021 in the category intelligent material & design 2021 with its reference Innovus® Feel Light Grey | Cosmos. The interzum award is a confirmation of design quality and innovative strength.**

Innovus® Feel Light Grey | Cosmos is a decor-coated panel for high-quality furniture construction as well as for sophisticated interior design. The natural texture of the matt, three-dimensional melamine finishing in harmony with the authentic decor combines haptic experience and visual appearance. Based on textile felt, which stands for comfort, among other things, the product picks up on global trends and satisfies the need of cosiness and secureness.

In addition to the German Design Award 2021, the interzum award 2021 is a further international recognition of the special design quality and innovative strength of Innovus® Feel Light Grey | Cosmos.

The award-winning product will be officially presented on the show floor of interzum @home. In addition, it will also be permanently shown to the trade public and the general public on the Interzum portal after the trade fair.

### About Sonae Arauco

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## Key messages

### **Innovus® Collection & Update 2021**

- Innovus® is a well-known brand of decorative products by Sonae Arauco, providing versatile solutions that turn ideas into innovative projects;
- The Innovus® Collection is the result of extensive research and development work and is a strategic focus for the company;
- Sonae Arauco present its collection update under the topic "wherever you are, you feel@home"; concrete solutions that have been specially developed for hybrid living and whose design basis will also significantly influence the future, new reality of public areas. Design concepts that enable working time, private time and social time under one roof - the home - and combine social distance with security in public spaces;
- The Innovus® Collection and Update 2021 offers "natural" materials, that allow you to believe and feel when you touch them; "warm and comfortable" materials, because the concept of home is not complete without this feeling; "crafted" materials, tactile and exclusive, that give a unique character to your decoration and last but not least "elegant and authentic" materials that create a sense of small luxury and make the everyday special;
- Sonae Arauco believes that the new collection will bring added value to its clients in the approximately 80 countries it operates in because the Innovus® Collection is global and yet adapted to the specific needs of each market;
- The Collection was developed to meet the needs of an increasingly global, demanding and eclectic target audience. Innovus® is a collection where you can mix and match all the decors available in melamine-surfaced panels and in laminate;
- The Innovus® Collection has a number of new decors that can be used in a variety of contexts and areas, given that the range is available in melamine-surfaced panels and in laminate: from the living room to the kitchen, from the bedroom to the bathroom, in offices or hotels, the Innovus® Collection will meet any demands;
- Innovus® has a range of diverse, modern decors with a renewal rate of around 40% compared to the previous collection. The new Innovus Collection includes over 200 decors and 15 different finishes, allowing for over 260 different combinations;
- The Innovus® Collection has wood decors from different species of trees, such as oak, walnut and exotic structures; fantasies, with oxide and cement textures and decors, and distinctive unicolours;

- Innovus® has five expressive finishes, two of which were developed exclusively. Compared to the previous collection, and in just three years, Innovus has a renewal rate of over 35% for its finishes;
- The Innovus® Collection was designed to consolidate the range and make it more consistent, particularly in decor and finish combinations;
- A collection designed with the new global trends in the areas of architecture and interior design in mind. The new collection was inspired by our everyday lives, the places we live and work in and that we visit, which become part of who we are.

## Corporate

- With an industrial soul, Sonae Arauco is one of the largest wood-based solutions' players in the world;
- The company's commitment to sustainable development is borne out in its forest management certification, the implementation of a circular bioeconomic model and the permanent integration of recycled wood into the industrial process;
- Sonae Arauco is much more than a panel producer. It is a company focused on the development of added value wood solutions for architecture, furniture, sustainable construction and interior design;
- Sonae Arauco's portfolio contemplates a vast range of products that cover the diverse necessities of the furniture, interior design and construction markets, from the more standard to the most demanding from a technical viewpoint;
- These include the CORE & TECHNICAL® Products and AGEPAN® SYSTEM brands, as well as an extended range of decorative products, commercialized under the Innovus® brand;
- SonaeArauco was born of an alliance between two big names in the world of timber: Sonae Indústria and Arauco. Both share the same ambition for international growth and a long-term business vision;
- Sonae Indústria is the founding company of Sonae, one of the main Portuguese economic groups (1959);
- Arauco is one of the largest world providers of forest products (Chile, 1970);
- Sonae Arauco`s mission is to provide wood-based solutions that improve people's lives;
- Key Figures: 3000 employees, sales in 80 countries, 13 industrial units, 20 commercial units, 2.1 M ton CO2 retained annually by Sonae Arauco products.