



# ND

## NATURE DECO

BLINDS MADE OF NATURE  
SINCE 1977



# COLORS

The idea of developing our own colors came about on a trip to the USA while hiking through Glen Canyon.



## COLORS FROM THE TIME OF THE DINOSAURS

The rich approximately 100 million year old orange and red colors of many Glen Canyon sandstones are due to the presence of iron oxide. Depending on the amount and form of iron oxide, the rock color can range from gray, brown, orange, red and black to yellow and green. Fascinated by the sight of this colorful beauty in such a barren desert landscape, I knew that this would be the basis of the color palette of our new SUBLIME collection.



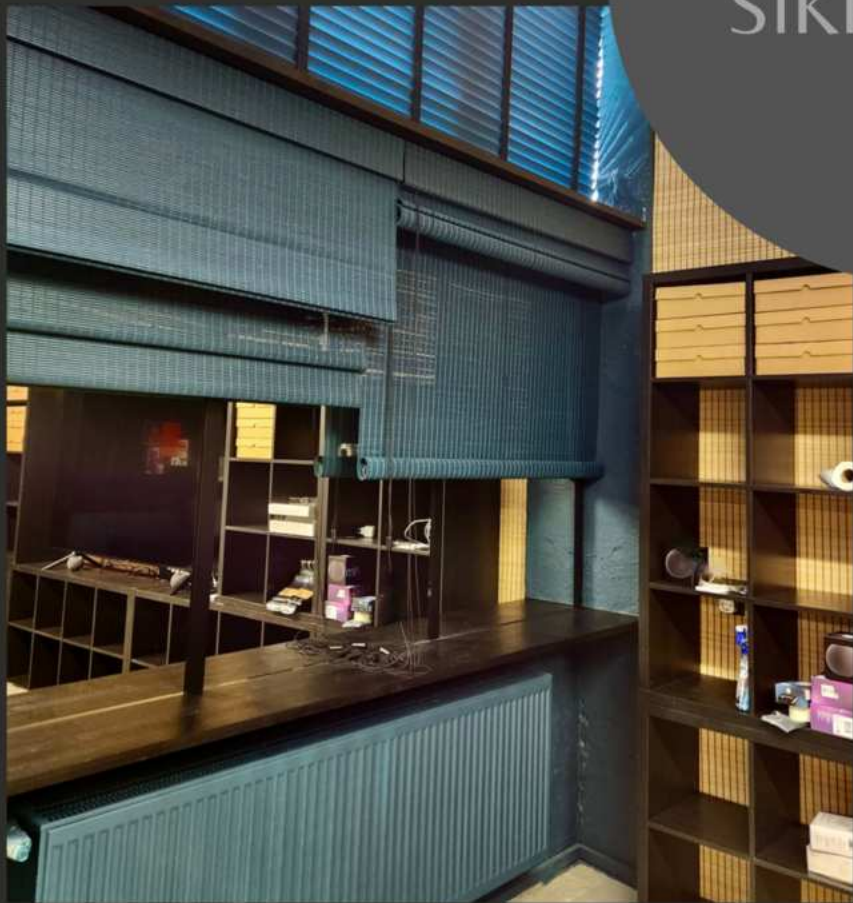
## FROM PIGMENT TO PAINT COLOR

I took the most beautiful colors with me and washed out the white lime to get more intense colors. Then I had the pigment blobs scanned and mixed paint colors. Our first own color collection was born, of course from water-based paint.





F&B, RAL,  
LITTLE GREENE,  
SIKKENS.....



