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PRESS RELEASE

## **RENOLIT trend service Colour Road: Consolidated knowledge of colour and design trends for a decisive competitive advantage**

A feeling for colours with a broad view for 20 years / New image film  
presents trend service

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Worms, March, 25 2024 – Colours are much more than just visual stimuli - they have a deep impact on our emotions and therefore play a crucial role in our perception of the world and in our lives. Innovative, forward-thinking companies have recognised this - and are faced with the challenge of harnessing this influence. They are meeting this challenge by understanding that colours are not just decorative accessories. They are the main driver of purchase decisions. A successful product is characterised by the right choice of colour combined with good design.

“Our customers don't just want to follow trends, they want to set them”, explains Verena Mundle, Senior Design Manager Corporate Design Management at **RENOLIT**. “But in an ever-changing world, there is often a lack of time and expertise to monitor and identify the latest colour and design trends. However, we believe that understanding and incorporating colour trends can help to improve products and services.”

The Corporate Design Management team at **RENOLIT** sees itself not only as consultants, but also as mentors: “We appreciate the interest in aesthetics and colour trends, because we know that this is an important contribution to successful product development and marketing concepts”, explains Monika Haag, who has been managing the Corporate Design Management central unit for 21 years. “We are happy to support our clients with our own experience, but also with our international network of colour experts and trend institutes. Our collaboration is based on partnership, trust and the common goal of ensuring long-term enjoyment and commercial success”, she adds.

To achieve this, **RENOLIT** offers customers a wealth of expertise in the form of the trend report, which takes the guesswork out of colour decisions. At the heart of this is the award-winning trend report. It is based on the trend analysis,



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implementation and communication system developed by **RENOLIT**, and enables market and target group-specific aspects to be taken into account.

The Colour Road trend service has been instrumental in establishing the **RENOLIT Group** as a reliable partner for colour trends in the market units Interior Surfaces and Exterior Solutions. “Our mission is the same as when we founded the trend service 20 years ago: To inspire customers with new ideas, to present products in a stylish and bold way, and to give them a competitive edge”, says Verena Mundle. “We also provide marketing tools such as mood boards and a digital brochure.” We also provide colour and design advice - not only to customers, but also internally. From product development and collection revisions to customer presentations.

“What fascinates many of our customers about our work and the resulting trend reports is not only their scope and wealth of detail, but also the high accuracy of our forecasts”, explains Clarissa Blüm, Specialist Corporate Design Management. To ensure this, the team continuously collaborate with its international network of renowned trend institutes.

Would you like to be part of this success story? Contact your sales manager at **RENOLIT** - and join us on a fascinating journey along the Colour Road. After all, companies that use colour trends effectively in their product development and marketing are clearly more successful.

The **RENOLIT** Colour Road trend service is now presenting itself with its own image film. Get to know the uniqueness of the service and the trend work in detail: <https://youtu.be/VzV4hOAoeWc>

Picture 1: RENOLIT\_CR\_Team\_Portrait\_2023\_300dpi.jpg



Picture caption 1: The Colour Road Team from RENOLIT: Monika Haag, Verena Mundle and Clarissa Blüm (from left to right)

Picture 2: RENOLIT\_Trend\_work\_CR\_trend\_service\_300dpi.jpg



Picture caption 2: The Colour Road Team selecting the trend colours for the annual trend report



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### **The company**

The **RENOLIT Group** is a globally active specialist for high-quality plastic films, sheets and other polymer solutions. With more than thirty production sites and sales units in over twenty countries, and with annual sales of EUR 1.366 billion in fiscal year 2022, the company with headquarters in Worms – around 70 km south of Frankfurt-am-Main – is one of the world's leading plastic products manufacturers. Around 5,000 employees continue to further develop the knowledge and expertise gained from seventy-five years of business.

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