

ROHLEDER

magazine

TEXTILES + TRENDS + DESIGN + NEWS



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A WINNER OF THE CRISIS –
Koinor convinces the market
with their own sofa designs

#2

INTERNATIONAL BUSINESS –
In this edition: Madurel from
Morocco

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ART MEETS TEXTILE DESIGN –
Vernissage of the Rohleder
Home Collection by Olaf Hajek

INDIVIDUAL DESIGNS AND SMART FEATURES

Upholstery manufacturer KOINOR is in the lead, even in difficult times

MICHELAU It's not a secret: The upholstery furniture sector has already seen better days and the business year 2018 has affected quite a few manufacturers, some with fatal consequences...

But they still do exist, the winners of the crisis. Among them the quality manufacturer KOINOR from the Upper Franconian Michelau, who has managed to prevail over the increasing competition and stand out from the crowd.

Individual design and smart features as well as insisting on highest quality helped the company to undock from the economic situation of the industry and even grow beyond their own plan.

They have always been represented with an excellent leather portfolio and now want to follow with high quality upholstery fabrics in the new

business year using Rohleder brand fabrics. Now the portfolio is extended with the textile collection STUDIOLINE_, an essence of selected upholstery fabrics in Q2 and Charmelle branded quality, introduced at the inhouse exhibiton on a specially designed, separate space. The basis is a modern velour uni as well as an Ital-

ian flat woven uni, perfectly complemented by two delicately patterned fabrics. A lot of fabric-covered models could also be seen at the IMM. They convinced the expert audience and end consumers with modern two-tone style.

KOINOR



▼ The round has to go into the square – this also applies to the cushion that's getting comfortable in the corner of sofa VANDA in this picture. Both are covered with fabric from the new STUDIOLINE_ collection.



Q2

Picture: Koinor

VERY POPULAR

The Rohleder Home Collection on the market

GERMANY Since February it has been available in store – the Rohleder Home Collection. What started as a small additional project quickly received an extremely positive response.

In the meantime, the Rohleder Home Collection is not only available in many specialist shops but also in furniture stores. A new modular shop system has been developed for the collection – not least because of the big interest of the home furnishing sector. This studio for the Rohleder Home Collection could already be placed with customers such as SEGMÜLLER in Friedberg, ZURBRÜGGEN in Unna, WOHNFITZ in Walldürn, Möbel BRANDL in Kehlheim and Möbel WALLACH in Celle. HERTEL Möbel in Gesees could also be gained as a very good partner for the Rohleder Home Collection.

"It's our cushions that really make the furniture unfold its effect on the space. Living is an emotional product and that's how the space should be designed. With our cushions and plaids you perfectly succeed in doing so!", says MARC-OLIVER JAYME, Brand & Sales Manager at Rohleder. Newly brought on board specifically for managing the Rohleder Home Collection: FLORIAN CONRAD (picture below).



◀ Can be found everywhere:
The marketing campaign extends through all relevant cover magazines and end consumer magazines.

EXHIBITION DATES 2019

TrendSet Munich
3 to 5 January / B4 B36

Ambiente Frankfurt
8 to 12 February / 8.0 K80

Proposte Como
14 to 17 April / Villa Belinzaghi

N°1

INTERNATIONAL **BUSINESS**

CUSTOMERS & PROJECTS
INTRODUCED WORLDWIDE



SAAD BENJELLOUN
Madurel - Casablanca

Only the finest fabrics from all over the world can be found in the showrooms of the company MADUREL in Casablanca, Morocco. Whether opulent flower prints, fine drapery or shiny velour – this is where textile culture is still being lived. You can see and feel that. In the Arabian market, textiles are still something special. That's where high quality living in the palaces and villas has always been associated with textiles.

For almost ten years now, MADUREL has worked with Rohleder. A number of premium textile collections have already been created together and along the way a true friendship has evolved between HANS SCHÜSSEL and SAAD BENJELLOUN. With customers like MADUREL, Rohleder has the best access to international markets and there is an intense cooperation.

