

# TIMELESS AESTHETICS AND MODERN VERSATILITY: CRÉATION BAUMANN REINTERPRETS THE VERTICAL BLIND

*Please note the embargo until October 21, 2024.*



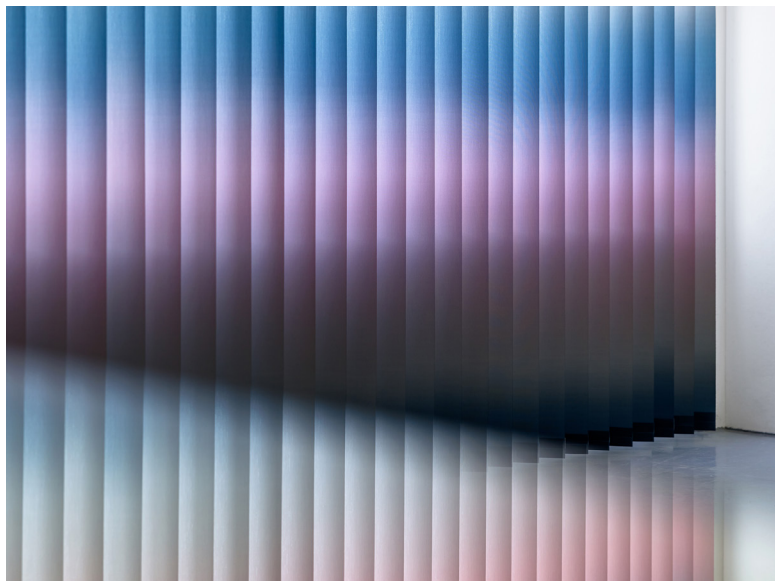
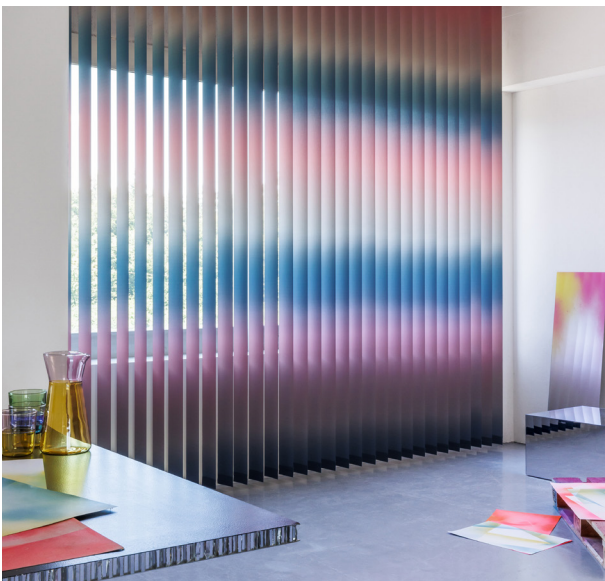
**Création Baumann is giving vertical blinds a contemporary upgrade. The new variants not only offer flexible and functional interior shading, but also enrich room concepts with their architectural appeal and sophisticated design. The Swiss textile specialist has modernised its range of vertical blinds and has added two new products to the collection in addition to three new colourways: the LORDIN and FUSIO blinds, which blend effortlessly into contemporary interiors or make striking statements in living and working areas. By combining advanced technology and precise Swiss craftsmanship, the company is once again setting new standards in interior design.**

## **The novelties**

With its textile feel, the new product LORDIN creates a modern, natural cosiness. Based on the dense LORD fabric from the Création Baumann collection, LORDIN transfers the textile look and feel to the vertical blind and unobtrusively complements various room situations. With its pleasant feel, it harmonises particularly well with natural materials

such as wood. The vertical straightness and acoustic effectiveness of  $\alpha_w$  0.5 also open up exciting design and architectural zoning possibilities in the room. LORDIN is available in 8 neutral mottled colours.

The new FUSIO, which is characterised by a shadowy, all-over colour gradient, demonstrates courage in its use of colour. Urban, avant-garde and with a high design standard, FUSIO is particularly suitable for extravagant statements in the contract sector. The expressive colour gradient on dense fabric plays with light gradients and the interplay of colours, creating atmospheric spaces. FUSIO epitomises the high standards that Création Baumann sets for its products. Developed by the in-house design team, the new motif is transferred to the flame-retardant bestseller IROLO, which forms the basis for FUSIO, using transfer printing in the company's own factory. The three available colourways range from an extravagant pink-blue gradient to light green-sage and a neutral stone-brown transition.



The existing IROLO, SUEZ and SPECTRA vertical blinds will be recoloured and added to the range in fresh, contemporary and understated shades. All vertical blinds will be available from October 2024 in a width of 12.7 cm, which is ideal for modern room concepts and precise lighting control. Création Baumann is continuing the modernisation right down to the details with a new strikingly angular and flush-fitting weighting plate. Black is included as a standard colour for the technology.

## **Vertical blinds from Création Baumann**

The wide range of vertical blinds from Création Baumann, from elegant plain-coloured to functional blinds with glare protection and acoustic properties through to creative design

variants, combines the Swiss company's technological expertise and aesthetic flair. With a clear commitment to 'Made in Switzerland', as many production steps as possible are carried out in our own factory – from assembly to transfer printing, laser cutting and dyeing. This local production principle shortens delivery routes and reduces the ecological footprint. Sustainability is a central component of the corporate philosophy: environmentally friendly materials and processes take centre stage in order to meet the requirements of a responsible future.

