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KADECO PR: PLEATED BLINDS - THEMES & TRENDS 2021

NEW LOOKS IN THE PLEATED RANGE: FROM BOHO TO JUNGLE-FEELING

For over three decades in the name of lifestyle, joie de vivre and comfort in your own four walls: Just in time for the start of high summer 2021, we are expanding our trend-oriented KADECO pleated range with the supplementary cards "Nature & Graphics" and "LevelGreen" for the market launch on July 1.

NATURE & GRAPHICS

The first major theme trend **NATURE & GRAPHICS** fascinates with inspirations from nature and graphic patterns in minimalist style. The fourteen new stylish designs pick up on the current interior trends and spirit of design and encapsulate them stylistically. Fifty percent of them are exclusive, creative designs created by our in-house design team with our creative director Margaretha Runksmeier. Runksmeier and her team are passionate about following the current trends very closely. For their mood boards, the designers with a trained eye and great love and attention to detail, constantly gather new ideas and inspiration from around the world.

INSPIRED BY MOTHER NATURE

In the NATURE BOHO trend, the illustrative elements of our own design NEVIA evoke associations of pampas grass rustling softly in the wind on a lake shore on warm summer days. The Boho furnishing trend with the delight of the authentic and original, was the inspiration here - it invites one to calmness, contemplation and relaxation at home. A print placed at the top of the window, is available from a maximum size of W 75cm x H 100 cm for all sizes.

The all-over design BELLIS presents itself with a feminine touch - with countless, small scattered flowers in a soft, natural tone palette of sand/cream and rosé accents. The FLOW design flows in a wave in a millepoint look in white/sand with a decidedly discreet and natural grace.

NATURE GREENERY

NATURE GREENERY is an absolutely strong trend at the moment. In turbulent times, most of us spend a lot more time at home. This makes it all the more important to pay more attention to one's furnishings and to create a harmonious, soothing environment. NATURE GREENERY symbolizes exactly that: The longing for a sense of cosiness while at the same time longing for freedom and nature. Whether jade, sage or pine tree green – the colour palette of dazzling shades of green, expresses our wanderlust and sense of adventure with its exotic, floral designs.

FLORI celebrates the incoming sunlight in the window, with a leaf motif in different shades of green in watercolour technique: The natural nuances and shimmering colour progressions seem to dance in the sunlight and present themselves in ever changing facets, depending on the incidence of light. A feast for the eyes.

The BELLIS design also shows its restrained side in this interior theme: Small scattered blossoms in sage green interact with fine accents in vanilla, to create a soothingly discreet effect.

CONTENTO presents itself expressively with a warm, sensual colour scheme: The watercolour design of a leafy bough on a white background attracts attention. A true one-of-a-kind, our watercolour design frames the window in a stylish way.

The FLOW design picks up on the trendy shade of coral beach in addition to white, in a graceful polka dot design. The CORAL theme definitely takes us into the exotic world of urban jungle with a gently falling shower of petals in shades of peach and terracotta. The trend colour terracotta impresses with a high feel-good factor for one's own four walls.

LEVELGREEN

Our second major and traditional collection addition is the sustainable **LEVELGREEN** series. It actively addresses the increasingly important aspects of sustainability and resource conservation. For many years, we have been committed to ensuring that the majority of the textiles we use meet the highest requirements for low-pollutant, environmentally friendly quality. Our numerous awards and certificates, such as Ökotex® or the return into the cycle of recycling, are proof of this.

100 PERCENT RECYCLED

With the LEVELGREEN series, we offer the sustainability concept coupled with attractive prices: The pleated fabrics we use for this series come from 100 percent recycled plastic bottles from Europe and the high-quality recycled fibres produced from them, for domestic textile production. The LEVELGREEN series has the Ökotex® certification and B1.

BETTER CO2 BALANCE

LEVELGREEN has obvious advantages for the climate: The energy consumption for the fabric production is reduced by almost half compared to conventional cotton production.

While water consumption only requires a fraction of that of conventional cotton production. With its economical CO2 footprint, the new LEVELGREEN series is a real trendsetter when it comes to a climate-friendly future.

Protecting resources and using them respectfully - KADECO once again manages to convincingly innovate with enthusiasm while coupling it with the Zeitgeist. Environmentally conscious end customers will increasingly request and appreciate the advice and support of the specialist stores in this area.

HARMONIOUS VARIETY

The three fabric series meet the ÖKOTEXSTANDARD 100 and are flame retardant. They inspire with their picturesque structures and a subtle colour palette that blends in beautifully.

- PIEDE FR: Daylight mock leno fabric with graphic design (our company's own design) in white, pebble grey, smoky blue, jade green (light)
- CRUSH FR: with high transmittance up to 48 percent, in white and pebble grey
- CRUSH PERAL FR: in white, pebble grey, stone grey and basalt grey

The market entry date is 01.07.2021.