## WHY WATER-BASED PAINT?



### Environmentally friendly

Water as a solvent, therefore significantly more environmentally friendly than classic solvent-based paints



### Low odor

Barely audible smell, improved working conditions for employees, no harmful fumes for customers



### Robust surface

Water-based paints are very hard and scratch-resistant, and surfaces are easy to clean



### No potential danger

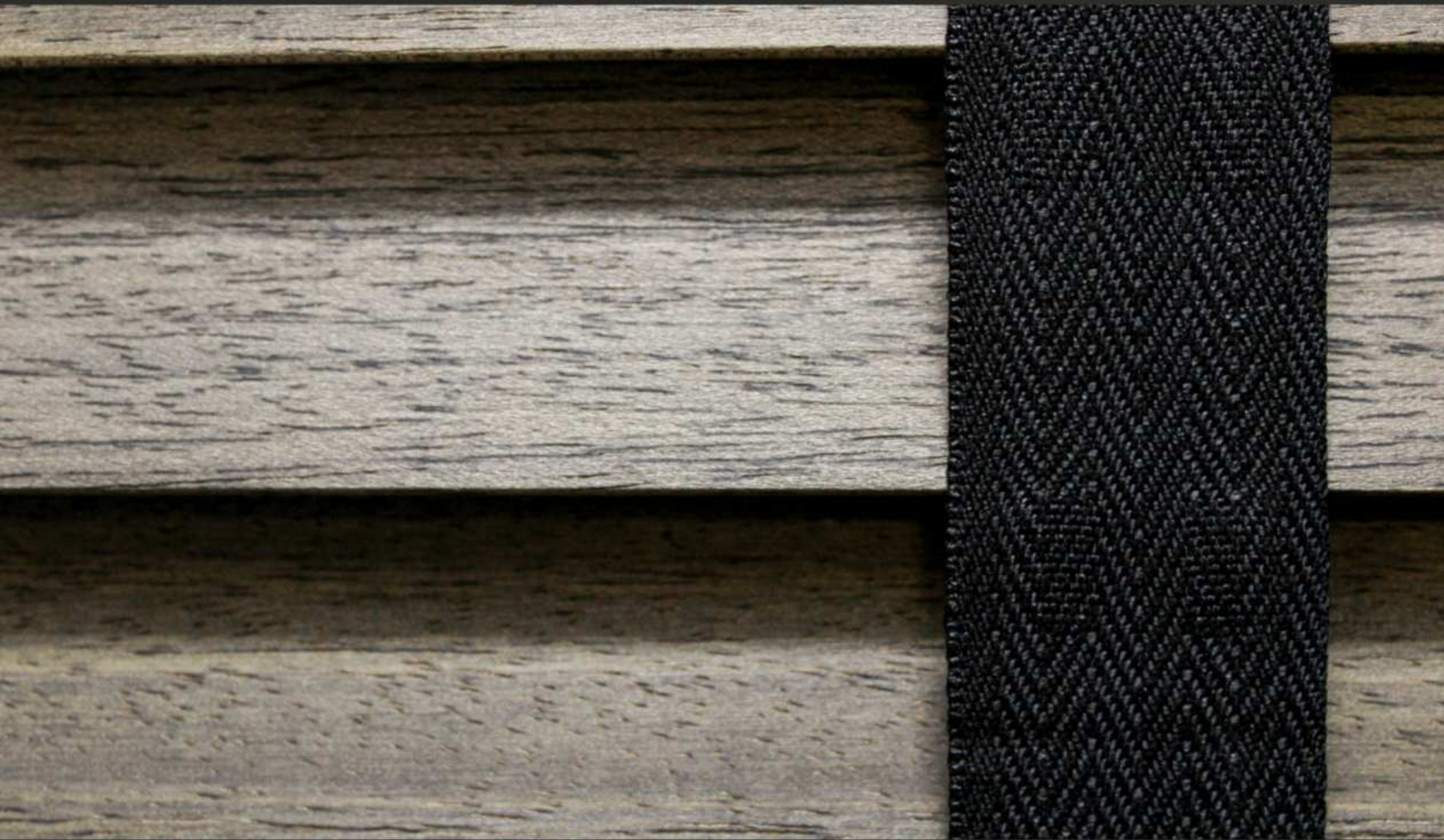
In contrast to solvent-based paints, water-based paints are not easily flammable and therefore do not require separate storage.



## NATURAL COLORS FROM LINSEED OIL AND EARTH PIGMENTS

In addition to water-based paint, I was looking for colors that would still allow us to see the structure of our wooden slats.

