



PRESS RELEASE

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Hardwood specialist Danzer showcases wood surfaces for car interiors

Wood automotive interior shown at Future Interior Summit

Dornbirn, Austria/Böblingen, Germany. Hardwood specialist Danzer presented wood trends for car interiors at the Future Interior Summit on November 20 and 21 in Böblingen, Germany. The company's high-value wood-metal and wood-light combinations resonated well with visitors to the event, which was organized by Automobil Produktion magazine.

On November 20-21, hardwood specialist Danzer presented the latest wood designs for automobile interiors at Automobil Produktion magazine's Future Interior Summit in Böblingen, Germany. Its wood-metal and wood-light combinations formed the focus at the show. "Our Danzer Freeform line and our latest wood-light ideas are among the most in-demand products right now in the automotive industry. Carmakers are increasingly using wood for vehicle interiors. Wood emanates warmth, conveying a sense of comfort and security. As an element, wood is set to play an increasingly important role, particularly when it comes to the high-tech cars of the future – primarily with respect to new generations of self-driving vehicles," explained Eckart Schmitt, CEO of Danzer's Specialty Division. "Wood is ideal for combining with a wide range of other materials – and that is a major advantage," he added.

Danzer Freeform and wood-light combinations

Center stage at Danzer's appearance at the Future Interior Summit was reserved for the tried-and-trusted Danzer Freeform product and prototypes of new wood-light combinations. Danzer's Freeform technology is an industrial process that adds metal inlays to wood surfaces. Until now only possible through painstaking craftsmanship, or restricted to straightforward linear designs, the technology makes it possible to create veneers with inlays in virtually any shape. Decorative elements, typographical details and even logos can be added to wood surfaces quickly and at reasonable cost. "Industrial production techniques make it possible to offer competitive prices, for all kinds of orders from small batches to large runs – while opening up a huge range of additional options. "Our technical capabilities are now so advanced that the possibilities are virtually limitless," Eckart Schmitt added. "We have seen strong demand for our wood-light

innovations – the harmonious feel-good atmosphere that it creates in the car’s interior is rapidly gaining in popularity.”

Danzer a main sponsor of the Future Interior Summit

Danzer is one of the principal sponsors of the 2018 Future Interior Summit, an event which stands out for its high-profile speakers and top-class talks and discussion rounds. It focuses on future developments in automotive interiors and the prevailing trends in the transport sector. Decision-makers, developers and designers from OEMs, suppliers, engineering service companies and employees of research outfits and start-ups at the event compared notes on the chances and opportunities arising from the latest industry trends and developments.

Danzer facts box:

Danzer is one of the world’s largest producers of decorative hardwood.

Established: 1932

Holding company located in: Dornbirn, Austria

Production sites: 4 in Europe, 6 in North America

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

Product range: sliced wood, lumber, timber and logs, specialty products (Vinterio, 3D-Veneer)

Sales in 2017: EUR 210 million

Supplies customers in 76 countries worldwide

Employees: 1,600 worldwide

About Danzer:

Danzer is a leading quality hardwood company with production facilities in North America and Europe. It has approximately 1,600 employees and services customers from 18 sales offices worldwide. Founded in 1932, Danzer is managed by a third-generation family member. The company 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 used in high-quality furniture, cars, interior architecture and other applications.

www.danzer.com

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