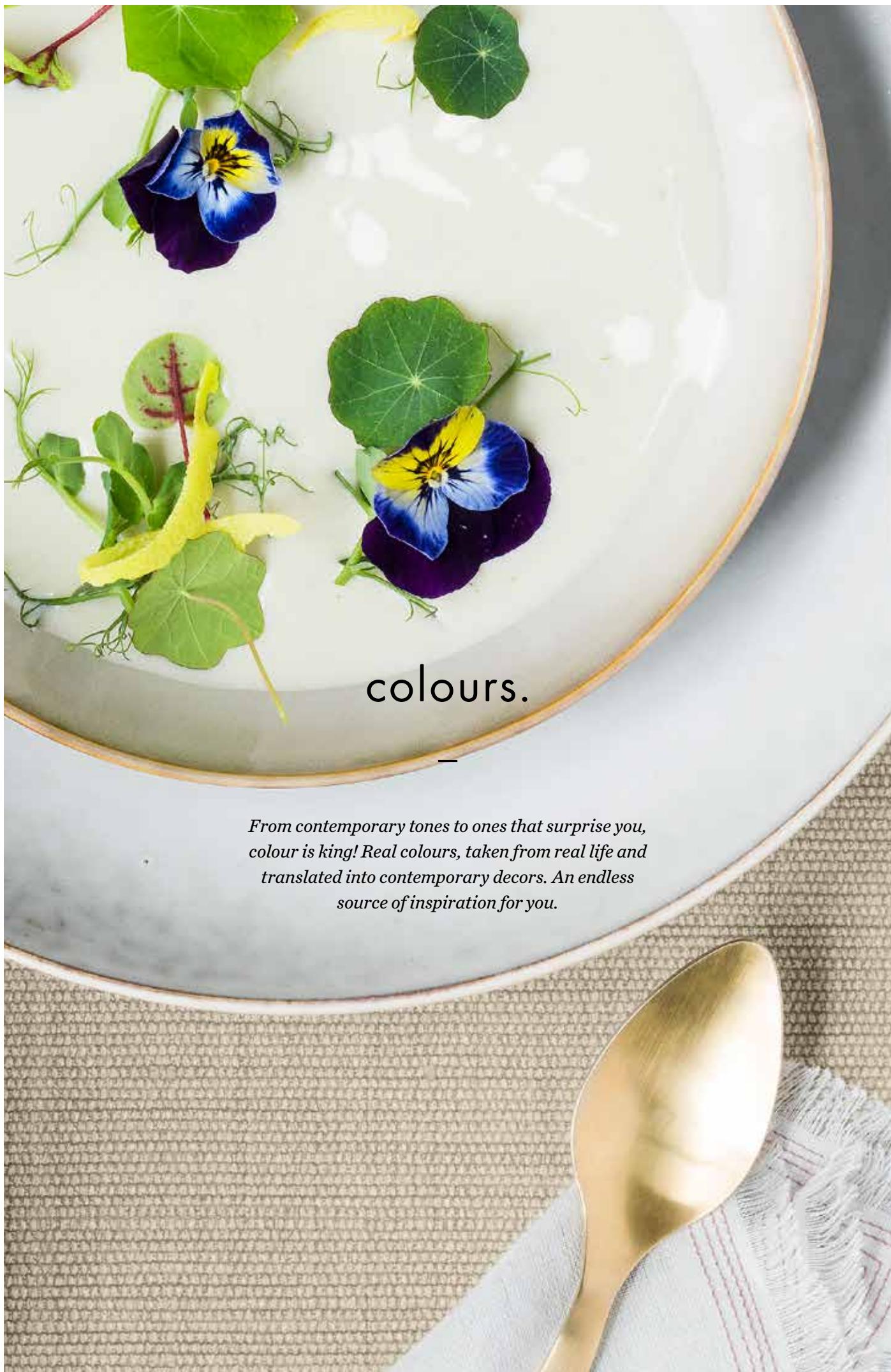


 **UNILIN** **evola** *Inspiration*

————— DECORATIVE