

# INTERIOR

3RD EDITION | THE INTERIORS MAGAZINE FROM  SWISS KRONO GROUP

## THE FAVORITE

THE MOST  
POPULAR  
DESIGN DECOR  
FROM OUR  
LATEST  
COLLECTION

## UNMIS- TAKABLE

ONE WORLD  
DECORS  
IN USE

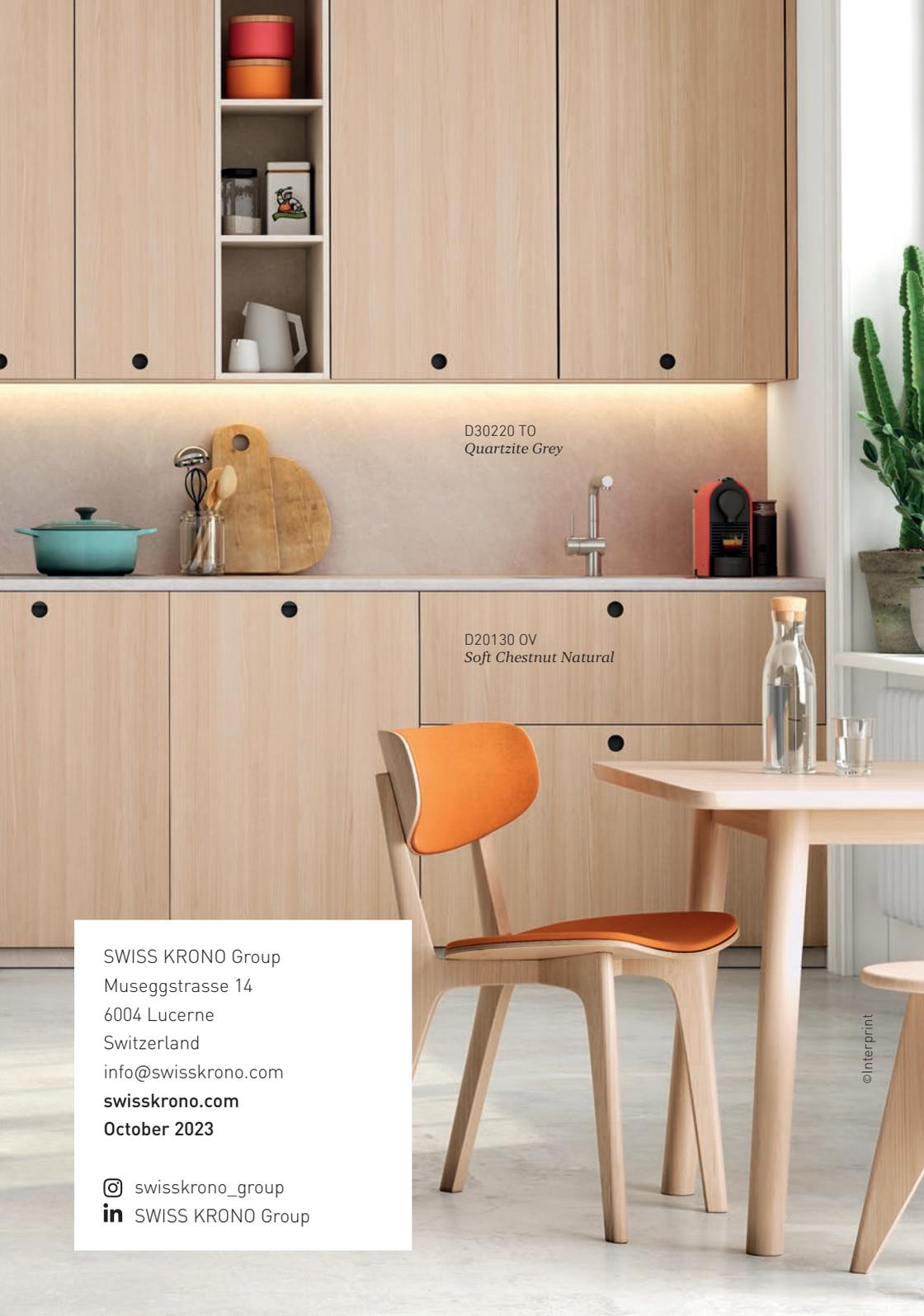
## CUSTOM- MADE

CREATING  
TAILORMADE  
DECOR  
WITH DIGITAL  
PRINTING



## INSPIRING PLACES

OUR SHOWROOMS, FULL OF OPPORTUNITY



D30220 TO  
*Quartzite Grey*

D20130 OV  
*Soft Chestnut Natural*

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**October 2023**

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 SWISS KRONO Group

DEAR READERS,

Turning a room into a space of wellbeing takes more than just furniture. It takes inspiration, personality, a vision, and quality materials. After all, an interior that feels good to live in has become much more than just a trend. It's a necessity. With our ONE WORLD Collection, we've got what it takes to turn spaces into experiences.

