



Press release

Fascinating and beautiful: experience the new colours and fabrics in the Warema awnings collection

New collection folder and exclusive consulting tools

Warema starts the 2018 Outdoor Living season with a new collection of awnings. The focus is on nature-inspired trend colours that create a pleasant ambience on patio and balcony. Around 50 percent of the designs in the collection have been replaced by the very latest models. A new fabric quality adds value to the retail collection in the form of a 3D surface texture than can be seen and felt. Exclusive innovation: those seeking the suitable awning for their patio can now experience the options directly on their own home thanks to the Warema Designer.

Choosing a new awning that turns patio and balcony into a "feel-good room" starts with the choice of the right model. Warema, the sun shading expert, has developed the Warema Designer in order to create the most realistic impression possible of the new sun shading system. Using the smart app, it is possible to see the awning of choice virtually in-situ, as it were, on the building. Augmented reality and a live camera simulate a customised 3D model on the potential users' patio or balcony. The awning can be configured precisely using the product type, fabric, frame colour, accessories and product dimensions, and visualised in the interplay with the movements of sun and shade.

"The Warema Designer is used to present awning solutions on the potential users' home on a tablet during the consultation with the specialised retailer as realistically as if they had already been fitted," explains Marion Fischer, Head of Marketing at Warema. "This innovative new app is only one example of how we in our industry use digitalisation not only to control our products, but also make the specific choice and consultation even easier using pioneering technology." The innovative live visualisation will be available from app stores from March in iOS and Android versions.



Fabric quality to feel

There is a good reason why the company has decided to offer Warema Designer at this particular time: after five years, Warema is launching a new collection of awnings. And like any exciting collection, this one also contains an absolute highlight that is unique on the market. "The new fabric quality Lumera acrylic fabric 3D Surface, which is available in 17 exclusive designs, is something very special indeed. The use of different yarns creates an optical and haptic 3D effect with an exciting interplay between light and shade over the entire area. It's a real experience for customers when they hold the fabric and are instantly able to feel its value," says Verena Stein, Head of Product Management Awnings at Warema. Lumera acrylic fabric 3D Surface also has plenty to offer functionally: at 500 mm, the fabric has a high water column than other acrylic fabrics and is even smoother in appearance. Less dust adheres to the fabric, and it also has a very high tear resistance.

A fusion of nature and architecture

Warema's current retail collection is all about nature and her elements. It is divided into two folders, one with Standard acrylic and the other with Lumera acrylic fabrics. They contain six wallet packs on the colour worlds "Sun & Light", "Fire & Warmth", "Water & Air", "Leaves & Meadows" and – new from 2018 – "Sand & Earth" plus "Stone & Mist". Verena Stein, Head of Product Management at Warema: "These two new colour worlds are completely in line with current trends. Shades of grey and beige are especially popular at the moment, so it makes life easier for our retail partners if they are able to show these shades in their own separate wallets. The same applies for samples. As there is a particularly strong demand for plain colours, we have put the plain fabrics at the front of the folders, followed by the samples. We have chosen this solution in order to make orientation as easy as possible for our specialised retailers." Along with the integrated consulting tools such as the RAL colour wallets, the edge trimming wallets and the plastic colour samples plus the fabric recommendations for the suitable vertical sun shading system, our retail partners can be sure of knowing they have everything they need for a successful consultation.

Advice from the trend researcher

When it came to choosing the new fabrics for its awning collection, Warema worked in close cooperation with the trendy agency zukunftStil. The agency used trend analyses to make an initial selection that enabled Warema to match the spirit of the time and to fulfil any customer requirements. "We evaluated all the current flows from the fields of design, interior design and architecture, and cross-referenced them with social tendencies. This resulted in the six



colour worlds that are based on the variety of nature," explains zukunftStil's trend researcher Livia Baum.

The new project collection for professionals

Warema has also developed a new project collection specifically for construction projects. It includes the fabric qualities Lumera acrylic and Standard acrylic fabrics plain, Screen and Soltis 92 fabric, plus Twilight and Warema SecuTex fabric A2. With the new designs for the two acrylic fabrics and Screen, 14 additional colours for the non-flammable Warema SecuTex fabric A2 and the new fabric qualities Twilight Pearl and Twilight Metal, it offers a tremendous range of options for individual and professional sun shading designs for larger and commercial projects.

For those who would like to know more about the new collection, the optically upgraded online collection consultant is ideal for finding inspiration from the variety of Warema's designs. The entire new collection will be available on the website www.markisen-kollektion.de from April, and if desired can also be seen for illustrative purposes as sample awnings on a reference building.

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