

PRESS RELEASE

Innovative, Sustainable and Decorative Wooden Surfaces
For Car Interiors

Hardwood Specialist Danzer Presented Automotive Interiors at IAA

Dornbirn / Frankfurt. At the International Motor Show (IAA) in Frankfurt, hardwood specialist Danzer exhibited wood surfaces for automotive interiors at the Autoland Sachsen stand from September 12 to 15. The displayed Danzer Freeform and wood-light combinations are among the company's most requested trend products. New variations of the established product lines Danzer Linea and Danzer Vinterio were also being presented.

At the joint stand of Autoland Sachsen at the IAA in Hall 4.0 booth 21C hardwood expert Danzer presented the latest trends and time-tested wood surfaces for automotive interiors. Danzer is one of the leading companies in the development and manufacturing of decorative wooden surfaces for automotive interiors. In addition to the well-known product lines Danzer Linea and Danzer Vinterio, Danzer showed prototypes of wood-light combinations and the technically advanced Danzer Freeform at the International Motor Show.

Danzer Freeform: wood surfaces with unlimited inlay possibilities

The Danzer Freeform technology is an industrial process that adds metal inlays to wood surfaces. Until now veneers with inlays were limited to cost-intensive manual work or simple linear patterns. The Danzer Freeform technology makes it possible to realize veneers with inlays of almost any shape: incorporating embellishments, letterings or logos quickly and economically in wooden surfaces. "Our technical implementation has become even more sophisticated. The imagination that went into the realization of unusual inlays is almost unlimited thanks to our technological developments. Industrial manufacturing ensures cost efficiency and opens up a wide range of applications," explains Eckart Schmitt, CEO of the Danzer Specialty Division.

Wood-light combinations, Danzer Linea and Danzer Vinterio

At the IAA, Danzer also presented the latest ideas and prototypes of wood-light combinations that are currently highly requested in the automotive interior sector. "With our innovative developments and innovations, we are following the strong demand for natural materials in car interiors. Together with well-known OEMs, we are constantly

working on new ideas and projects,” says Eckart Schmitt. The IAA’s visitors were also able to examine the proven product lines of the company: Danzer Linea and Danzer Vinterio. The presentation in Frankfurt was rounded off with highlights of the Danzer Beaufort line as well as organically shaped Danzer 3D-Veneer applications.

Sustainability of the resource hardwood

Using the natural material wood as a decorative element in car interior is sustainable. Danzer invests in modern technologies and processes to ensure the efficient use of the valuable resource and minimize waste. The company follows strict Due Diligence procedures for the procurement process and almost all wood processed by Danzer is FSC® or PEFC® certified.

Facts Danzer:

One of the world's largest producers of decorative hardwood

Founded in 1932

Holding company: Dornbirn, Austria

Production facilities: Europe 4, North America 5

Sales offices: Europe 7, North America 8, Asia 3

Product range: veneer, lumber, timber and logs, specialties (Vinterio, 3D-Veneer)

Sales 2016: 190 million Euros

Distributed to 87 countries worldwide

Employees: 1,600 worldwide

About Danzer

Danzer is a leading quality hardwood company with production facilities in North America and Europe. The company has approximately 1,600 employees and services customers from 18 sales offices worldwide. Founded in 1932, the company is managed by a family member of the third generation. Danzer owns and manages forests in North America sustainably and produces sliced veneer, lumber and innovative value-added wood timber products for decorative purposes. Danzer products are being used in high-quality furniture, automobiles, interior architecture and other applications.

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