In this third issue of our *INTERIOR* magazine, it's all about color, special features, the personal touch and digital techniques. We hope you'll find it useful and informative. Come with us on a journey through the world of furniture decors and discover spaces for living. **We're delighted to have you join us!**

/ **Fabian Kölliker**

HEAD OF MARKETING / SWISS KRONO Group



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D20230 OV Grace Oak Natural



U119 VL  
Light  
Beige



U10040 VL Dive Blue



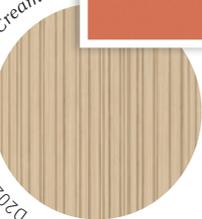
D4415 OV  
Craft Oak  
Vanilla



U10020 VL  
Canyon  
Red



D20200 SD/MX Lamella Cream



# ONE WORLD – The world of diverse opportunities

/ A global collection of furniture decors.

D30080 TO  
*Felt Grey*



D4479 OV Rustic Chestnut White

D30190 VL  
*Art Deco Walnut*

U2508 VL  
*Olive*

**Available worldwide,** our ONE WORLD Collection was developed in line with the latest global design trends and consists of 88 different furniture decors. The high-quality decor papers in the collection can be applied to various core boards, such as our sustainable BE.YOND particle board. This means they are suitable for the widest possible range of creative and sustainable interior projects. And because individuality, cultures and diversity are packed with inspiration, the ONE WORLD Collection features five country-specific collections in addition to the global range. These are adapted to the unique tastes and requirements of our customers in the relevant countries. For personal stories of living across the globe.

# Reliable partnership

/ Collaboration with our customers around the world is hugely important to us and inspires us to innovate time and again. So we'll let them tell their stories.

Adrian Szczepaniak,  
authorized officer and board member  
at EKO-PLYTA



**E**KO-PLYTA has been SWISS KRONO's partner in Poland since 1995. It offers carpentry services and high-quality products for interior design in the area around Kietczewo. We talked to Adrian Szczepaniak about furniture surfaces, our collaboration and the company's vision and values.

## What sets your work apart?

*Using eco-friendly materials and sustainable production processes is hugely important to us. They allow our customers to enjoy pleasant spaces while minimizing*

*environmental impact. We also offer local customers professional carpentry services.*

## What are your highlights from the latest ONE WORLD Collection?

*We love the wide range of textures and surfaces, which we can use to satisfy all kinds of design preferences. From reinterpreted classics like Art Deco Walnut (D30190) to modern aesthetics like*



*We're incredibly proud to be part of the SWISS KRONO family. Together, we've helped create exquisite interiors around the world.*

D4822 VL  
Walnut Ambassador  
Terra

© Interprint

*Felt Grey (D30080), Marmo Romeo White (D4448), Titan Silver (D4452), Cashmere (U6933) and Navy Blue (U4810).*

*The high-quality melamine panels capture the essence of different styles with striking accuracy.*

### Why did you choose SWISS KRONO?

*The decades of experience that SWISS KRONO has is an excellent match for our own aim to provide first-rate services. The ability to combine the latest manufacturing techniques with environmental responsibility is perfectly aligned with our customers' exacting standards. The resilience and stamina we've shown along the way underpin the solidity of our partnership and bears testament to the strength that emerges which shared values and history combine.*

### What makes the ONE WORLD Collection so special for you?

*The collection bridges the gap between creativity and practicality. The melamine panels offer a wide range of design options while being robust enough for practical use. The collection's balance between form and function ensures that every single piece is high-quality and long-lasting.*



**L**ambud in Warsaw has also worked with us for over 20 years as a partner and expert in high-quality interiors. Piotr Gutowski tells us more about his work and his understanding of surfaces and their properties.