BOARDS/2017/N°1 —————

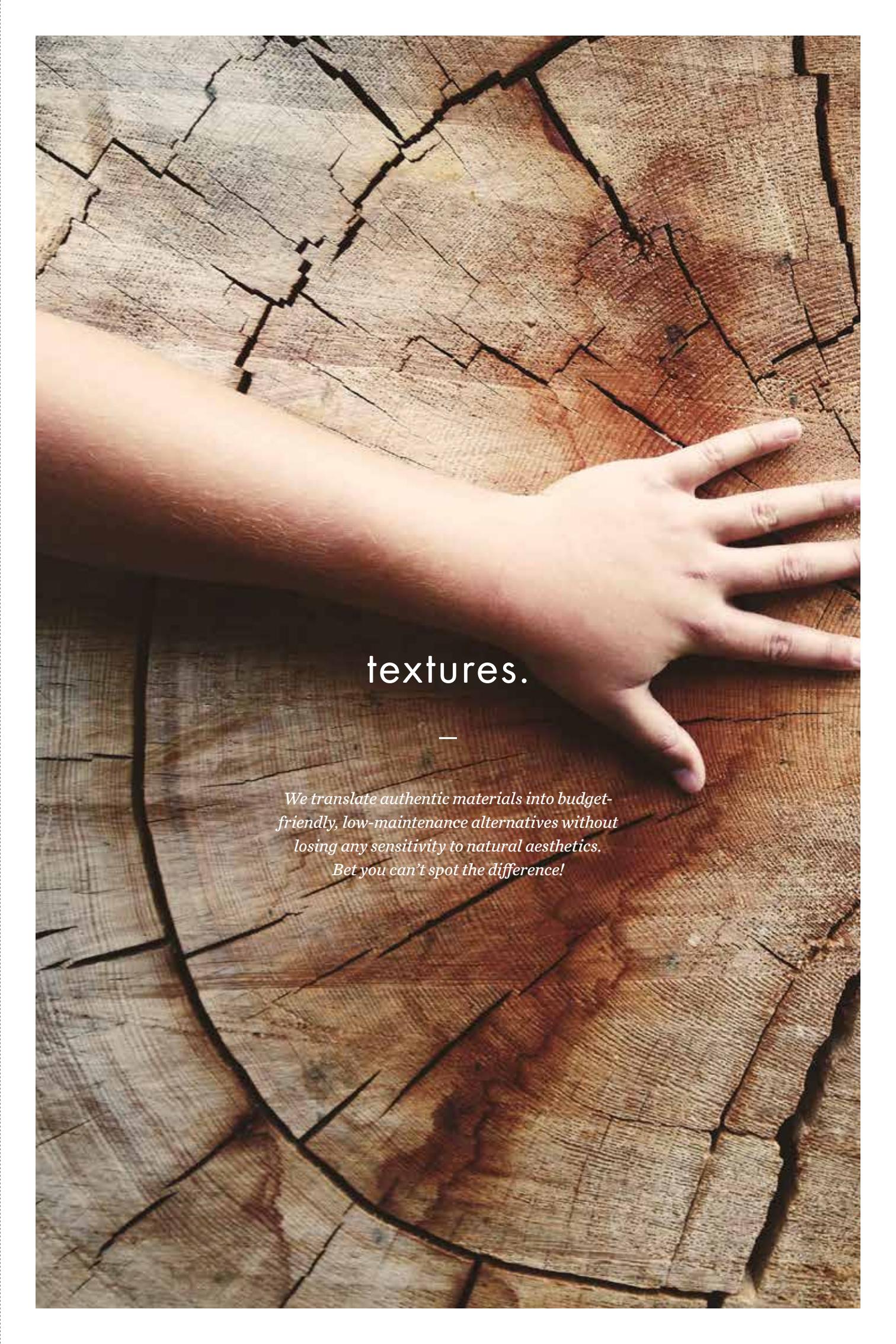


colours.
textures.
trends.



colours.

