

***imm cologne 2018: New wallpaper for every move***  
***Urban nomads inspired for wallpaper***

Every year, 11 million German citizens move to a new home +++ Great market potential for the German wallpaper industry +++ Consumer information about simple wallpapering with non-woven wallpapers is in the focus of the trade fair

**Cologne/Dusseldorf, January 2018.** At the imm cologne 2018 this year, the leading international furnishing fair, Deutsches Tapeten-Institut (DTI) [the German Wallpaper Institute], presents a Bedouin tent made of wallpaper. As a recent Study<sup>1</sup> about the moving-related behaviour in Germany shows: with more than 11 million German citizens who move into a new home every year for reasons of study, job, love or family, we Germans are modern urban nomads. Visitors to the fair can look forward to a special wallpaper presentation focusing on the topic of mobility and relocation, highlighting unusual wallpaper designs as well as demonstrating their ease of use. On the opening day of the fair, two young urban nomads, Naza and Leonard, took a few of their favourite wallpapers with them and added them to the moving boxes in their packed vehicle.

**An ideal wall covering and tenant-friendly conditions**

"With our imm cologne trade fair appearance in the form of a Bedouin tent made of wallpaper strips, we want to show the consumer that wallpaper can be the ideal wall covering, especially considering the frequent change of residence. Thanks to non-woven wallpaper, wallpapering today is easy, when applying it as well as when removing it. This wallpaper is an attractive alternative in wall design, whether for the renovation of an existing home or for the millions of so-called urban nomads on the move", says Karsten Brandt, Director of the German Wallpaper Institute.

Many people still worry that they will have to remove the old wall covering when they move. This worry is often unfounded, though. "In some leases, tenants are required to scrape off any wallpaper when moving out. Tenants don't need to worry about such clauses, though: they're not valid", says Silke Gottschalk of the Deutscher Mieterbund Nordrhein-Westfalen e.V. [the German Tenants' Association of North Rhine-Westphalia]. If a tenant has such a wallpaper clause in his lease, he can leave all the necessary renovations to the landlord. Gottschalk clarifies the situation as follows: "In principle, the landlord has the obligation to perform any renovations – regardless of whether there is paint, woodchip wallpaper or pattern wallpaper on the walls. Cosmetic repairs by the tenant are required if the landlord has legally transferred the renovation work to the tenant through renovation clauses."

### **"A great product with great market potential"**

Everyone is perfectly familiar with the term "wallpaper", but not with modern non-woven wallpaper and its advantages. According to a representative study commissioned by the DTI, only 41 % of respondents are familiar with the term non-woven wallpaper; with the younger target group under the age of 30, this applies to as few as 30 %. Only few looking to renovate know how easy non-woven wallpaper is to work with: "We have a great product with great market potential", say Brandt with conviction. Today, more than 80 % of all wallpaper is produced as non-woven.

### **The number of moves is increasing**

In its current, representative statistics for 2016, the market research firm Umzug AG, which specialises in relocation behaviour, points out that more than 11 million Germans (aged 18 or over) move to a new home each year – and the same number would like to move. Overall, the number of relocations is increasing: in 2013, this applied to nearly 9.4 million people.

*1 Representative study "Size and economic importance of the German relocation market 2015/2016", Umzug AG*

*2 Representative survey "Possible barriers in purchasing wallpaper", INNOFACT AG Research & Consulting, 2017*

### **Information about the DTI trade fair booth**

Pure Editions Hall 3-2, D-006

Stand concept: Interior architect's office raumkontor, Düsseldorf, Germany

Production design: Dipl. Ing. Angelika Vienken, Düsseldorf

Stand construction: Schnaitt, Bergheim

More information at [www.tapeten.de](http://www.tapeten.de)

Press release and images available for download from: [www.tapeten.de/presse](http://www.tapeten.de/presse)

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