Piotr Gutowski,  
Lambud co-owner



D30190 VL  
Art Deco  
Walnut

### What sets high-quality furniture surfaces apart?

*One of the key elements is the combination of decors with structures and textures. The combination of panel structure, decor and the right edge processing results in a quality that is difficult to distinguish from natural materials.*

### When deciding on interior surfaces, what does it all come down to?

*The ability to choose the right materials for the feel of the space we're trying to create. Apart from obvious factors such as color or printing, the structure is crucial because it highlights the details of the chosen decor.*

### What matters to your customers?

*Our customers are looking for complementary solutions. So we need to make sure we have an extensive range, as particle board alone won't cut it. The decors should be available as work tops, HPL laminates and stop-fire panels to give designers the freedom to use them in different spaces.*

# You have chosen

/ We asked you to vote for your favorite design decor in the ONE WORLD Collection – and here's the result.



*What's your favorite decor?*



**To develop** the new ONE WORLD Collection, we worked with trend experts in various studies to create 39 new decors. In addition to uni and wood decors, we added 17 new design decors to our collection. Our new global ONE WORLD Collection has been available since April

2023 and we were particularly excited to see how customers would respond to so many innovations. That's why we took to Instagram in August this year to ask you: What's your favorite design decor?

# Here's your winner:

**Terrazzo** has been an upcycling material since time immemorial – and it's highly versatile to boot. Over the years, the contemporary design of a traditional material has become a popular trend. The new playful Terrazzo Fresh decor is one of our digital print designs. It's inspired by Cologne's "Domplatte". This stone, known as "breccia" – you can also call it natural terrazzo – was photographed and the individual images were then digitally edited and combined to make a design. We then developed the design in line with our interior trend »playful spaces«, which reflects the need for interaction and a lightness of spirit. New materials and vibrant colors create a feel of joie de vivre and turn rooms into experiential spaces. The aim was to create something bright and cheerful to catch the eye, suitable for mixing and matching with other decors from the collection. And so, through digital image editing, individual stones were colored to match our new single colors. The result is a contemporary and optimistic decor with an enchanting story that's well-deserving of its favorite status.



D70060 TO *Terrazzo Fresh*



D30190 VL *Art Deco Walnut*



D4448 VL *Marmo Romeo White*

# SWISS KRONO x IDF34

/ An experiential space for visions of living.

**In Löhne, Germany** – In den Fichten 34, you'll find the IDF34 showroom, spanning 5,000 m<sup>2</sup>. IDF stands for "Innovation / Design / Friends", and this is where the name comes to life. Since September 2022, SWISS KRONO has been a proud member of the IDF34 and presents a permanent display spanning around 90 m<sup>2</sup>.

We showcase our products in authentic surroundings in this inspiring environment. Here, visitors have the opportunity to discover the diversity of our ONE WORLD Collection, incorporated into vibrant living spaces. They can discover the different surfaces in living spaces first-hand. Our mission is to create atmosphere and authentic feel-good spaces. As such, we offer tours of our display and themed events to showcase our quality products and the latest trends.

In addition to other top-quality events at IDF34, SWISS KRONO partners also have the unique opportunity to host their own events in our showroom.

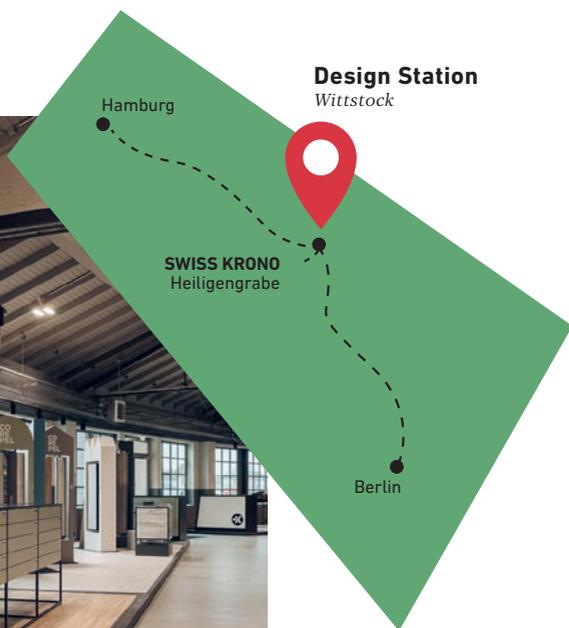




Contact us if you are interested in visiting us or holding an event at our IDF34 space – we look forward to hearing from you!

# The SWISS KRONO Design Station

/ In Wittstock, Germany, between Berlin and Hamburg, a former railway depot has become a creative place for exchange and inspiration.