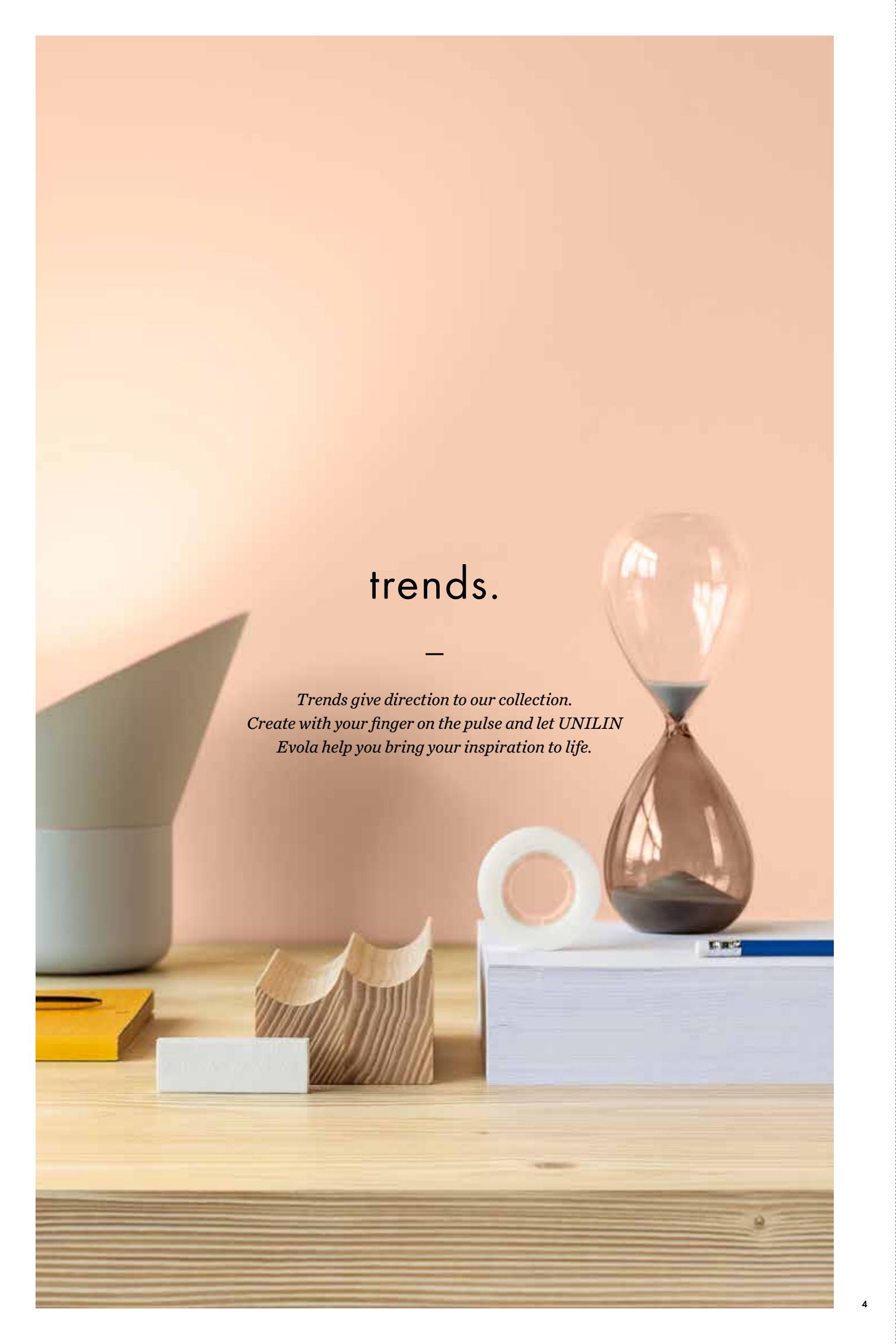
*From contemporary tones to ones that surprise you,
colour is king! Real colours, taken from real life and
translated into contemporary decors. An endless
source of inspiration for you.*

A close-up photograph of a person's hand resting on a wooden surface. The wood has a complex, cracked, and layered texture, resembling a cross-section of a tree trunk or a piece of aged, weathered wood. The lighting is warm, highlighting the natural grain and the texture of the wood. The hand is positioned in the lower right quadrant, with fingers spread, touching the surface.

textures.

