**A high end look for less.**

**Installing a new kitchen or bathroom is a big investment. Customers want to be sure they are getting value for money, but still desire the latest design, texture and product innovation.**

**Keeping up with demand for the latest designs can be difficult as trends are not as clear-cut as they have been in the past. Now, customers have more confidence in their own personal style, meaning there needs to be an element of flexibility in your offering.**

New woodgrain introductions to EGGER’s market leading collection of high quality decorative panels provide an unrivalled range of stylish decors and realistic textures. They also have the added benefit of being a durable, hygienic and sustainable alternative to real wood or veneer.

Natural finishes have been a popular choice for many years, but over the last 18 months, there has been a spike in the demand for woodgrains. This is down to customers re-introducing natural elements into their home to create contemporary, yet comfortable interiors.

For a realistic finish, that does not compromise on performance, take a look at EGGER’s Feelwood range. It replicates the look of real timber by using state of the art synchronised technology to impress the natural grain onto the panel. The range is available in 22 decors across four textures.

A painted timber kitchen is the design aspiration of many, but their high cost tends to blow the budget. A cost effective alternative is EGGER’s Texture Meets Colour range. It meets the demand for a solid colour, textured finish, by offering a mix and match concept. The bespoke range allows customers to create a personalised finish from 14 neutral uni colours and four textures.

Linear woodgrains offer a contemporary look when choosing a woodgrain finish. In 2020, EGGER introduced 11 decors with a ST19 texture. The combinations of woodgrain decors with the innovative new texture produces contrasting matt and gloss elements to create a striking finish that almost looks synchronised.

To complement the vast range of woodgrain decors, EGGER’s design team has put together a decor combination guide. It shows which uni colour and material decors to pair with the woodgrains to create a high quality look for less.

As well as their design requirements, it is important your customers consider the environment when planning. Made using hack chips and sawdust (40%), recycled material (40%) and round wood (20%), EGGER’s MFC boards have a negative carbon footprint of -13.3kg CO²/m². The boards lock in carbon, which benefits the environment, as the materials would otherwise be burnt or sent to landfill.

For more information about EGGER’s latest product innovation visit egger.com.