The Design Station: a place to connect, experience, learn and come together



**Design  
Station**  
BY SWISS KRONO

**Where railway engines** were once maintained and repaired, you'll now find a place for meetings, workshops and creative exchange: the SWISS KRONO Design Station. We expanded and kitted out the historic building using innovative and sustainable SWISS KRONO products, including floor coverings, the universal wood materials MAGNUMBOARD® and LONGBOARD® OSB and the varied decors from the ONE WORLD Collection. In the themed showrooms, our experts advise on all these products and the different versions available. The innovative, multi-

functional layout of the Design Station makes it possible to create mood boards using existing templates and therefore to try out initial ideas for colors and materials. The Design Station is also the venue for workshops on the Flooring, Interior and Building Materials product ranges, plus a wide variety of events for national and international companies, cooperation partners and the people of Wittstock and the surrounding area.

*/ ONE YOU –  
ONE WORLD –  
For opportunities  
to tell personal  
stories of living –  
far from ready-made  
design solutions.*





D20210 SD/MX *Lamella Terra*

# »There is a place« full of inspiration

/ Our Polish showroom JEST MIEJSCE – loosely translated:  
»There is a place« – is full of innovative ideas and opportunities.

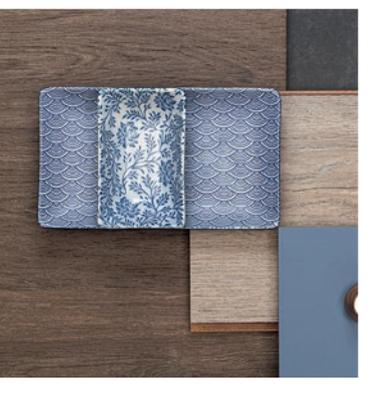
## **A multifunctional** SWISS KRONO

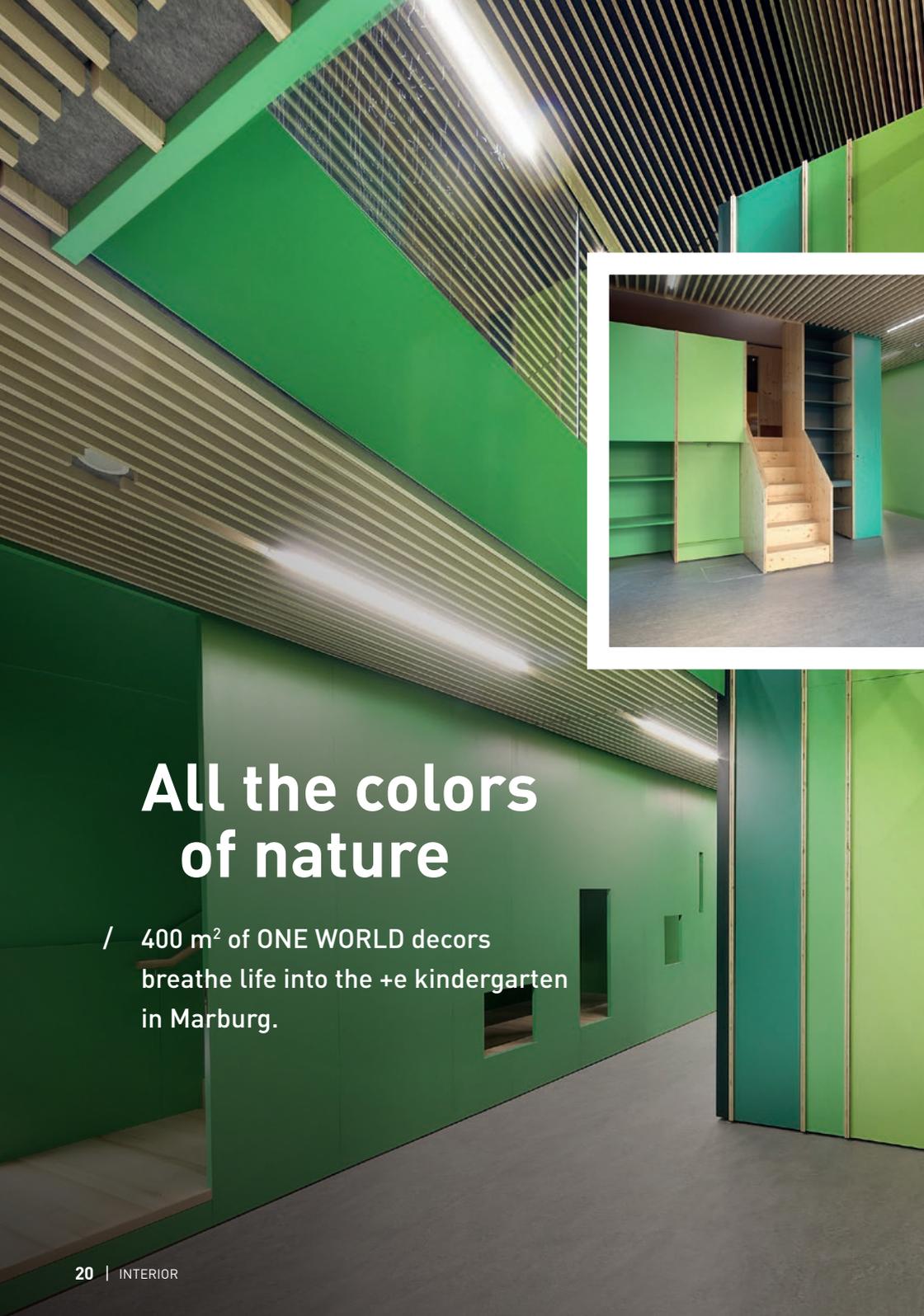
showroom can also be found in Poznan, Poland: JEST MIEJSCE is full of innovative opportunities to inspire and assist throughout the creative design process. For instance, this is a place where color schemes for interiors can be developed and different materials can be browsed and compared. Each product category, such as work tops, flooring, furniture boards, HPL, SWISSCDF and wall panels are available as samples, allowing them to be perfectly combined with each other. JEST MIEJSCE also offers a special service aimed at encouraging visitors to find their own inspiration in creating a room layout, rather than thinking in terms of ready-made samples. 24 inspiration cards offer new stimulus by means of abstract associations, enabling the translation of initial emotional decisions into specific materials and practical solutions that can be tried out right away. For rooms with stories full of creativity and inspiration.