—

We translate authentic materials into budget-friendly, low-maintenance alternatives without losing any sensitivity to natural aesthetics. Bet you can't spot the difference!



trends.

—

*Trends give direction to our collection.
Create with your finger on the pulse and let UNILIN
Evola help you bring your inspiration to life.*

Dear design lover,

We are delighted to present the new UNILIN Evola, a **collection of decorative boards** for interior design professionals. With a wide selection of designs and surprising palette of solid colours, our new, sophisticated collection is the perfect alternative to wood, metallics, concrete and other materials.



With melamine-faced boards, HPL and edging tape in no fewer than 168 designs, UNILIN Evola lets you create unlimited combinations to your heart's content. We want to offer you solutions for your projects without restricting your creativity.

In the first edition of our inspiration magazine, we introduce you to the design team and present you with inspiring combinations.

We hope you enjoy bringing your imagination to life.



Lode De Boe
President UNILIN, division panels

PS: You can see and feel how authentic our designs are. Request your favourite decors via our online sample service at **www.unilinpanels.com**



DESERT BRUSHED OAK
BLACK BROWN
H789 / W05

You can create authenticity

UNILIN Evola launches decorative boards that look and feel true to life. But what exactly is “true to life”? That is a question for UNILIN Evola’s Product Manager Ann De Blanck. She explains the development process and takes us on a journey to where it all begins: with the original.



Ann De Blanck
Product Manager

A UNILIN Evola collection is impossible without inspiration, so where do you find that?

“I always start my search for inspiration by visiting trade shows and reading magazines. During Salone del Mobile in Milan, for example, we look out for the most important trends, with a particular eye for the ones that are likely to be around for a few years. Although trends are following each other at increasingly short intervals and we tap into that with regular updates, we want to develop a stable collection, inspired by real life and yet designed to last for a number of years.”

Do you put feelers out in other sectors as well?

“Absolutely, like the car industry, to give you an example. That is where the gold trend started. And we also listen to comments from customers. They tell us what is happening in their market segment. Finding inspiration means being open to influences from everywhere. There is nothing scientific about it and we often follow a strong gut instinct to pull together a contemporary collection that is 100% UNILIN Evola. After that, our input is passed to our R&D department, who look for the appropriate answers for our analyses and suggestions.”

You pride yourselves on starting with the genuine article. Where do you find that?

“Our studio is full of ‘genuine’ products. For instance, our Design Director, Oke Nollet, spotted a gorgeous little designer coffee table during a holiday in Italy. In our studio, we kept sawing until we had a piece measuring 10 by 10 cm that perfectly reproduced the texture that we had in mind. Then we translated that into a larger surface area to get our final decor texture.”



Today, textures
are more
important than
ever.
That is why we
have spent the
past few years
focusing on them.



How real is real with UNILIN Evola?

“If you want real wood, you’ll always choose the original article. If you are looking for a more budget-friendly alternative that is just as sensitive to natural aesthetics, then you’ve come to the right place with us. And, if you put our end product next to the real thing, then you won’t be able to see a difference. That is our ultimate goal. A nice little extra benefit is that our product is much easier to look after, and far more resistant to scratches and UV. Of course, you can’t create a collection with 168 different, natural oak decors. We need variation, so we start treating the genuine specimens; for example, adding a patina or saw marks to the decor. That is a real job for the specialists, because it’s a very fine line between attractively authentic and hopelessly overdone. And that is what makes the end product unique as well; that’s an absolute must.”

The decors and structures are developed in-house; how is that done?

