



CREATE VALUES

WE BELIEVE IN VALUES

rohi and ANKER's new AIX show collection pulls together the things that matter most

Value – a principle or standard of behaviour; one's judgement of what is important in life.

What's important to you? Recent global events may have caused many of us to question the certainty of our futures, but whatever life may throw at us, we will always have our values to turn to for guidance. It was with this idea in mind that the two leading manufacturers in premium aircraft textiles, rohi and ANKER, got together to launch the CREATE VALUES range at this year's Aircraft Interiors Expo in Hamburg, Germany, 14-16 June, 2022.

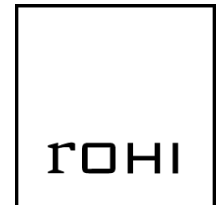
"Many areas of our lives are increasingly volatile, uncertain, complex and ambiguous," explains rohi's managing director, Philip Dahm.

"We believe that one thing is now more important than ever – our values. They are the stars we navigate by in our dynamic world. We have chosen four value sets as perspectives on life that we consider particularly relevant, and translated them into textile form."

Both companies pride themselves on their ability to interpret any idea into a collection of stunning fabrics and carpets, no matter the subject, with previous show collections being inspired by themes as disparate and abstract as music, the colour pink, and even cocktails. "These studies demonstrate how we work, and how we can take customer briefs and turn them into textiles – and that is precisely our strength, creating individual designs for individual customers," adds Bernd Zumbe, ANKER's sales director aviation.

The latest collaboration is split into four key strands: FAITH, STRAIGHT, EASE, and COURAGE.

The natural textures and earthy copper and warm grey tones of FAITH suggest trust, reliability and warmth, conjuring a world of security and protection. STRAIGHT blends clear, cool colours with more geometrical shapes and lines to create a more business-like feeling characterised by correctness, clarity and sincerity, whereas EASE is more care-free and light, with its fresh, bright colour palette matched to more organic, informal flowing designs. Finally, COURAGE



sees a bold play between cold and warm contrasts in their purest form, daring to match a trendy coral red with a deep blue, and a mix of big and small design details with striking, sporty, dynamic patterns.

A fingerprint motif also plays a central role, denoting the individual nature of our guiding principles: "Everybody's fingerprint is different, and our values are as individual as our fingerprints," comments Dahm. "However, these values are what enable us to all co-exist. They are often unspoken, yet always there: in our partnerships, in our families, in friendships, and of course, in our business relationships. Many of our customers are fascinated by the opportunity to turn their own airline brand into a tactile experience in this way. Whatever the challenge, we can use these textile building blocks to translate their values into textile solutions."

Such innovation remains a hallmark of both companies, which share a similar family-owned history and 'made in Germany' quality. Both have won numerous design awards, with clients including some of the world's leading airlines, such as Emirates, Lufthansa and Cathay Pacific, as well as iconic contemporary domestic furniture brands such as COR, Knoll International, Rolf Benz, Thonet and Vitra, as well as prestigious carpet clients such as Audi, Volvo and even the German Bundestag.

"Two companies, one philosophy: Individual textile design for individual customers," concludes ANKER's Bernd Zumbe.

The fascinating concept will take pride of place on rohi and ANKER's combined stand (Booth D60, hall 7) at this year's long-awaited Aircraft Interiors Expo, which returns to Hamburg this June, following a tumultuous two years.

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