**PRESS RELEASE**

Sonae Arauco unveils three new decorative designs to coincide with Innovus launch

**24 May 2021:** [Sonae Arauco](https://sonaearauco.co.za/) has brought excitement to the wood-based decorative panel industry with a continuous and evolving range of décors designed with the concept of matching life in mind. Innovus, Sonae Arauco’s global brand, recently introduced to the South African market, brings with it an eclectic range of contemporary finishes and designs that continue to build on the innovative collection. As innovation in décor trends continues to move forward, so too does the desire to match those trends with new and exciting options.

Officially launched on 5 May 2021, internationally recognised and significant player in the global wood-based panel industry, Sonae Arauco, added three new additions to join its existing range of decorative wood-based panels.

These new décors coincide with the digital launch of its global Innovus brand in South Africa, working in part to bring internationally recognised design trends to the local market. These new décors, namely Elmina, Sanctuary, and Castle Grey, complement an existing collection of E1 certified decorative products within the Fantasies, Woodgrain and Unicolour categories respectively.

**Elmina** is a concrete inspired décor and will be available in the award-winning Stucco finish. This design, with its sublime detailing, evokes a sense of nostalgia with wistful patterns.

**Castle Grey** is a smooth and regal solid colour available in a selection of stucco, silhouette or textured finishes.

Adding to the existing range of classic woodgrain decors is the marvellous and rustic **Sanctuary**. This homely décor is available in a silhouette or textured finish.

Sonae Arauco’s ability to deliver on innovation and to offer a wide selection of design choices is largely due to its fully-automated and highly-engineered manufacturing plant in White River. Sonae Arauco is committed to the sustainable use of its raw materials.

This environmental focus is evident by its commitment to offering all melamine-faced particleboard with an E1 certification – the European standard for formaldehyde emissions. Wood-based panel products act as carbon-storage units and actualise an overall positive effect on the environment.

Sonae Arauco's stated mission is to create wood-based solutions for a better life, a better future and a better planet. Sustainable development remains at the heart of its corporate mandate, with hopes to bring more focus to the essential ‘Matching Life’ by highlighting people’s design and lifestyle aspirations through design and innovation, as well as incorporating the strong message of sustainability.

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**Notes to the editor**

To download hi-res images for this release, please visit <http://media.ngage.co.za> and click on the Sonae Arauco link to view the company’s press office.

**About Sonae Arauco**

Sonae Arauco is a significant player in the global wood-based panel industry and a major player locally, with a fully-automated and highly-engineered manufacturing plant in South Africa. Our vision is to create wood-based solutions for a better life and planet. We believe in the value of wood in people’s lives. Our vision is to provide sustainable wood-based solutions that improve modern quality of life. Our aim is to be the wood brand choice of clients, employees, suppliers, and communities. Sonae Arauco stands for its purpose of creating wood-based solutions for a better life, a better future and a better planet.

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