## ABOUT CRÉATION BAUMANN

The forward-looking Swiss family business Création Baumann designs, produces and sells innovative textile solutions for interior design. These are used as creative and functional long-lasting elements of interior design and meet the requirements of functionality and design as well as the protection of people and the environment. The brand's portfolio includes acoustic solutions, furnishing textiles such as curtain and upholstery fabrics, functional textiles and systems for interior shading.

A global leader in acoustic solutions for interior design, the brand has been driven by a pioneering spirit for more than 130 years, which continues to provide textile innovations. Challenges in architecture and interior design, a deep passion for design and interior decoration as well as a high level of technological competence are central to the development of innovative textile solutions by Création Baumann. The textile collections are characterized by timeless, clear design on the one hand and strong character and decorative designs on the other. In order to do justice to the protection of people and the environment, sustainability is a central component of the Création Baumann brand. With a significant share of production processes in Langenthal, the promotion of recycling processes at all stages and the uncompromising quality standard for the longevity of the high-quality textiles, Création Baumann reduces the environmental impact of the production of its textiles to a minimum.

[creationbaumann.com](https://creationbaumann.com)

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# SELECTION OF IMAGE MATERIALS

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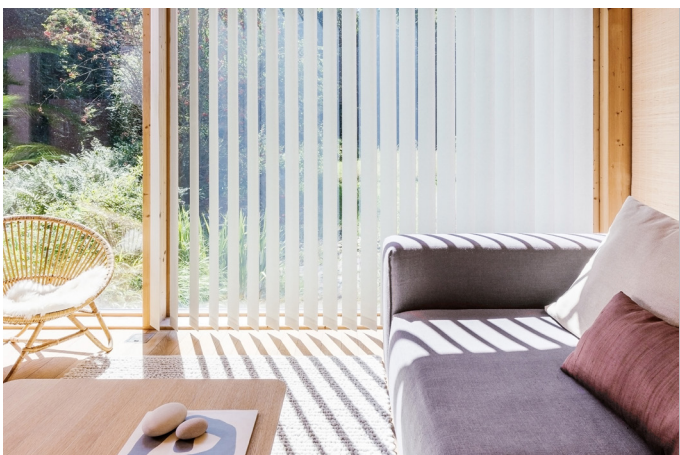
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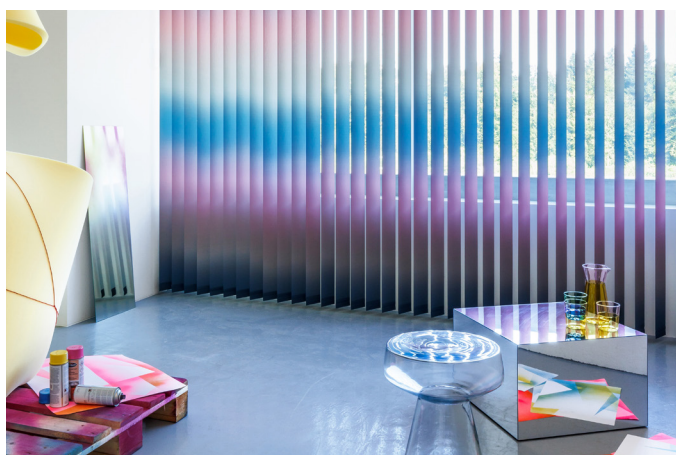
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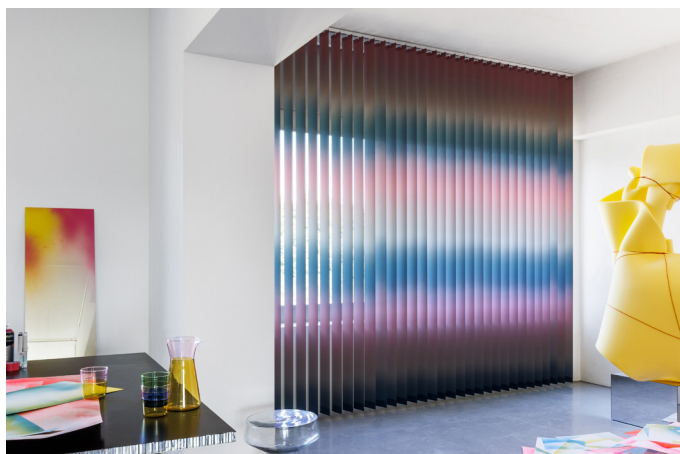
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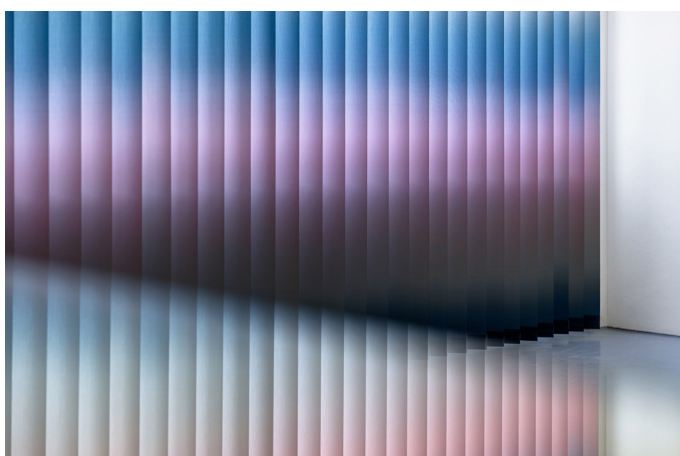
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