

What's New? - The new roller blind collection by Junkers & Müllers

WHAT'S NEW? That is THE question at every trade fair. Junkers & Müllers asked this question explicitly at the HEIMTEXTIL 2014 in Frankfurt - and responds:

WHAT'S NEW? – is the title of the new roller blind print collection of the textile specialist from Mönchengladbach.

Junkers & Müllers responds to this question with an extensive book of ideas. It is more than a catalogue of the 14 new print designs. It takes one onto a discovery trip, a journey through a multifaceted living atmosphere. Each design is covered by a history told in impressive images.

Page by page, one is again and again inspired to new design ideas.

There are graphic designs in very different interpretations. For example, a playful pattern of loops. The effect pigment of the print in its blatant neon colours contrasts most interestingly with the linen-like SORISA font. The severely stylised branch forms of another print obtain their special appeal in their interaction with the light melange of the new base product TREVISIO. Combinations with the matching plain fabric are particularly suitable for applications as panel tracks. This is contrasted by a lively zigzag stripe. The high quality print implementation emphasises the lively spontaneity of the brush stroke.

As well as full-surface playful little leaves, a series of floral designs also comprises of freely dabbed leaf and blossom forms in metallic and/or pearl effect. The special highlight of the collection is an embroidery motive of zestful engraved leaves on the also new base fabric OPERA. It is also well suited for combination with plain fabrics.

The topic Typography is offered in two quite contrasting characteristics. For example, there is a bathroom design which integrates clear majuscules into large-scale horizontal stripes.



Completely different on the other hand the print displaying elegant handwriting full of character. The fine control of the pen is in contrast to the rough textile structure of the base fabric CORDOBA.

Particularly young customers will find themselves attracted to two cheerfully figurative motives. On one hand, there are butterflies in strong, fresh colours, conjuring up a three-dimensional feeling in a moving play of linear drawing and clear colour areas. On the other, it is a witty kitchen design. Here, cups are decoratively arranged in unending stacks. A cheerful mix of patterns livens up the surface.

WHAT'S NEW? offers a whole lot more. It will be fun to discover all that is new.