Madurel
LA MAISON DU TISSU

MADUREL

Casablanca, Morocco

Showrooms: Casablanca, Fès,
Marrakech
Establishment: 05.02.1992
Brands: Q2, Charmelle



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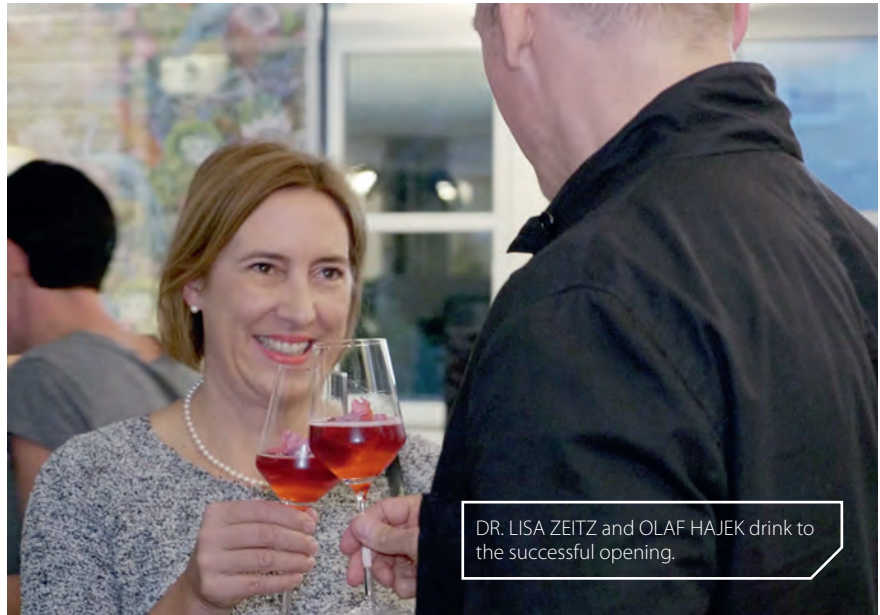


SUCCESSFUL VERNISSAGE OF THE OLAF HAJEK COLLECTION

Rohleder presents the new Home Collection by Olaf Hajek to the public

KONRADSREUTH – Lively conversations over exotic drinks and lounge music amid the elaborately decorated exhibition. A strikingly decorated fleet of Audis as shuttle service and a company building illuminated effectively in midnight blue light: During the second week of October, a touch of metropolitan flair found its way into the showroom of the Upper Franconian weaving mill Rohleder...

With the "first press conference in the company history", HANS SCHÜSSEL, CEO at Rohleder, welcomed numerous guests in the 500 sqm showroom. The audience was listening to his words closely: He talked about a textile culture almost fallen into oblivion, about illustrations turned into fabric and a quality that was not to be seen in the market for a long time. In addition to HANS SCHÜSSEL and owner KLAUS ROHLEDER, the artist OLAF HAJEK also came from Berlin to talk about this extraordinary cooperation between a weaving mill and an artist – his enthusiasm could literally be felt. About his illustrations inspired by Folk Art that are now available as a fabric collection and textile interi-



DR. LISA ZEITZ and OLAF HAJEK drink to the successful opening.

or accessories like a paravent, poufs, framed pictures or cushions.

Following the press conference, more invited guests mingled with the audience. Among them the designers EDWARD VAN VLIET and PASCAL WALTER, GISELLA GROENEWOUD and MIRA BETTIN from LEOLUX, the administrative head of the district of Hof OLIVER BÄR and many more. As surprise guest, HANS SCHÜSSEL invited DR. LISA ZEITZ, art historian and

chief editor of the WELTKUNST magazine, who made a speech in honor of her good friend OLAF HAJEK and opened the exhibition. Till late in the evening guests and hosts enjoyed the nice get-together in a nonchalant atmosphere between the fabrics of this truly extraordinary textile collection.



◀ A shuttle service of a special kind: The guests were brought to the event in a strikingly decorated fleet.



▲ For the vernissage, the showroom was completely rearranged and decorated artfully with pieces of the Olaf Hajek collection.

