

## Press Release

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For immediate release



## PRESS PLAY

**Interprint launches first decor collection that isn't really one at all.**

It sounds a bit strange at first: Interprint is dropping the traditional collection concept, daring to do something totally new instead. It might be an unusual idea, but it's so typical of the decor printer from Arnsberg. The massive success of the previous SIX PACK collection is no excuse to simply bring out a new edition. Interprint has ended the SIX PACK success story – making way for a unique new approach: PRESS PLAY takes a bold step into the future – and an ever-expanding playlist of decors.

### **Out with the old calendar**

Times have changed: bringing out a collection once a year and setting a mega-trend is so old school. Endless feeds, streaming services and Spotify – we consume differently, faster and continuously now. The constant flow of news and stories updates us about new trends popping up and microtrends forming all the time. PRESS PLAY never stops moving either, staying agile and on-message all year long. Interprint uses the decor playlist to react to new trends and fresh currents as they appear throughout the year, totally re-shaping them.

### **First release: three decors to create the mood**

Three decors to set the pace: *Amberg*, *Primus* and *Meta*.

The oak-effect *Amberg* is real long-player with massive hit potential. The used look is key to its special character, giving it an authentic backstory. The natural vibe and smooth style add to the harmonious feel.

*Primus*, on the other hand, is a tribute to Europe's heritage: the sophisticated remix of pale woods like birch, maple and alder in a striped pattern goes really well with the even texture for a clean Scandi look.

*Meta* keeps fans happy with a clash of micro terrazzo and concrete. This trendy decor blends the hip terrazzo look with a scored effect. Inspired by luxury marble, *Meta* also brings the flecked stone pattern to furniture fronts - you really should see it for yourself.

PRESS PLAY wants you to be inspired and see things in a new way. And not just once a year. You'll be seeing new trends all the time: mood-setting decors, harmony-generating surfaces and materials that you really have to see for yourself.

If you want to tune in to the first all-time decor playlist, there's an INTERPRINT Group playlist called "Press Play | 09 2019" on Spotify. Suddenly the idea doesn't seem quite so weird. It sounds like: press play and repeat.

*- Remark for the editor -*

*Do you have any questions or need further information?  
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