

Egger Press Information

Combining Egger flooring and current trend colours perfectly, May 2022

Setting accents with colours

EGGER floors are the most beautiful complement to modern colour themes

What do the trend colours of 2022 have to do with flooring? The answer is: a lot. The Tyrolean wood-based materials manufacturer EGGER takes its customers into a world of colours and flooring decors. It provides inspiration, beautiful combinations for your own home and a practical digital service to try it out.

In fashion as in furnishings, anything is possible today. Shapes, colours, materials - the choice is almost unlimited. EGGER alone offers more than 200 flooring decors in three specialised product categories for the most diverse demands: from Comfort Flooring, which is characterised by its pleasant haptics and acoustics, to the popular all-rounder Laminate, which is also available as a water-resistant Laminate Flooring Aqua+, to the particularly hard-wearing Design Flooring GreenTec, which also defies demanding challenges, you will find the right wood-based answer to all your questions.

"We want to give our customers inspiration and orientation and show which home trends our flooring products harmonise particularly beautifully with," says Ayla Schwarzmayr, Decor Management Specialist at EGGER. That's why Ayla Schwarzmayr and her team have selected four modern colour themes and put together exclusive product and decor packages.

Harmonious natural tones bring a piece of the outside inside

Your own home is a place of retreat in our fast-paced and exciting world. It offers security and tranquillity.

With authentic wood and stone decors and muted colours, we bring a piece of the outside inside. Muted colour tones are soft and changeable and yet very effective. A high proportion of grey makes them easy to combine. In combination with matching flooring decors, the individual character of muted colours is charmingly emphasised.

The EGGER Decor Specialists have selected four colour themes from the palette of natural shades and combined them with the matching flooring decors. The result is inspiring, modern living spaces to feel good in.

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Soft Green – Matt green tones from nature.

Reed, eucalyptus or fir have been the inspiration for this colour trend with matt green tones from nature.

In the building industry and architecture, the concept of linking interior design and nature is known as biophilic design: Light-flooded rooms with water elements and plants create an atmosphere all of their own. Modern technology and natural materials successfully make common cause. EGGER floors in a light, natural wood look are the perfect match: modern and functional, they have everything that makes a good flooring today.

Muted Earth Tones – Warm earth tones create a feel-good atmosphere.

Muted Earth Tones accompany us in various shapes and textures: They not only form a direction of the current uni colours, but we also encounter them in warm wood tones and natural materials such as leather as well as textiles made of hemp and linen.

The focus here is not on contrasts, but on the combination of muted earth and natural tones. It is not individual pieces of furniture or home accessories that dominate the room; rather, the effect is created by the colour harmony of the furnishings. Everything blends into a harmonious whole.

Shaded Blue – Muted blue tones for soothing clarity.

Blue tones captivate with their soothing clarity. They bring space into our homes by reminding us of the sky and the sea. As subtle multi-talents, they lend lightness and calm to an elegant ambience without distracting.

Muted blue tones look particularly beautiful with natural oak woods, light flooring boards or grey tones. Dark accents set individual points of contrast.

It's all about BLACK – The new black as an accent.

The new black has acquired a natural attitude: It comes to us with wood textures or matt as an accent. Black details combine with authentic wood to create a modern interior style.

A natural flooring brings lightness into the room and underlines the effect of the black elements. Conversely, black flooring creates an elegant contrast with light-coloured furnishings.

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The EGGER Floor Visualizer - a practical digital service to try out

For all those who want to know how the new flooring decor of their choice will look in their own home before they buy, EGGER has a practical digital tool - the EGGER Floor Visualizer. The handling for the user is very simple. The application can be started easily via www.egger.com/myfloor. A clever intuitive menu guides the user through the application and at the same time provides an overview of collections, flooring types and last but not least the large variety of decors.

The customer can test his or her desired decors on a photo uploaded by him- or herself or fall back on room pictures provided in advance. A clever link with the sample shop and the dealer search accompany the customer from the (room) vision to the real product. The service, which is optimised for mobile use, is equally suitable for end customers who want to get a first impression at home as it is for dealers and publishers to create a room visualisation quickly and easily.

About EGGER

The family company, founded in 1961, employs approximately 10,600 people. At 20 plants worldwide, they produce an extensive product range of wood-based materials (chipboards, OSB and MDF boards) as well as timber. The company generated a turnover of EUR 3.08 billion in the 2020/2021 business year and has worldwide customers in the furniture industry, wood and flooring retailers, as well as DIY markets.

EGGER products are found in countless areas of private and public life, including kitchens, bathrooms, bedrooms, offices, hotels and shops. EGGER is a full-range supplier for the furniture industry, interior design, wood construction and wood-based flooring industries.

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Factbox

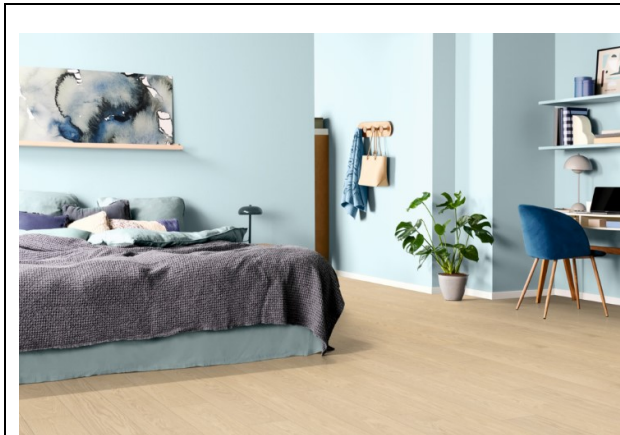
- EGGER provides inspiration and beautiful combinations for your own home.
 - The offer for EGGER dealers includes matching flooring decor packages in four popular colour themes. More information at www.egger.com/colours-2022
 - The EGGER Floor Visualizer: a practical digital tool to virtually install the new flooring in your own home. Try it now at www.egger.com/myfloor
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Picture caption

	<p>Reed, eucalyptus or fir have been the inspiration for the colour trend Soft Green with matt green tones from nature. The Laminate Flooring <i>Grey Triestino Terrazzo EPL 207</i> in Kingsize plank format with its lively stone decor is a beautiful combination partner for wall colours in this colour palette.</p>
	<p>The effect of Muted Earth Tones is created by the colour harmony of the furnishings. Everything blends into a harmonious whole. The Laminate Flooring <i>Brown Melba Oak EPL191</i> in Classic plank format reflects the predominant warm tones of the room.</p>

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Shaded Blue colour tones captivate with their soothing clarity. They look particularly beautiful with light decors, such as the Comfort Flooring *Calenberg Oak EPC029* in Classic wooden plank look.

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