▼ During the opening week from 8 to 12.10., the company building appeared in a new light.

▼ The collection was presented with utmost care down to the last detail. This booklet tells the backstory of the genesis of the collection, from the first discussions to the final realization.



▼ HANS SCHÜSSEL, OLAF HAJEK and KLAUS ROHLEDER at the opening of the vernissage in the showroom in Konradsreuth.



▲ You can reach the video of the event by scanning the QR code or on YouTube.

EVERYTHING CHANGES

A new look – not only for the HIMOLLA showroom

TAUFGIRCHEN This year's inhouse exhibiton of the furniture manufacturer HIMOLLA appears in a completely new look. Besides more modern models for a younger target group, the showroom was also redesigned and decorated very comfortably with a lot of creative energy.

Moreover, HIMOLLA showed new designs of the Rohleder Home Collection and focussed on the three running bestsellers: Q2 MELANGE, Q2



► Q2 MELANGE in modern salt and pepper look in black and white suits model 6902 from the SELECT line just fine.

FASHION and **CHARMELLE CLOUD**. Many models in different styles were covered with these fabrics.

The continued growth with Rohleder shows that they are on the right track with Q2 brand fabrics. Thus the good partnership could also be continued successfully this year.



▲ JOSEPH ROTT and FRIEDRICH WILHELM WATERMANN from HIMOLLA talking to MARC-OLIVER JAYME, Brand & Sales manager at Rohleder.

ALMOST 40 ADDITIONAL COLORS

W. Schillig introduces Q2 OCEAN at his inhouse exhibition

FROHNLACH Can it be a bit more? Furniture manufacturer W.SCHILLIG managed to convince many customers at its inhouse exhibition with a bold concept. They introduced the Rohleder bestseller fabric Q2 OCEAN in a color range of almost 40 colors. The modern uni with a matt, structured surface perfectly matches the furniture currently in line with the trend, that keeps sofas getting bigger and more lounge-like and often shows Italian tendencies. The modern uni was also used for the furniture collection in cooperation with VILLEROY & BOCH, that will be launched at the beginning of 2019.



▲ The color range display has specifically been produced for the inhouse exhibition.

EXCLUSIVE DISTRIBUTEUR HÖPKE LAUNCHES Q2 STUDIOLINE_

Exquisite design line in superior quality

NIEDERFÜLLBACH / FRANKFURT
Just in time for Heimtextil 2019 in Frankfurt am Main, the Rohleder exclusive distributeur for Q2 branded fabrics HÖPKE TEXTILES introduces a new design line: Q2 STUDIOLINE_. With sophisticated uni qualities and modern patterned fabrics in graphic

