**PRESS RELEASE**

Sonae Arauco unveils premium finish to augment Innovus decorative products

**12 October 2021:** Launching in mid-October, the all-new Spirit Finish, designed to complement the existing woodgrains category, combines the elements of Matching Life with modern and contemporary interior decorative applications.

Spirit is an exclusive finish full of movement and contrasting textures that, when combined with Innovus’ premium décors, provides the true look and feel of real wood. This final touch makes the Spirit finish an exceptional product that defines and expands upon the existing Innovus Decorative Products Range.

Due to the high-quality application of this particular finish, Spirit will be available for MDF base products only. Why use MDF? Not only does it serve as an exceptional canvas for decorative applications, but it is also an extremely versatile product for interior projects and home design.

Developed with the sophistication of Italian walnut in mind, this exceptional finish is the perfect solution for elegant wall panelling and furniture applications. When one envisions a multifunctional space, consideration of a decorative design that incorporates a feeling of togetherness redefines the original meaning of home.

Beginning with the digital launch, Spirit will be unveiled alongside five brand new exemplary décors introduced to complement the woodgrains category. These décors include Amber, Aurora, Eclipse, Nevada, and Kingswood.

All of these new décors will be available alongside all existing decors on both the interactive Innovus app and the Sonae Arauco 3D simulator.

Following this, regional open days hosted at various locations will provide an excellent opportunity for designers, affiliates and industry professionals to meet with the Sonae Arauco teams. They will also be able to interact with the five new décors.

Sonae Arauco will encourage all our attendees to maintain social distancing and to follow Covid-19 protocols at all times.

Creating wood-based solutions for a better life, a better future, and a better planet is part of Sonae Arauco’s corporate mandate.

***Ends***

**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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