“That is done with an awful lot of skill. By that, I mean that our team experiments and tries things out by hand, day in and day out. For example, when the ‘reclaimed trend’ was all the rage, we created a decor with cracks in the panel. We did that using a drum that we threw nails and screws into; as the drum turned, they made scratches in the decor. Yet another conscious choice and essential if you want to bring unique products to the market.”



Our ultimate goal is always very clear: if you put our end product next to the real thing, we don't want to be able to see a difference.



You make a huge investment in developing texture. Why is that?

“Today, the textures are more important than ever. That is something that we find in our showroom in particular: people want to feel. What’s the point of attractive decors if they come across as fake? That is why we have spent the past few years focusing on developing textures. They can be deep or very subtle. If we choose very deep structures, like our brand-new Brushed Wood, we do that without sacrificing the ease of maintenance and workability. This is no easy task; we came up with a complex technology for this.”

If we’ve understood this correctly, you come up with a product that is equal to the original by refining the designs down to the very last detail?

“Yes, that’s right. We have a team that spends every day examining and repositioning all the elements in a decor. Take the flaked look as an example. Our people will analyse whether that look is actually right: is the design not too heavy, is every element in the right place, is it too big or just right? That is a truly painstaking job.”

Is that how you go about choosing the colour as well?

“We always use a reference point for that, like a candle or a piece of fabric, and we look at how we can reproduce that colour as accurately as possible. After all, a colour can make or break a decor. You can also see that in the show piece from our new collection, a black veneer wood decor. We developed that with a specific technology that minimises how much light is reflected, so that the colour is guaranteed to be maintained. When it comes to our wood decors, we opt for perfect, natural colours ranging from light to dark, so the decors suit any style of interior design. Together with a matt texture, they really do look like genuine wood!”



ELEGANT BLACK
113 / W06



DESERT BRUSHED OAK
BLACK BROWN
H789 / W05



DESERT BRUSHED OAK
GREY
H787 / W05



ROBINSON OAK
LIGHT NATURAL
H784 / W06



ROMANTIC OAK
LIGHT
H780 / W06

Matching colours with lunch.

The UNILIN Evola collection is drawn from everyday, beautiful things. So a lunch can inspire us to mix and match colours and textures to create a surprising whole.



DESERT BRUSHED OAK
BLACK BROWN
H789 / W05



OLIVE CREAM
-
U652 / CST



SMOOTHIE GREEN
-
U651 / CST



CORAL
-
U654 / CST



MUSHROOM BEIGE
-
U655 / CST



DESERT BRUSHED OAK
BLACK BROWN
H789 / W05





GREEN SHADOW
-
U653 / CST

SOAP
SHOP



ARABICA WALNUT
-
H562 / BST



Let's get cosy

The interior trends for 2017

In our busy, digital world, it's no surprise that we need an intimate zone where we can take refuge. In 2017, interior design will create that for us and in a range of forms, from dark and intimate to a monochrome Japanese style. "There has been a discernible shift in interiors, which opens up a wealth of creative opportunities."



Country chic

This year will bring a surprising range of tones of green flooding in. From mossy green to dark khaki, the choices are almost infinite. "We use green to bring nature inside", says colour expert and trend watcher Hilde Francq. "Just like the conscious choice of wood decors with deep grooves and a weathered patina in classic interiors, this colour choice illustrates our desire to see, feel, and experience nature indoors. It fits perfectly with our penchant for experiencing the interior through our senses." According to the trend watcher from Antwerp, country interiors are getting a visible upgrade to a more urban refined look. Think of lightly weathered wood decors with a smooth surface and pastel tints with an aged undertone. "Where colour was previously used as an accent, we are now brave enough to give it a prominent place in a space."



