

R + T 2018: THE NEW AWNING CLOTH COLLECTIONS

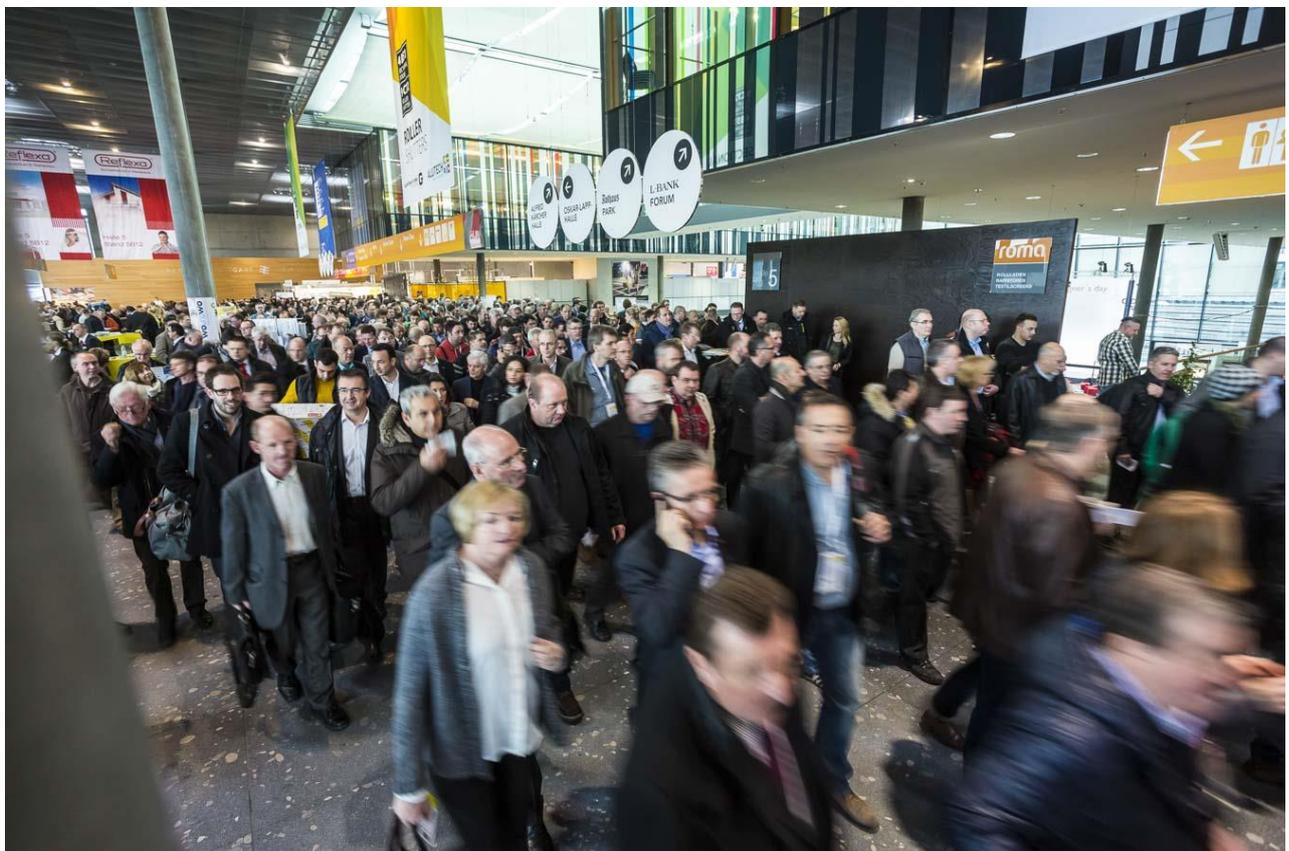


World's leading trade fair for roller shutters, doors/gates and sun protection systems

27 February - 3 March 2018
Messe Stuttgart, Germany

Hardly any other industry combines technology and design so skilfully as the industry for roller shutters, doors/gates and sun protection systems. The visitors of R+T 2018 in Stuttgart can see this for themselves when the new awning cloth collections are presented.

