



FELIX SCHOELLER

PRESS RELEASE

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Connext for Future Surfaces: Felix Schoeller brings design, materials and technology together at SICAM 2026

- *Felix Schoeller presents new perspectives on color, decor, materiality and surfaces in its Trend Report 2028+.*
- *With TECHNOCELL® Sylphia and TECHNOCELL® Recycle, the company showcases two approaches to using alternative fibers in decor papers.*
- *The Capsule Collection, developed with designer Alessandro Carrara and Hueck, combines 19 colors and seven structures in an integrated material system.*

With “Connext for Future Surfaces”, Felix Schoeller is pursuing a clear ambition: future-ready surfaces emerge when color, structure and material are developed together – across the entire value chain – rather than one after another. Guided by this principle, Felix Schoeller will exhibit at SICAM in Pordenone, Italy, from 20 to 23 October 2026. SICAM is the international trade fair for components, accessories and semi-finished products for the furniture industry. At the booth, visitors can expect an exclusive preview of the new Trend Report 2028+, two decor paper approaches featuring alternative fibers, and the Capsule Collection developed with designer Alessandro Carrara and surface-structure specialist Hueck.

Trend Report 2028+: Focus on future-ready surfaces

With the new Trend Report 2028+, Felix Schoeller is expanding its Color Report into a holistic exploration of interior surfaces. The report links societal developments with signals from architecture, design, color and materials, to show which colors, decors and structures may shape tomorrow’s surfaces. At its heart is “Colors that Stay”: palettes that combine bestsellers, trend colors and COLORNETWORK® colors to guide color selection. At SICAM, the two new



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trend stories, “More is More” and “Grounded”, will be presented side by side, connected by the trend color Forest Green and brought to life through decor panels and print designs from partners. Visitors can experience both stories in the applications they were designed for.

“Decor paper is where design first becomes tangible. It decisively influences color depth, lightfastness, structural fidelity and reproducibility of surfaces,” says Philipp Keisker, Head of Innovation at Felix Schoeller. “With *Connex for Future Surfaces*, we bring together expertise from across the entire value chain to jointly develop reliable, cost-effective and future-ready surfaces.”

Alternative fiber concepts for decor papers

At its booth, Felix Schoeller will present two approaches to using alternative fibers. TECHNOCELL® Sylphia uses fibers from the silphium plant (cup plant). The fibers remain visible in the surface structure, creating a distinctive, natural-looking texture. Its carbon footprint has been calculated in accordance with ISO 14067. TECHNOCELL® Recycle contains 30% recycled fibers. It is designed for standard decor applications and delivers the print quality and lightfastness that these applications demand, while making use of recycled material. Both papers therefore complement their design and technical performance with the distinct characteristics of their fiber materials.

Capsule Collection with Carrara and Hueck

Another highlight is the Capsule Collection by Felix Schoeller, designer Alessandro Carrara and Hueck, which premiered at Milan Design Week in April 2026. It comprises 19 colors and seven structures, coordinated to open up a wide range of surface concepts. The collection is a tangible result of the Connex initiative and exemplifies collaborative development along the value chain – from design vision and decor paper to surface structure and the finished surface.

This year's Felix Schoeller booth follows the same collaborative development approach: its concept was developed together with a range of partners. From floor to wall, the booth showcases Felix Schoeller papers converted into decor panels and laminate flooring. As a paper manufacturer and strategic development partner to the wood-based panel and furniture industries, the company sees its role as translating trends into reimagined surfaces and bringing the right partners together across the value chain.



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Felix Schoeller at SICAM 2026

- Trade fair: SICAM 2026, Pordenone Fiere, Italy
- Dates: 20– 23 October 2026
- Booth: Hall 7, C26

About Felix Schoeller

Felix Schoeller harnesses the power of paper. The specialty paper manufacturer empowers customers and partners to develop solutions that benefit people and the planet. Founded in 1895, the family-owned company operates 10 locations in six countries and offers proven paper solutions ranging from photo and digital printing papers to decorative papers for the furniture and wood industry, release papers for medical devices and industrial applications, sublimation papers for fashion, sportswear, and home furnishings, and flexible paper composites for packaging. In addition to proven paper solutions, Felix Schoeller promotes the use of paper in new applications and works to replace limited resources with paper as a renewable raw material. True to its vision of making life better with paper, the company follows its central brand promise: PAPER MADE FOR LIFE. Hans-Christoph Gallenkamp has been managing the Osnabrück-based family business in its fifth generation since 2018. [felix-schoeller.com](https://www.felix-schoeller.com)

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