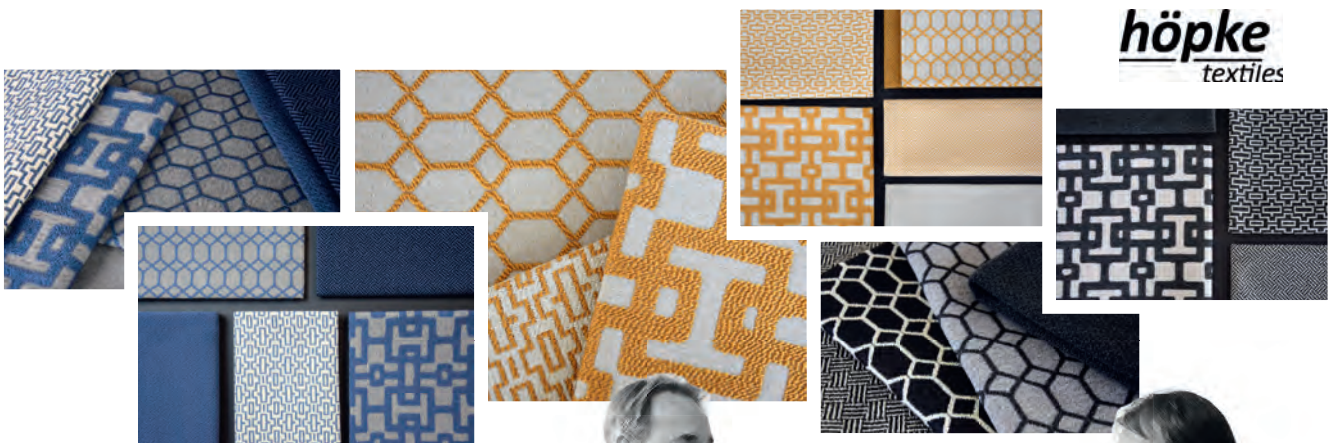
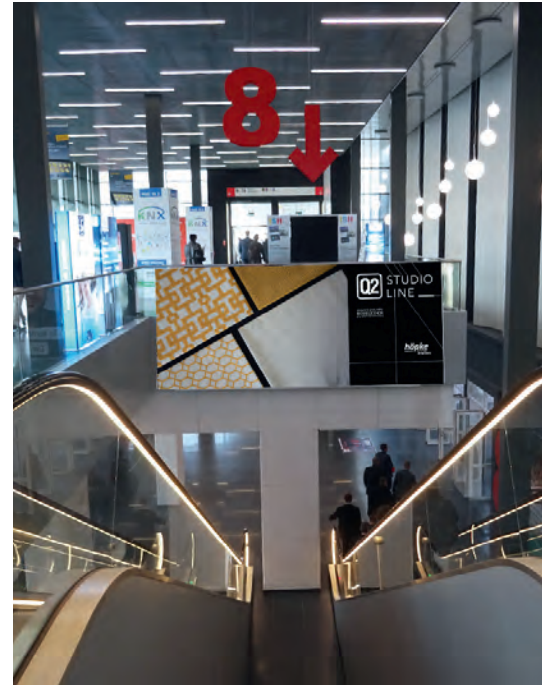
designs, the Q2 STUDIOLINE_ meets international design demands.

The new collection will be presented on the main stage of the HÖPKE exhibition stand at the Heimtextil and will also be staged with billboard advertising (image on the right).

"One thing we've noticed in 2018", says CEO HANS SCHÜSSEL from Rohleder "is that there is still a great demand for high-quality products." Thus the cooperation between the two Upper Franconian companies, that has existed for more than 10 years, could also be topped off with sales growth in 2018.

Olaf Maier
CEO at Höpke

"Our goal: Be successful in the international market – that's why we opt for Q2 STUDIOLINE_."



▲ Graphic elements, exciting patterns, a mix of structure and space – that's how the four designs of the Q2 STUDIOLINE_, combined with the unis Q2 SHAPE with modern structure and Q2 PURE in matt felt look, convince.

► Höpke CEO OLAF MAIER and Rohleder CEO HANS SCHÜSSEL talking about the new Q2 STUDIOLINE_.



WE'RE IN THE NEWS

That's what the press says about the cooperation between Rohleder & Olaf Hajek



◀ "Beautiful! There's no other way to describe the first impression of the Rohleder Home Collection by Olaf Hajek." This great feedback could be read in edition #11 of the RZ from WINKLER VERLAG.

▶ "... The German weaving mill has a reputation for producing top-quality textiles that are anything but mainstream, making Hajek – with his eye for the unusual yet opulent – an obvious collaborator." ELLE DECORATION SOUTH AFRICA



▼ The double-paged advertisement in the magazine WELTKUNST from ZEIT VERLAG presents the paravent – as highlight of the collection – in a very special way. Chief editor DR. LISA ZEITZ attended the opening of the vernissage as laudator for the artist Olaf Hajek.

▲ The numerous online news also included an article on the website of FLAIR Magazine.



ROHLEDER HOME COLLECTION

by Olaf Hajek

"Probably the most exclusive and extraordinary textile and accessory collection created in the company history of the weaving mill Rohleder."



www.rohleder-home-by-hajek.com

Chair: Ligne Roset





MONICA
CETTI

Designer & Stylist

MONICA CETTI started her career in the creative field studying graphic design at the ARHUS ARTSCHOL. Afterwards she studied communication and digital design, attended the SPÉOS PHOTO & VIDEO SCHOOL in Paris and took photography courses at the COPENHAGEN SCHOOL OF INTERIOR DESIGN.

