

Press release

Six design awards for Duropal HPL SolidColor XTreme from Pfleiderer

Basel, January 2018 – Duropal-HPL SolidColor XTreme has now won all major design prizes: Having already received the “Iconic Award”, the “German Design Award”, the “Iconic Award Interior Innovation” and the “pro-K Award”, the novelty from Pfleiderer will soon also be awarded the “Interzum Award” in the category “intelligent material & design 2017” as well as the coveted “Red Dot Award”. As announced by the Red Dot jury, the through-colored laminate with its highly resistant surface will receive the prize at the “Red Dot Gala” in Essen on July 3, 2017.

With this prize the top-class body is paying tribute to high-quality design. “You have competed successfully with the best companies of your industry in one of the most well-known design contests in the world,” says Professor Dr. Zec, founder and managing director of Red Dot. In a personal letter he is announcing that Duropal HPL SolidColor XTreme will be presented for one year in the Red Dot Design Museum in Essen - “the largest museum for contemporary design.”

Attractive and resistant design

After all, the innovative symbiosis of a through-colored laminate and a highly resistant surface opens up completely new opportunities for furniture design. “With this product, surfaces subject to heavy wear can now be designed and processed without visible joints and edges,” confirms Dirk Eynck, head of product management HPL and HPL elements at Pfleiderer.

While the through-colored Duropal HPL SolidColor laminate has been popular with designers for years, the new XTreme Matt texture lends it an unrivalled surface quality. “It has a warm, soft touch and is more resistant,” explains Eynck: „It has more color depth and is far more resistant to fingerprints than other matt surfaces.“ Thanks to its new functional layer, Duropal XTreme also allows for easy cleaning and is resistant against chemicals.

Duropal HPL SolidColor XTreme is considered to be the best innovative material of the season

By awarding a “Special Mention” of the “German Design Award 2016”, a “Winner” title of the “Iconic Award 2016” and a “Best of Best” of the “Iconic Award: Interior Innovation”, the German Design Council has already honored the Duropal HPL SolidColor XTreme properties. The latter award for innovations in the furnishing sector is given to no more than 25 products out of several hundred entries.

About the Red Dot Design Award:

The origins of the Red Dot Design Award go back to the year 1955. The institution that created the competition is the Design Center of North-Rhine Westphalia (Design Zentrum NRW), since 1991 headed by Prof. Dr. Peter Zec. The Red Dot Award has become one of the most coveted quality seals for good design on an international level. (Source: <http://red-dot.de>)

Visual material:



Makes innovative solutions possible: Duropal HPL SolidColor XTreme, the symbiosis of a through-colored laminate and a highly resistant surface with a soft touch and appearance.

Pfleiderer Holzwerkstoffe GmbH

Über die Pfleiderer Gruppe:

Die Pfleiderer Gruppe ist ein führender Holzwerkstoffhersteller in Europa mit einem jährlichen Umsatz von ca. 1 Mrd. Euro und rund 3.600 Mitarbeitern. Das Unternehmen hat seinen Hauptsitz in Wrocław (Polen) sowie in Neumarkt i.d.OPf. (Deutschland) Pfleiderer verfügt über neun Produktionsstandorte in Deutschland und Polen sowie Vertriebsniederlassungen in England, Niederlande, Schweiz und Frankreich. Die Pfleiderer Gruppe bietet ein komplettes Angebot von Produkten und Serviceleistungen mit einem Fokus auf Möbelbau, Holzfachhandel, Innenausbau und konstruktivem Holzbau. Pfleiderer bündelt unter der Dachmarke Pfleiderer die Produktsortimente von Duropal und Thermopal und ist Partner von Industrie, Handel, Handwerk, Planern und Architekten. Die Pfleiderer Gruppe ist als Pfleiderer Group S.A. an der Warschauer Börse notiert.

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