I came across a small company in Germany that produces natural oils from their own cold-pressed linseed oil and mixes it with plant, earth and mineral pigments. This company is the first industrial manufacturer of natural colors in the world. I went there, talked to the managing director about the purpose and we developed a small initial collection consisting of linseed oil and earth pigments. The response is so promising that we are also experimenting with color pigments from plants.



## COLOR ALMOST TO EAT

The components of our oil paint are selected with a focus on the greatest possible purity, odor neutrality and health compatibility. No extraction chemicals are used when cold pressing linseed oil, which reduces yield but maintains pure quality.



# MATERIALS

Using only natural materials is a challenge, but doable. We have the courage to change





## NATURE NOT JUST AS INSPIRATION

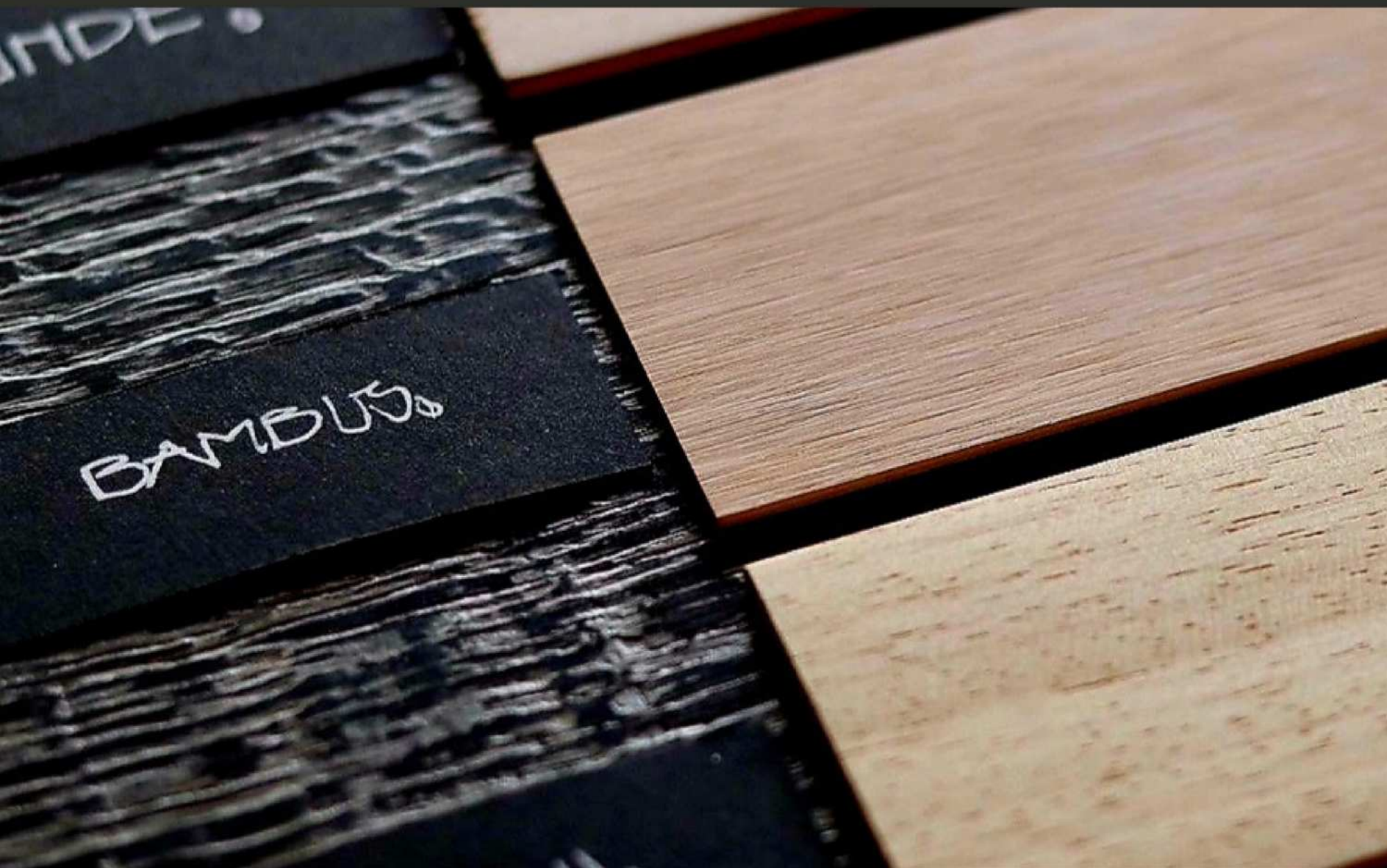
Bamboo is my favorite material and the basis of our collection. Approximately 70% of our products are made of bamboo, as material for roman blinds, roll ups or roller blinds and as slats for blinds. We process woven bamboo and bamboo slats in their raw state. All surface processing takes place in-house. We therefore work sustainably. Bamboo is also the fastest growing raw material. The material is very robust and has its own character with its fine structure.