**JEST MIEJSCE – the SWISS KRONO showroom was awarded the 2021 Furniture Diamond Prize (Diament Meblarstwa) in the Marketing and Communications category**







# All the colors of nature

/ 400 m<sup>2</sup> of ONE WORLD decors  
breathe life into the +e kindergarten  
in Marburg.





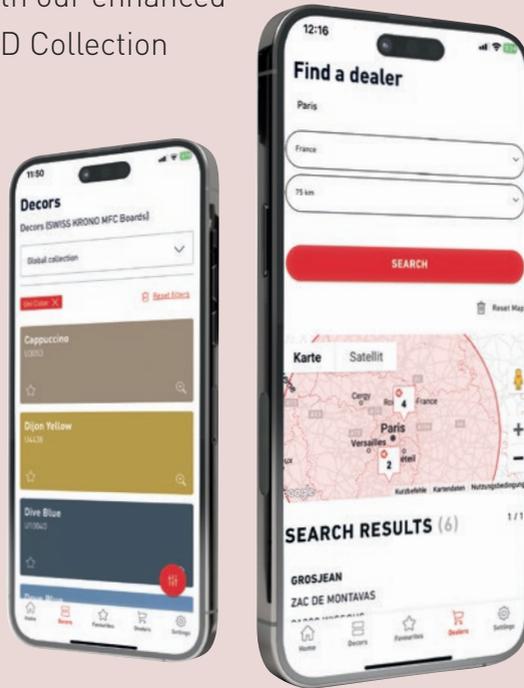
The +e kindergarten in south Marburg has won several awards, such as the Simon-Louis-du-Ry-Plakete, the Heinze ArchitektenAward for best non-residential building, and the DGNB prize for "Sustainable Building".

**Here**, architecture, nature and children's laughter come together in a harmonious whole that conquers the heart. According to the vision of the architecture firm opus, the design of the Marburg-based +e kindergarten should be colorful and vibrant – and incorporate its natural surroundings too. Choosing the right colors and high-quality materials was equally important. After all, alongside aesthetic, the key criteria for selecting materials included quality, durability, sustainability and wellbeing. The ONE WORLD Collection supplied the perfect decor for this purpose. And now, the award-winning institution features a radiant and vibrant ONE WORLD color scheme and provides a happy and inspiring atmosphere for children, parents and staff.



# ONE WORLD app

/ Discover a world of furniture surfaces with our enhanced ONE WORLD Collection app.



