

PRESS INFORMATION

Domotex 2026: Real wood at its best – get started now with the full performance

„If not wood, then when?“ In keeping with this trade fair slogan, Domotex in Hannover from 19-22 January 2026, will be all about wood as the material of the future. With the comprehensive Naturholz parquet range ter Hürne brings a quality to the mix that combines the highest level of performance with an authentic natural experience – robust, easy to maintain and healthy for the home environment. The company’s portfolio has been extended to include the new Divisio room divider, which offers multifunctional solutions for evolving room situations in the form of a flexible modular range.

Real wood surfaces for the most demanding requirements – this is what ter Hürne stands for, launching a new generation of modern parquet and Hywood products: We combine natural values with maximum ease of use and demonstrate proven qualities in every detail. Thanks to robust properties such as high abrasion resistance, exceptional elasticity and excellent scratch and stain resistance, the surfaces are extremely user-friendly without compromising the natural, sensuous feel of wood. This technical development is based on a strategic strengthening of our wood expertise. Over a year ago, extensive investments were made at the facility in Südlohn in both the surface treatment lines and the timber preparation processes. The innovative strength is evident in the new Hywood range and the Naturholz parquet range with high-tech lacquered surfaces as well as the unique, triple application natural oil system. The result is exceptional practical quality combined with low maintenance. The successful market launch and the „hytime 2025“ event in Südlohn over several months, attracting thousands of trade partners both from Germany and abroad national and international, confirm we are on the right track: Attractive, highly durable wood surfaces are becoming a trend for sophisticated, modern and sustainable living.

Naturholz Parquet and Hywood well established in the market

The Naturholz Parquet range includes six clearly defined product lines, each one characterized by a distinctive high-quality feature. The Unique Collection focuses on hand-finished planks – each oiled plank is truly unique, refined by hand scraping, heavy brushing or characterful splits. The Estate Collection reinterprets the popular herringbone and chevron

PRESS INFORMATION

laying patterns. The natural quality of the real wood in all lines is clearly emphasised thanks to consistently brushed and precisely structured surfaces. At the same time, the 14 mm construction with a practical symmetrical structure ensures high load-bearing capacity and stability when installed. Hywood is also continuing to grow: Now with 66 real wood designs and the new Olio and Evo performance surfaces too, the range, which stands for maximum durability, is focusing on additional performance improvements. Ter Hürne is presenting two brand new Hywood multi-strip designs at the trade fair, which will generate strong sales incentives thanks to attractive conditions.

Divisio Room Divider: dividing is the new creativity

The many developments in society and in the housing market require new approaches and solutions. Living space in Germany is becoming scarcer and more expensive, investment in new construction is declining, and renovation of old buildings and interior layout adjustments are becoming more and more important. Flexible working practices are changing the way we live: multifunctional spaces and co-living concepts are becoming more prevalent. According to the statistics, everyone's life circumstances change every eight to ten years and so living environments today must be increasingly adaptable. That is why spaces now need to be designed differently: flexible and modular for different uses, functional and efficient with clearly defined areas for living, working and privacy. This is exactly where Divisio come in. The new room divider system by ter Hürne is based on a well thought out modular principle with two slat shapes, which enable flexible and stylish solutions. Choose from CubiQ with clear linear contours and Ovalon with flowing, harmonious lines. Both slat designs feature a high quality, sturdy construction with an aluminium core. The three timelessly elegant colour worlds – natural oiled, real wood veneer Oak New York, decors uni white Denver and uni black Chicago make Divisio the ideal solution for every interior. Matching mounting strips and a universal connection system join all the slat elements together with technical precision and allow individual rotation. This provides specialist retailers with a product range that offers additional sales opportunities, appeals to new target groups and strengthens their position in the local market – above all through early introduction. At the same time, Divisio room dividers highlight the capacity to create complete room designs from a single supplier.

ter Hürne at Domotex 2026 in Hannover | Hall 21, Stand F53

PRESS INFORMATION



Trendy, extra matt and triple natural oil finish: ter Hürne Hywood, Oak Acadia in the Herringbone Collection



Enhanced splits, smoked, hard brushed: ter Hürne Naturholz parquet, Oak Capitol Hill in the Unique Collection

PRESS INFORMATION



Stylishly defined spaces: with the new Divisio room divider range by ter Hürne

About ter Hürne

ter Hürne is one of Europe's leading parquet manufacturers, based in Südlohn in western Münsterland (North Rhine-Westphalia). The company was founded in 1959 and is owner-managed in the second generation. ter Hürne produces quality products "Made in Germany" and employs around 300 people at its site. The core of the ter Hürne brand promise is leading healthy living environments, sustainable design and smart functionality. As a wood specialist, ter Hürne focusses on innovative and attractive flooring solutions, and not just with the material wood. The range extends from parquet floors and real wood floors to wood-based functional floors and polymer-based design floors. The ter Hürne product lines Naturholz parquet, the real wood hybrid floor Hywood, the water-resistant wood-based floor Dureco, Soya design vinyl floors or the healthy design floor Avatara set standards in the market in their respective flooring categories. The innovative SilentDesign acoustic panel, UniqueDesign panel and Divisio room divider ranges complete ter Hürne's leading, system-based range of floors, walls and ceilings.

www.terhuerne.com



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