# BAMBOO



## BAMBOO IS THE “BETTER” WOOD

Bamboo grows about one meter per day, with the exception of Moso bamboo, which can even grow up to 1.20 m in 24 hours. Bamboo can also repel pests well.



## CLIMATE NEUTRAL & FSC

Bamboo is a climate-neutral raw material. Approximately 70% of our products are made from bamboo. We try to buy basswood and abachi wood as FSC wood, which we don't always succeed in doing. The goal is to achieve FSC certification next year.



### Basswood

The wood is light colored, whitish to yellowish and often has a reddish tint. It has little structure and is soft. It can be easily processed, painted and oiled.

### Bamboo

Bamboo is light yellow to slightly reddish. The dark vascular bundles can be clearly seen in the grain of the wood. Bamboo wood has a very high hardness and is dimensionally stable. It can be easily processed and painted, but not oiled.

### Abachi

The fresh heartwood of this type of wood is light yellow. Abachi wood has a slightly porous structure. It is one of the most popular woods for interior design due to its low weight and high durability. Abachi wood can be easily processed, varnished and oiled.



Paper fabric



Flax & Reed



Ramie & Linen



## PAPER FABRIC

## FLAX & REED

## RAMIE & LINEN

### PAPER FABRIC

Paper textiles are primarily woven fabrics made from paper yarn. Paper yarn is spun (twisted) from paper cut into strips or torn as raw material. These paper yarns are then woven with polyester yarns to form fabric. They are particularly suitable as roller blind fabric because the strong, twisted paper yarns in the weft direction create a stiffness that makes this roller blind fabric straight in the width.

### FLAX & REEDS

Linen fiber is a natural plant fiber made from the stems of the flax plant. Linen fabric is lint-free, extremely long-lasting and hard-wearing. The material is a natural germ killer as well as antistatic and therefore dirt-repellent. Since linen fabric is not only suitable for fashion products but also for curtains, it also serves as a base material for our window decorations. The reeds in the linen material act as crossbars to stabilize and underline the natural look.

### RAMIE & LINEN (FLAX PLANT)

Ramie is a plant that comes from the nettle family. It is grown as a fiber plant in South America and occasionally in Europe. Ramie as a pure fiber is silky and light. It is very fine and does not need to be bleached. Since its natural color is snow white, it can be woven into the finest fabric (75-100 g/sqm) such as voiles. But also because of its particularly good tear resistance, ramie is spun with flax into very high-quality yarns, which are also used in our NATURAL FABRICS collection.

A wide-angle photograph of a large industrial factory floor. In the foreground, a worker in a tan hoodie walks away from the camera. To the right, another worker is focused on a large roll of material on a workbench. The background is filled with blue metal shelving units, machinery, and bright overhead lighting. A semi-transparent grey box with text is centered in the image.

# PROCESSING

We want to offer the most sustainable collection and products with the best quality and delivery reliability worldwide.



