

Press information

living performance

Parador represented at Design London for the first time

Coesfeld, July 2022 - **This year, for the first time, Parador will be represented with a large exhibition stand at the internationally renowned Design London trade fair.**

When Design London 2022 opens its doors from 21 to 24 September 2022, Parador from Coesfeld in Westphalia will be represented with an impressive exhibition stand. For the first time, the manufacturer of high-quality systems for floor, wall and ceiling design will be showing its product innovations at the design fair.

The centrepiece of the 45 square metre exhibition stand is a large cube in which Parador's product highlights will be on display. The design of the exhibition stand picks up on the cube theme as a style element in various places and impresses with clear lines and shapes in the typical Parador black. Modern lighting, displays with atmospheric product photos and videos and large sample areas of the different floor coverings allow visitors to immerse themselves in the world of Parador.

Among other things, the focus is on the outstanding designer cooperations with which Parador has underlined its reputation as a leading design brand in the flooring segment in recent years and won numerous international prizes. High-quality engineered wood floors will be on show here as well as Parador's product innovation Modular ONE, a pvc- and plasticiser-free modular floor covering that is reminiscent of real wood in terms of look and feel.

"We are delighted to be able to present our floors to the design-savvy trade fair public in London for the first time," says Marketing Director Birgit Kunth, looking forward to the exchange with architects and other guests.

PARADOR

About Parador

Parador GmbH has developed into the leading brand of high-quality systems for floor and wall design since its foundation in 1977. The product range includes laminate flooring, engineered wood flooring, panels and design floorings produced at the German headquarters in Coesfeld and at the Austrian site in Güssing. Highest demands on technology, materials and surface refinement guarantee the worldwide success.

For outstanding product design, Parador was awarded international prizes, including the red dot design award, the Interior Innovation Award and the German Design Award.

As a traditional woodworking company, Parador is committed to responsible management of natural resources and sets ecological standards for materials, production, packaging and logistics.

Since July 2018, HIL Limited, a subsidiary of the CK Birla Group, is the new main owner of Parador. HIL Limited is the leading manufacturer of building materials and components in India.

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