Monica Cetti

"In my opinion, good design lives off love to detail and should always tell a story."

TRENDUPDATE

ABOUT GOOD DESIGN & SETTINGS WITH STORY

With passion she arranges orchids, grasses and golden rain to a filigree artwork and places the transient bouquet at the set with an eye for detail.

Together with MONICA CETTI we're at the set for the shooting of the Olaf Hajek collection. The 42 year old graphic designer, stylist and photographer from Copenhagen has worked as freelancer since 2005 and is a true all-rounder. She also designed pieces of furniture, like for example for a



Picture: Frederica

sushi bar in Copenhagen. She travels worldwide on business and particularly enjoys getting inspired by foreign cultures.

Nordic, clean, clear – that's how MONICA'S style is best described. Above all, she focusses on the product, that she always tries to style in a context telling its own story.



Interior design for a sushi restaurant in Kopenhagen by MONICA CETTI.

▲ With sure touch, MONICA also arranged for the set styling at the shooting for the Rohleder Home Collection by Olaf Hajek and put the finishing touch to the motif with her "flower magic".

Paravent, motif BLACK ANTOINETTE, RRP 9,999.00 Euro, available in specialist shops or directly through Rohleder.

▲ A "wanna have" by MONICA is the YKSI CHAIR from THAU & CALLIO for FREDERICA (at the very top), preferably in dark 'Smoked OAK'.

549.00 Euro, available through www.finnishdesignshop.com

N°7

Textile

SPECIAL

TEXTILE EXPERT BERND WAGNER'S COLUMN



BERND WAGNER
Quality Manager

MAINTENANCE CARE OF UPHOLSTERY FABRICS

Like all materials for everyday use, upholstery fabrics also need regular care. Soilings should not get too intensive to avoid complicating the cleaning measures and to extend the durability of the fabric. In principle, the cleaning and care instructions of the manufacturer should be observed.

Lighter-colored covers should be cleaned more often, since soiling is more visible on them. This should be taken into consideration already when buying furniture. In case of light-colored fabrics, visible discolorations caused by other items, such as jeans, can occur more often. Due to friction, the dye is released and deposits on the upholstery fabric. This is not a quality flaw of the upholstery fabric but of the apparel fabric.

CHECKING COLOR FASTNESS:

Look for a hidden spot at your piece of furniture. If there is dust, remove it. Soak a white, soft cotton cloth with detergent (the cloth must be clean) and rub over the upholstery fabric. Only after drying you can tell if the upholstery fabric is colorfast.

In case of Rohleder Q2 and Charmelle fabrics, almost all common household stains can be removed with a solution of warm water and mild detergent. Non water soluble stains can be removed using a solvent like for example acetone. Some discolorations can also be removed with diluted bleach. A detailed manual can be found on our homepage.

THE APPROPRIATE DETERGENT:

▼ To choose the appropriate detergent, a preliminary test is necessary. pH-neutral agents should be used. Acid cleaners damage cotton and cellulose fabrics, alkaline cleaners aren't suitable for wool fabrics. For effective cleaning it is important that the detergent is washed out completely to avoid renewed soiling.



REGULAR HYDRATION:

► Basically, chemical fibers should be rubbed down with a clean, moist cotton cloth approximately every four weeks. Fabrics made of natural fibers absorb moisture by themselves, if the room humidity is high enough. In case the room humidity is too low, the fabric should also be rubbed down with a moist cloth occasionally. Otherwise the fibers lose strength, which can lead to fabric damages. In case of synthetic upholstery fabrics, dryness leads to electrostatic charge. This encourages the attraction of dust and pilling. As far as velour is concerned, regular moisturizing can prevent the pile from getting crushing/seating marks.



Do you have any suggestions or other requests? No matter if it is criticism or, even better, praise - we look forward to all your comments on the Rohleder Magazine! Publisher: Rohleder GmbH // Hofer Straße 25 // 95176 Konradsreuth // magazine@rohleder.com // www.rohleder.com