The products and services being showcased from 27 February to 3 March 2018 in a total of ten exhibition halls at R+T in Stuttgart also impress with a high level of innovation. The exhibiting companies have also managed to focus on innovation particularly in the area of awning cloths. For instance, the visitors can look forward to the new awning cloth collections which are on show at the trade fair.



"The collection changes every five years, this time in the R+T year. As a result, there will be all sorts to see in this segment at the world's leading trade fair for roller shutters, doors/gates and sun protection systems, whereby outdoor living spaces can be designed stylishly and sustainably", states Wolfgang Rudolf-Wittrin, President of the ITRS (Industrial Association for Technical Textiles, Roller Shutters and Sun Protection). During the development of the design a lot of importance was attached to the users' comfort with the awning cloths and there is something available for virtually every requirement.

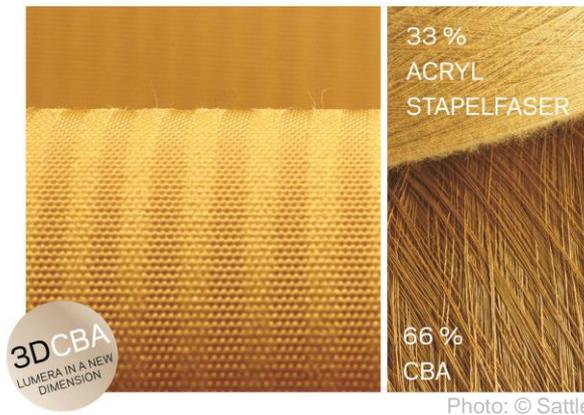


Photo: © Sattler

Fresh from the think tank

With the new collection Sattler not only appeals to the visual senses of customers, but other senses too. "With Lumera 3D Surface it has been possible to introduce genuine and also perceptible structures to the cloth for the first time", explains Markus Szotrell, President of Sattler Germany. This effect is achieved by now inserting the Clean Brilliant Acrylic yarn (CBA) into the thread in combination with the staple fibre yarn. The colour concept of the new collection is an extract of the current colour trends

from all areas of the immediate living space. "Near-natural, monochrome colours, i.e. colours of earthy, stony and metallic shades, are having more and more of an impact", adds Markus Szotrell. In surfaces such as gold, chrome, limestone, marble or granite, there are enough patterns to show this new colour which according to the colour analyses by Sattler is bang on trend. Markus Szotrell: "That's why we decided on the name Lumera 3D Surface."



Photo: © Parà

Parà also has a new collection ready for R+T 2018 in Stuttgart. "The Tempotest collection contains over 500 variants and includes historical evergreens as well as brand new textile concepts never seen before", reports Matteo Parravicini, member of the Executive Board at Parà. For example, for the fabric "wild silk" the focus is on natural irregularity, whereas the "lifestyle" fabric knows how to convince with its complex textile structure. "The market is becoming increasingly complex and we have responded with a broad offer of over 140 plain colours", adds Matteo Parravicini.



Dickson completely changed its focus for the development of the new collection. "Previously collections were directed more on what happened yesterday, now the focus is on what will be", explains Lars Rippstein, President of Dickson-Constant. This realignment consciously focuses on the significance of plain colour shades. "These findings are based on the first-ever comprehensive and representative consumer study", reports Lars Rippstein. The new collection arrangement is design-oriented and a total of three areas were created. "Graphic"

contains pastel and structured plain colours as well as subtle stripes and graphic jacquard patterns. "Colour" represents natural green, sunny yellow and fiery red shades in tone-in-tone stripe patterns. Lars Rippstein: "With the "Essential" palette we show diverse designs in six different colour ranges: grey, green, blue, red and pink, yellow and orange, as well as beige and brown. On the whole the collection is more modern and we are convinced that our partners will be successfully positioned with it."

Overview of trends

The visitors of R+T 2018 in Stuttgart can already look forward to a broad range of designs with which they can impress and inspire their own customers. With the new awning cloth collections it is easy to find the right cloth for every requirement and thus set standards in the outdoor area both in terms of quality and design orientation - including a comfort factor.

Source: Messe Stuttgart