**Are you looking** for a specific decor? Do you want to “favorite” different designs for different projects or look for a SWISS KRONO retailer near you? With our redesigned ONE WORLD Collection app, you can do all this in one place. Use the filter functions to select the right decors from the basic collection, available worldwide, or the country-specific decor ranges. Save them in your preferred organization or order a product sample. This helps you get started

collecting materials to plan your next project. Give it a try. Available now from Google Play and the App Store.



Available on the App Store



GET IT ON Google Play

98%

made from  
natural materials



BE.YOND boards are made from up to around 25% recycled particle boards and wood – making their own contribution to a sustainable future.



## BE.YOND Special Designs

The eco-friendly furniture panels help create a healthy living environment and are now available in a special edition.



**BE.YOND** represents the most eco-friendly particle board available on the market – consisting of 98% natural materials. It is manufactured using bio-based adhesives and accordingly meets the most stringent healthy-living and quality-of-space requirements. Digital printing has now enabled the creation of a special edition of designs for individual

spaces to really breathe in. The decors span rustic aesthetics (“Barn Wood”), intricate natural designs (“Leaf Wood”) and playful decor for vibrant spaces (“Falora”). Together, the three designs represent a special edition that’s the pinnacle of quality.

# Custom design

/ We bring customer requirements and special decors to life with digital printing.



From realistic takes on nature to unique designs, we can give furniture and floor decors a new and unparalleled precision and variety with digital printing. SWISS KRONO Design Manager Heike Schlosser worked on the new ONE WORLD Collection using digital print techniques and answers a few questions:

**What makes digital printing special?**

*Digital printing makes it possible to make visions and individual design preferences for architecture and design projects a reality, even in smaller quantities. This allows us to implement customizing projects for stores with branded interiors and color schemes, integrated logos and slogans with ease. This type of printing is capable of producing brilliant color and brightness and fine 3D effects. Since the cylinder engraving of classic gravure printing is no longer necessary, digital printing of decors is very flexible and less material-, energy- and time-intensive.*



**Heike Schlosser is a Surface Designer and Design Manager at SWISS KRONO.**

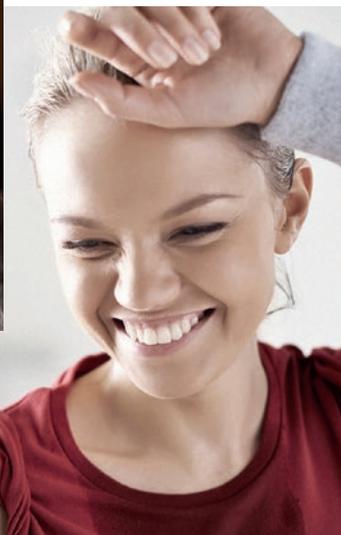
**How are decors created using digital printing?**

*First of all, we go in search of the right material: we research structures such as wood, stone, textiles and other materials, create our own designs or collaborate with design studios. To create a decor, we scan the material and edit it digitally to ensure high-quality digital printing. One example is our new decor, Terrazzo Fresh. The inspiration comes from the “Domplatte” in Cologne. This stone was photographed and turned into a decor. We redesigned it to make it suitable for combining with our new on-trend single colors and breathed new life into it. (Learn more about Terrazzo Fresh on page 11.)*



# Every pair of hands loves BE.VELVET

/ Our new velvety-matte BE.VELVET furniture surfaces invite you to touch them.



**Furniture isn't** just objects – it tells a story and gives rooms personality. Often, however, a compromise needs to be made between aesthetics and functionality, particularly in areas such as kitchens, entrance halls in public buildings

or children's rooms, where surfaces are exposed to a lot of contact. But this is no longer the case, since our BE.VELVET surface – made in Europe – is finger-print- and scratch-resistant. However, BE.VELVET is not just an easy-care

and functional surface – it's the perfect addition to any successful design concept: its warm, smooth and soft haptics creates a homely feel, while the eight smooth matte trend colors evoke stylish elegance. For matte perfection with no compromises.



Matte surfaces made to be touched – BE.VELVET surfaces are built for life: for dining experiences, parties, and kids' hands ...



I'm fingerprint resistant



I'm super matt



I feel soft & warm



I don't reflect light



I'm scratch resistant



I'm easy to clean



I care for healthy living



I'm anti-bacteriel



I'm European

*All kinds of ideas, ONE WORLD –  
When rooms become spaces filled  
with personality.*

/



**ONE**  
**WORLD**  
COLLECTION

 SWISS KRONO