

Press Release: Vöhringer Launches Selador Brand at Interzum 2025

With Selador, Vöhringer is presenting a new era of acoustic interior design at Interzum 2025

Cologne, May 20, 2025 – Selador is a new brand entering the market for architecturally refined acoustic solutions, bringing with it over 100 years of experience in high-quality wood and lightweight construction: Vöhringer GmbH & Co. KG is launching its new brand for functional and aesthetically outstanding acoustic elements for ceilings, walls, and room partitioning at Interzum in Cologne (Hall 1, Booth C59).

Sound aesthetics meets high-tech

The name Selador is inspired by the melodious term “cellar door” – praised by linguistic aesthetes such as J.R.R. Tolkien – and symbolizes the brand’s central mission: to create spaces where sound becomes quality. At the same time, Selador evokes protection and clarity – tranquility, space, and resonance.

The focus is on innovative acoustic elements made from 100% recyclable PET, which are manufactured in Germany. Whether grid ceilings, ceiling sails and baffles, wall tiles or table and room dividers with high-quality wooden edges – every product combines outstanding sound absorption with uncompromising design standards. The design possibilities are almost unlimited: laser technology, vacuum pressing and CNC processes from the high-tech machine park in Vöhringen allow for customized shapes, colors and surfaces.

Sustainable. Safe. Stylish.

All products comply with the highest standards for sound insulation (DIN EN ISO 11654, ISO 354/ 3382-1) and fire protection (DIN EN 13501-1). The materials used are sourced from carefully selected European suppliers. And production takes place exclusively in Germany.

Experience meets innovation

Selador is backed by Vöhringer GmbH & Co. KG, a company renowned for its expertise in furniture construction, motorhome interiors, trade fair construction, and yacht building. With Selador, the company is now specifically targeting the market for room acoustics with a range of products aimed at architects, planners, shopfitters, office furnishers, and public authorities.

Interzum 2025: Premiere on May 20

The official market launch will take place on May 20, 2025, at Interzum Cologne. Interested trade visitors will find Selador in Hall 1, Booth C59. There, they can experience the first product samples and discuss individual inquiries directly on site. Starting from the launch date, it will also be possible to contact the company via www.selador-acoustics.com.

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