



Munksjö presents its innovative decor paper possibilities for surface upgrade at the SMART event and Interzum Guangzhou

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On March 28 to 31, Munksjö's commercial, technical, and design experts, as well as the company's executive members, look forward to meeting customers, partners, and other visitors at Interzum Guangzhou, the most influential trade fair for the furniture production, woodworking machinery and interior decor industry in Asia.

It is the first time Munksjö will participate in an event since the joint venture with Minglian New Materials Technology in 2022. Also, it is the first time the company will present its new brand identity at a trade fair since it became a standalone company in October 2022.



Munksjö's booth will be located in hall S15.1. During the fair, visitors will have the opportunity to discover Munksjö's Imported premium HPL & LPL solid-color decor papers solutions. At the same time, the company will promote its local decor paper portfolio, showing the color palette and paper types manufactured in its plant in Xingtai, including white and light colors for LPL applications.

The 6th SMART event will be held in the afternoon on March 27. **Sébastien Alainé**, Munksjö's Marketing & Communication Director, will present the latest Munksjö 2023-2024 Solid Color Trend report dedicated to the furniture industry. SMART (Surface, Materials Application, Research and Technology) has become one of the well-known associations in the decorative materials industry in China. Munksjö has been a SMART member since 2017.

Munksjö is proud to make a presence at Interzum Guangzhou. They will also present the latest trend in solid color decor papers on their booth. In addition, the company's decor paper and surface upgrade experts look forward to discussing Munksjö's innovative solutions for the laminates industry, including outdoor, digital printing, and compact interior applications, as well as presenting its sustainability commitments and goals toward the purpose of contributing to making sustainable living spaces accessible to everyone.





Innovative decor paper solutions – Made by Munksjö

Munksjö is a leading international manufacturer of decor paper solutions for the surface upgrading of wood-based panels. Our purpose is to contribute to making sustainable living spaces accessible to everyone. We offer and develop innovative, tailor-made decor paper solutions, which are further processed and finally used in product applications, ranging from furniture and laminate flooring to other interior and exterior surface materials. With 1200 employees, Munksjö operates at six production sites in five countries: Germany, Spain, France, Brazil, and China. Our annual net sales are about EUR 500 million.

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