

Impress at Interzum 2025 – Designs for a world in flux

At this year's Interzum, Cologne will once again become the meeting point of the international furniture supply industry. Impress, a leading provider of innovative surface solutions, will be among the exhibitors. From 20 to 23 May, the company will present its product portfolio – comprising décor papers, finish foils, impregnated papers, colours and additives – in Hall 1.2, Stand A 040, offering new inspiration for the furniture supply industry.

With this year's communication concept, "MOVE – navigate the new", Impress is making a clear statement: The world is in motion, and with it, our living spaces and our expectations for design and aesthetics are changing. "MOVE" stands for an active and conscious engagement with change. It calls on us to rediscover our innate ability to adapt and to view transformation as an opportunity. The new communication concept is reflected in the décors, which take up current trends and provide modern stimuli.

At Interzum 2025, Impress will present 40 décors, divided into six product categories: "Linear Woods", "Lively Woods", "Expressive Woods", textiles, marble and stones. Framed by various display units, visitors to the trade fair can experience ten highlight décors up close: Among others on show are "Leon Oak", a modern interpretation of classic oak featuring natural simplicity and lively grain, as well as "Bareilly Teak", which offers versatile applications with its exotic lightness and fine floral textures. In the area of stone décors, for instance, "Calcatta Gold" sets luxurious accents with bold golden and contrasting veins on a white marble look. The selection is complemented by "Rilinson", a textile structure with subtle lines and fine colour nuances for modern interiors.

Suspended and displayed spatially, the central trends defined by Impress take shape at the exhibition stand: "Establish & Build" focuses on quality, durability and classic elegance. "Reminisce & Restore" invites inspiration from the past and reinterprets timeless values. "Seek & Play" breaks conventions, plays with colours, patterns and materials, and demands creative design. With "Engage & Immerse", Impress dives into the future and shows how technology and design merge into innovative, visionary solutions.

"Our décors combine aesthetics, functionality and emotion," says Sascha Kostros, Head of Décor Management at Impress. "Our Impress Design Circle doesn't just follow trends – it helps shape them. Our close global collaboration constantly brings us new inspiration and enables us to combine materials, colours and textures in ways that are perfectly tailored to the needs of our customers. 'MOVE' represents our understanding of design: dynamic, inspiring and always in harmony with the trends and transformations of our time. Our new concept is a reflection of this very spirit of the age."

In addition to décor papers, Impress will also be presenting its full product range – from finish foils with new surface technologies and impregnated papers to a portfolio of additives and colours for wood-based panel production.

Those who wish to see for themselves are warmly invited to visit Impress in Hall 1.2 at Stand A 040.

Company profile

Impress stands for a globally operating group of companies developing and manufacturing trend-oriented wood-based panel decorative surfaces for the furniture and flooring industry, as well as for modern interior and exterior design. The future oriented decors for the designs of tomorrow have been created directly in-house. They are based on trends from our internal scouts who are perfectly networked and operate continuously and interdisciplinary at a global level. The full service product range contains decorative papers, finish foils and impregnated papers as well as inks and additives.

Being one of the market leaders in this sector, impress provides exceptional trend forecasting for today and into the future for reputable customers all over the world

Further information can be found at www.impress.biz