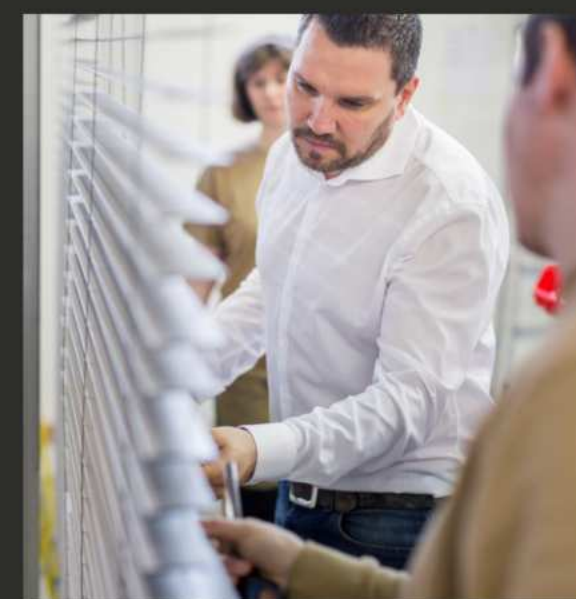
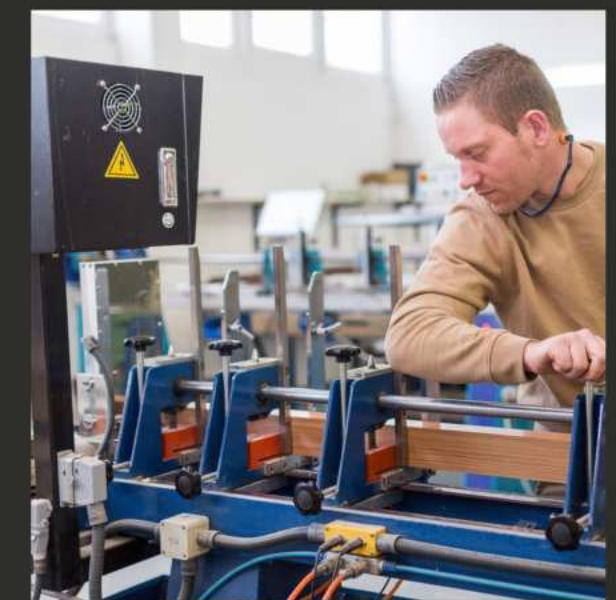
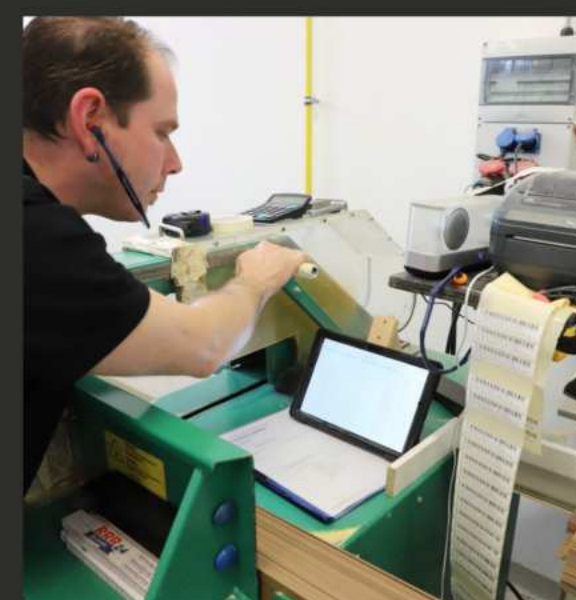
Modern machines



Craftsmanship



Best systems



## MODERN MACHINES

The digitalization of our production is already in full swing. Modern machines such as our painting system, automatic grinding machine and a new packaging machine are just some of the investments in recent years. In addition, every employee works paperless, with an iPad. New software and website ensure a smooth flow of orders.





## SKILLED CRAFTSMANSHIP

However, no machine, no matter how modern, can replace our hard-working and technically skilled employees. Teamwork is important. We work on the rotation principle, i.e. the employees have to master several skills, so the ability to work in a team is very important. The education of young people is also important to us. Last year we received the award for being the best training company in the state of Brandenburg.





## THE BEST SYSTEMS

Nowadays it is no longer enough to just offer two/three systems for one product. It's not just a wide variety of colors that plays a role in our SUBLIME collection. The diversity of the systems, their drives and the processing is also very important to us. We offer motors from three well-known companies that have both smarthome-capable and bus-capable concepts in their range. An impressive new battery motor can be operated with remote control, app or even with a removable motor cord or chain.



