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PR KADECO: HOLIDAY FEELING AT HOME WITH THE NEW HONEYCOMB PLEATED BLINDS

We have implemented complementary theme cards with fascinating interactive worlds to the currently prevailing trends in the honeycomb pleated collection. Whisked away into the "urban jungle" immersed in the variety of colours in the ocean or slowed down by natural, puristic structures. Many trend influences are taken into account - from pure joie de vivre and holiday mood to tranquillity and wellness.

The 176 positions in the honeycomb pleated collection allow every customer to choose according to their personal interior design style and taste. In the new supplementary cards there are 25 items that are exclusively developed creative designs from KADECO - these make up a share of about 50% of the newly included designs. In addition to these we have the usual wide range of classic and graphic designs with finely tuned colour nuances and popular qualities.

The "WABI-SABI" trend that we are continuing, inspires with its natural looks and textile structures, through to the patina effects - it combines Japanese mindfulness and the appreciation of cherished furnishings. Scandinavian interior influences are also very present. The symbiosis of these two styles is also known as "Japandi". The trend is characterized by discreet decoration and colours as well as traditional craftsmanship with excellent fabric weaving techniques.

We were also inspired by Pantone's "Dive into Green" trend for 2020 - with colours from the depth of the ocean. Nature is our best source of inspiration when it comes to striking hues. The new colours take us on a journey to the multifaceted world of oceans - deep, dark blue and rich, fresh seaweed green meet various shades of turquoise. Any association with underwater plants and the infinite facets of water, invite harmony and a holiday mood.

VIVID WATERCOLOURS

Aquarelle techniques with watercolour effects are real highlights in our collection. With their unusual look, they create a special mood in any room. The motifs of a shower of falling leaves or a ginkgo design bring nature into any home. The exciting colour gradients are hand-drawn and appear in pleasant colours found in nature - from warm grey shades to delicate and fresh green shades. Our watercolour designs are truly unique and frame the window in style.

The market launch will take place in April 2020.

OUR NEW PRODUCTS IN DETAIL - THE THEME CARDS:

PLAYING WITH CONTRASTS

The "Graphic" theme card combines trendy, graphic patterns with modern colours as well as triangular patterns with the strong accent colour, turmeric. Playful ornaments, linear geometries or a calming flock of birds - these designs bring a harmonious mood into your home.

INSPIRED BY NATURE

Colour, structure and choice of motifs in the "Nature" theme card, speak for themselves: Here, naturalness comes back to the window. This card includes motifs from the world of plants and combines high-quality textured fabrics with high transparency, velvety surface looks with a patina effect and visual highlights with natural charm. In addition, soft sand and earth tones appear alongside of white effects in order to bring more lightness and tranquillity into the living space. Our grey shades, on the other hand, are slightly stronger and reminiscent of slate or natural stone.

A TRIP TO THE URBAN JUNGLE

The "Greenery" theme card shows floral elements meeting a variation of green tones. Particularly noteworthy is the fine fleece quality of the "Nube" design, that also forms the basis of the discreet white patterned clover motif "Clover". The slightly cloudy surface and the soft feel are reminiscent of Japanese paper and ensures a very elegant look. Another highlight is the motif leaf shower. It welcomes daydreaming with its varied watercolour shades.

DIVING INTO THE DEPTHS OF THE OCEAN

Oceans and underwater worlds, plants and sea creatures - the 2020 colour trend dives into the manifold colours of the sea. The "Ocean" theme card includes shades from sea grass green to deep blue. This presents the ideal combination of more translucent fabrics with matching colours to the respective darkening qualities.

SOFT TONES

Delicate pastel shades have become indispensable in interiors, especially in combination with cooler grey tones or wood. With the "Pastel" theme card, we offer a wide range of colours from vanilla, light rose, light smoky blue, light grey up to the trendy mint. In combination with cool materials such as concrete, they form a perfect complement to the new look in entirely Scandinavian style. Matching the daylight fabrics, the collection also includes "Pastel BO" darkening fabrics. This allows perfectly coordinated day-and-night installations to be realized.

MORE THAN JUST PRIVACY AND SUN PROTECTION

With the thematically coordinated additions to our honeycomb pleated blind collection, we are once again showing that we are trend-oriented. In the interplay of the energetic and functional advantages of honeycomb pleated blinds - that include, for example, the excellent insulation against heat and cold, or the significant improvement in room acoustics - our systems are a technically and visually, highly sophisticated product that guarantee our specialist dealers a high degree of exclusivity.