Hilde Francq
Colour expert and
trend watcher



SMOOTHIE GREEN
U651 / CST



GREEN SHADOW
U653 / CST



ARABICA WALNUT
H562 / BST



MINNESOTA OAK
NATURAL
H162 / Z5L



BRUSHED GOLD
F994 / M01



NORDIC PINE
GREY BROWN
H449 / W04

Dark and intimate

The Scandinavian style trend has been hot for a number of years now. Although austere interiors are still possible and popular, this only applies in their most extreme form. That explains the upswing in Japanese influences. “You see the trendy colour greyish blue, for example, used tone-on-tone in a range of hues throughout the space, from floor to ceiling, and combined with concrete for a stylish, quiet look, or

with wood to add a touch of warmth to the space.” If you dare to have an interior with character, you have to go dark. Very dark. “We are noticeably evolving towards intimate, dark interiors. That is possibly the most important change so far. You can create the perfect atmosphere with deep, dark wood decors and intense colours with a black undertone. Combine with brass or metallics for the ultimate finishing touch.”



FUMED OAK
-
H850 / CST



NORDIC PINE
GREY BROWN
H449 / W04



BRUSHED BRONZE
-
F992 / M01



GOLDFISH ORANGE
-
U279 / CST

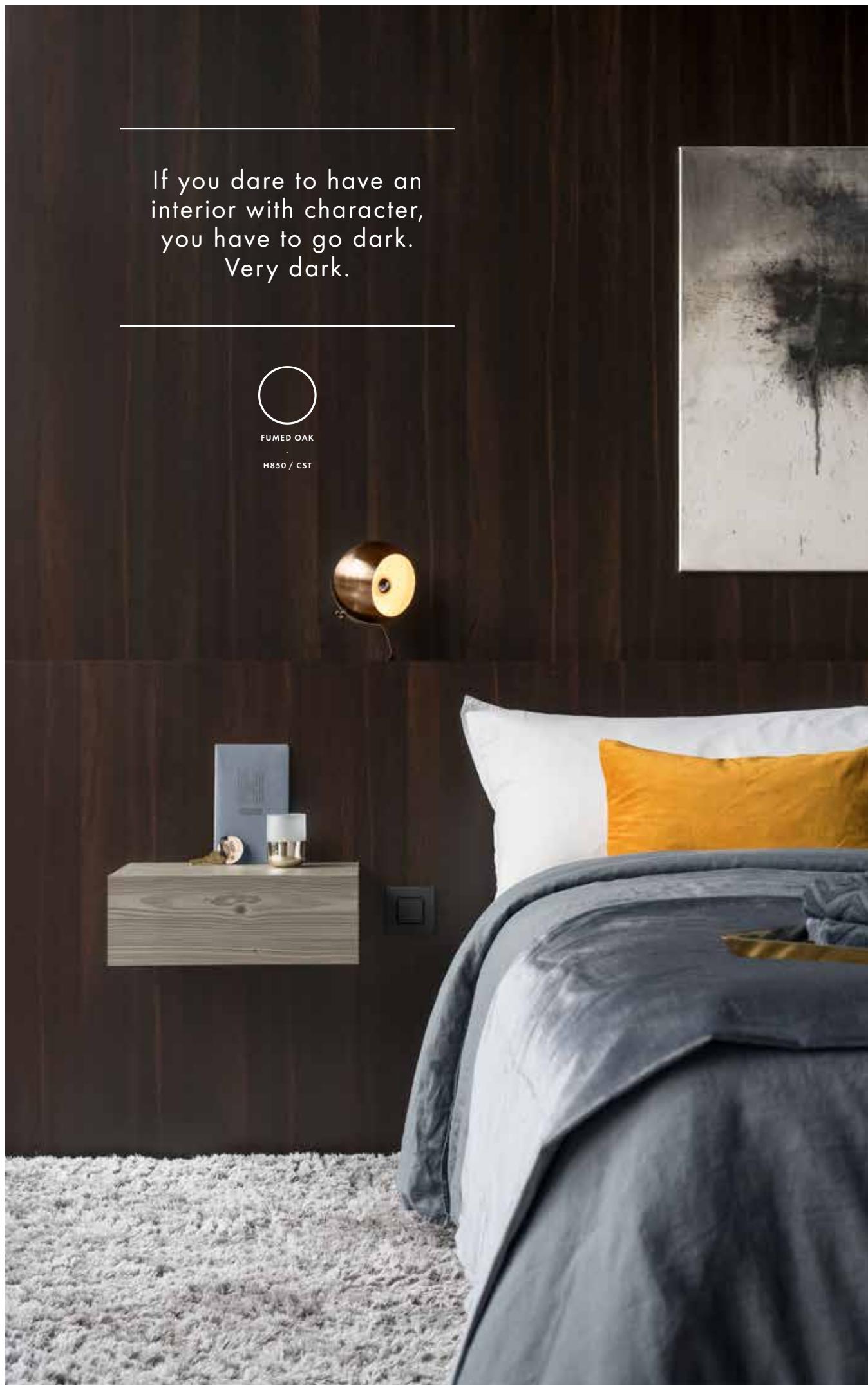


SILVER BLUE
-
U648 / CST

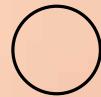
If you dare to have an interior with character,
you have to go dark.
Very dark.



FUMED OAK
H850 / CST



The trendy colour pink is undergoing a metamorphosis; gaining a grey undertone or spilling over into a variety of peach tones.



TANNED PEACH

U656 / CST





NORDIC PINE
NATURAL
H447 / W04



TANNED PEACH
U656 / CST



LYCHEE
U640 / CST



JASMINA
551 / CST



FROZEN BLUE
U647 / CST

Peach is the new pink

Finally, tactility is also becoming an important term for interior professionals. It is the response to the digital, anxious world that we live in. “Skin colour and pale pink are probably the most tactile colours that there are. This explains the current popularity of nude tones and has already been introduced by the pink revolution in interiors. Pink is currently undergoing a subtle metamorphosis. The trendy colour is gaining an aged undertone or spilling over into a variety of peach tones.”