# DISTRIBUTION

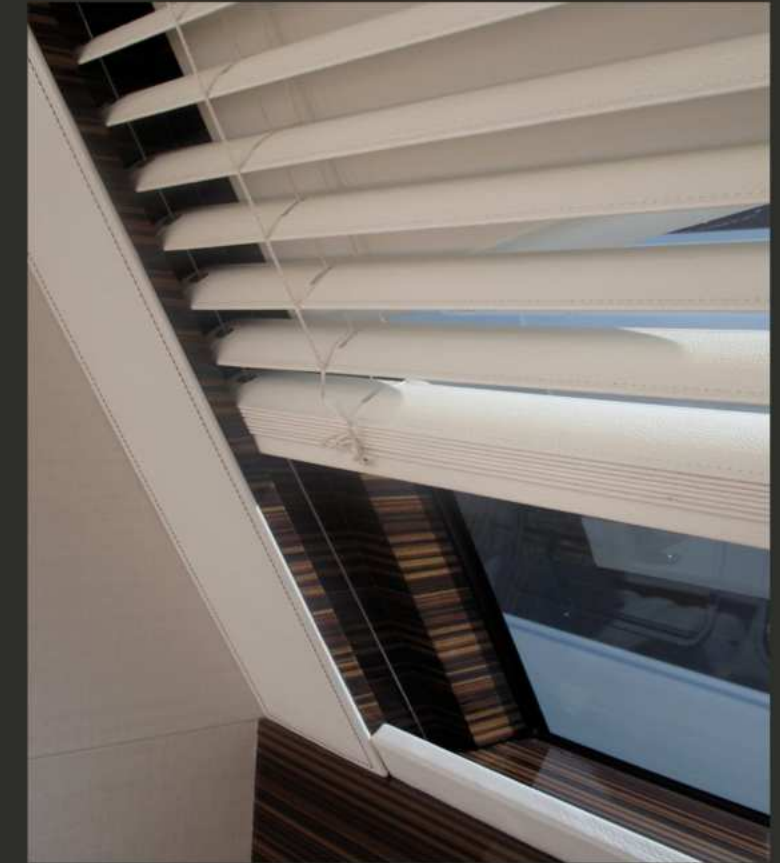
We sell our products B2B, i.e. only to corporate customers. Our sales has three pillars: partners and wholesalers, agents and special customers



Partners &  
wholesalers



Agents



Special customers



## PARTNER AND WHOLESALER

Our **partner retailers** are (as the name describe) our partners. They distribute our collections exclusively in an assigned area or country. We support them with complete showroom equipment, a number of sales documents, and with a XML interface to simplify and accelerate order processing.

We supply **wholesale customers** throughout Europe. We help these customers with their own collections (white label). This is usually not that extensive. Therefore, they do not represent competition to our partner retailers.

## AGENTS

Our agents are independent sales representatives. They usually represent large and well-known fabric houses. Our collections match the fabrics very well and complete the portfolio. Our products enrich the range and we do not represent any competition for the fabric houses.

## SPECIAL CUSTOMERS

Special customers are customers who need very individual products, such as yacht conversion companies. The demands there are extremely high because the products require a lot of craftsmanship and technical knowledge. From the consultation to the preparation of the offer, the production, the delivery and the support afterwards, we are able to offer an excellent service.



ROLL UPS SUBLIME COLLECTION, WOVEN BAMBOO  
THIN STICKS, INTERIOR DESIGN BY THOMAS MANG



ROLL UPS SUBLIME COLLECTION, WOVEN BAMBOO  
THIN STICKS, INTERIOR DESIGN BY THOMAS MANG



# CONTACTS

## LET'S WORK TOGETHER

We hope we have given you a good insight into our NATURE-DECO-WORLD. Do not hesitate to contact us. It is important to us to implement your wishes and recommendations.

Grit Roetgering, Ron Zithier  
and the whole nature deco team

[www.nature-deco.com](http://www.nature-deco.com)

Instagram: [naturedeco.official](https://www.instagram.com/naturedeco.official)