

Porta Westfalica, February 2010

With Feng Shui and a New All-Glass Collection at the fensterbau/frontale Trade Fair

Rodenberg Presents Future-Oriented Door Designs

The presence of door panel manufacturer Rodenberg at the fensterbau/frontale 2010 trade fair personifies modern lifestyle and Far Eastern home decor & living. Greatly contributing to this is the new All-Glass Collection that has been expanded to 65 models and that will be introduced to the public for the first time in Nuremberg. Furthermore, the extensive product presentation on roughly 300 sqm of exhibition space reflects current trends in living areas such as high gloss, pilaster strips or floral motifs, demonstrates the advantages of premium quality nano-coatings and dramatically highlights the successful models from the Colani Collection with multicoloured surface designs. The Rodenberg presentation is thus geared toward discerning, design-orientated customers and a predominantly female target audience. This also holds true for the models from the Feng Shui Collection at the centre of the trade fair stand, which becomes a haven of wellbeing due to its design in keeping with the rules of the ancient Chinese Feng Shui Theory.



Entrance Door Panels According to Feng Shui Theory

Rodenberg caused quite a stir two years ago with the market introduction of entrance door panels based upon the Feng Shui principles of design and colour. For the fensterbau/frontale 2010 the range of models in this particular segment will be further developed and expanded. In addition to door panel

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variations in plastic and aluminium, the future range will be supplemented by all-glass door panels in alignment with the five elements of wood, fire, earth, metal and water. The models have promising market opportunities, especially since Feng Shui is enjoying growing popularity in construction, living and decorating sectors in this country. In order to bring the art of living in harmony with your surroundings closer to fair visitors, the attention of the trade fair presentation will be focused on the doors of the Feng Shui Collection. Moreover, the manufacturer is devoting a special catalogue to this subject and offers qualified consultation at the stand. Indeed, Rodenberg made use of the expertise of an experienced Feng Shui consultant with the development of the trade fair stand itself - the selection of floor coverings, the green plants and placement of the doors. The female clientele are the target group particularly because women have a more intuitive approach to the subject of Feng Shui and they usually have the final say nowadays in the selection of an entrance door.



All-Glass Door Panel Range Considerably Expanded

At the request of female customers, the focus is also on the all-glass door panel collection created by Rodenberg designer Katja Neumann. Convinced that all-glass door panels will continue to increase in importance due to their appearance and unparalleled easy maintenance, the company is presenting a wealth of new models in matt and lacquered versions in Nuremberg. With completion of the assortment in both the lower and upper price ranges, the expansion of the attachment panels assortment and the production of a separate catalogue, they want to respond to growing demand. In the process, the panel creations are more modern

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and innovative than ever before: entirely new highlights are created using Swarovski crystals, hand-chiseled glass blocks and ingenious glass applications.



Stainless Steel Pilaster Strips as Design Elements

Rodenberg addresses current trends from the interior door sector with door panels that are subdivided using vertically or horizontally running filigree pilaster strips made of stainless steel. Pilaster strips are used as a design element in closed panels as well as in variations with geometric glass cut-outs and lend these a high added value. Quality that you can see and feel, since the stainless steel pilaster strips are slightly raised on the door panel. They are at once both discreet and elegant design features of modern multifunction panels, which incorporate a video camera with door intercom in addition to a bell and nameplate.



Entrance Door Panels and Panes with Floral Motifs

With the creation of floral panel designs Rodenberg addresses another current trend topic. Regardless whether high-contrast or in subtle coordinated shades: Large-scale blossom patterns in any RAL colours or stainless steel characterise the unmistakable design of the models that are being introduced at the trade fair. Furthermore, floral decorative glazes, achieved through sandblasting, with playful motifs such as e.g., blossoms, leaves, tendrils/vines and borders extend the design possibilities of Rodenberg door panels.

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