ESSENTIAL OAK
NATURAL
H852 / W03



Matching colours with music.

Do you want to know where the design team at UNILIN Evola get their inspiration? Then watch closely, because the colours, textures and even the names of our decors sometimes conceal subtle references to music heroes.



FROZEN BLUE
-
U647 / CST



ELECTRIC BLUE
-
U649 / CST



ESSENTIAL OAK
NATURAL
H852 / W03



TIGER ORANGE
-
U272 / CST



OPAL
-
U149 / CST

White Whiter Whitest



FLAKEWOOD
PAINTED WHITE
H455 / W04





LACE WHITE
-
WE27 / CST



BRUSHED ALU
-
760 / M01



FLAKEWOOD
PAINTED WHITE
H455 / W04



LYCHEE
-
U640 / CST



PEBBLE WHITE
-
WE26 / CST



Retailers are increasingly aware of how colour affects the purchasing behaviour of their customers. The right colour depends on the shop's target group and DNA.

So white is the perfect base colour in a shop with a minimalist look and the clear nature of white has a positive effect on mood. But white is also an obvious colour that is often spread around thoughtlessly. If you want to

avoid creating an impression that is overly sterile, you can play with delicate colour accents and captivating materials and textures. Think of combining wood, concrete or aluminium tones with white to create highlights.

If you want something a bit calmer, grey and cream are the perfect partners. So, long live white, the workhorse in any interior.

Around the table

Asparagus soup

With a hint of Scandinavia and a match with our Woven (F981 / CST) for unbreakable lightness and subtle contrast.



WOVEN

F981 / CST



TURTLE GREY

U292 / CST



WOVEN

F981 / CST



INK BLUE

U150 / CST



CLOVERFIELD GREEN

U646 / CST



AMBER YELLOW

U135 / CST



Pasta Vongole

With a hint of Italy and a match with our Brushed Steel Blue (F993 / M01) for the perfect contemporary darkness.



IVORY
-
U172 / CST



BRUSHED
STEEL BLUE
F993 / M01



BLUE JEANS
-
F984 / CST



FRESH GREEN
-
U143 / CST



CANDY RED
-
U137 / CST



BRUSHED
STEEL BLUE
F993 / M01



free. sample. service.

See and feel how authentic our UNILIN Evola designs are.

Request free samples at www.unilinpanels.com



UNILIN, division panels

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