

innovus[®]

Decorative Products

INNOVUS DIGITAL GUIDE



SONAE 
ARAUCO
Taking wood further

100+

Combinations
Decor/Finish

27

Woodgrains

10

Fantasies

8

Unicolours

5

Finishes
Spirit • Stucco
Silhouette • Textured •
Alpine



WELCOME TO THE INNOVUS DIGITAL GUIDE

This is our accessible, easy-to-use resource for wholesalers, manufacturers and designers to use and showcase Innovus products on social media platforms. We have tailored our product gallery for you to post onto social media with ease.

Image or Video + Post Copy for Caption + Hashtag + Tag @InnovusSA = Social Media Post

GUIDELINES WHEN POSTING INNOVUS BRANDED PRODUCTS:

The digital guide and complementary digital pack, go hand-in-hand. The digital pack, is a gallery of folders that are available to use, on all major social media platforms (Facebook, Instagram, LinkedIn and/or Twitter/ Threads).

Here is the glossary of terms:

3D Simulator Images and Videos:	These are images and videos, created using the 3D simulator. The 3D simulator is a free-to-use design tool for anyone, to be able explore their design vision modelling interior spaces; kitchens, bedrooms, bathrooms and other commercial applications. Users are able to access and download their own customized version, thereby creating a reference to their own design vision using Innovus decors.
Carousel Images:	A carousel is defined as a post, with more than 1 image. Our carousel images are application references, also created using the 3D simulator where people may swipe through the image and be inspired to create their own. With the options of residential and commercial applications, carousel images add contrast to posting on social media. Simply select all 3 images, to one post – it is as simple as that.
Application Images:	These are renders, or digital images that have Innovus decors, across our 3 categories: Woodgrains, Fantasies and Unicolours. These images are available as major residential applications; kitchen/ bedroom/ bathroom or lounge spaces as well as, commercial spaces; hotel lobbies/ offices and retail spaces.

THE INNOVUS DIGITAL GUIDE

With the dynamic images to select from, one wonders – what do I post in the caption?

Here are a few options that you may use to start:

Example 1:

<Moodboard with Karlstad Oak and Windsor Grey>

Karlstad Oak

Discover the timeless beauty of Karlstad Oak, a rich and elegant decor that will bring a touch of sophistication to your interior designs.

Example 2:

<Carousel with 3 images, of Medieval Oak kitchen application/ render image>

Medieval Oak

Immerse yourself in the enchanting ambiance of Medieval Oak. Its rustic charm will transport you back in time while adding character to your spaces.

Example 3:

<3D Simulator Image with French Echo in bathroom application>

French Echo

French Echo unveils a world where classic aesthetics meet modern allure. With its rich walnut hues, dark brown pore patterns, and integrated pearlescent elements, French Echo brings a touch of elegance and versatility to any space, making it an ideal choice for residential and commercial design projects

Example 4:

<Kitchen Application image with Andu Wood>

Andu Wood

With Andu Wood, embrace the warmth of natural wood aesthetics. It's the perfect choice to create a cozy and inviting atmosphere.

THE INNOVUS DIGITAL GUIDE

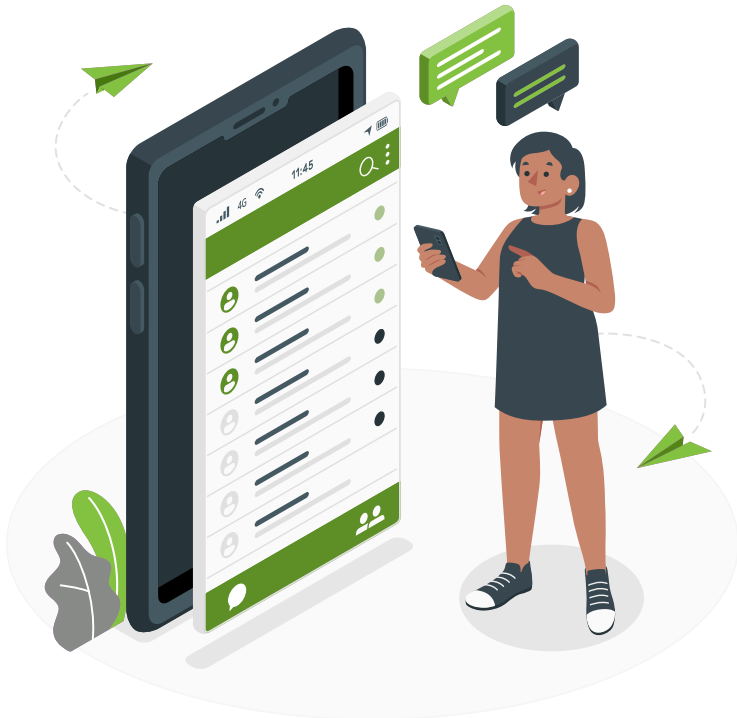
Main hashtags to use when posting Innovus decors:

Hashtags help potential customers find the product they may be looking for, use them wisely
#InnovusSA #MatchingLife #MFC #MFMDf #DecorativePanels #InteriorDesign #Fantasies #Woodgrains
#Unicolours #3DSimulator #Sustainable #E1CertifiedMFC

THE SOCIAL MEDIA POST, CHECKLIST:

- Are the images clear?
- Are the correct Innovus decors referenced?
- Are there hashtags?
- Is @InnovusSA included?

Image or Video + Post Copy for Caption + Hashtag + Tag @InnovusSA =
Social Media Post



THE INNOVUS DIGITAL GUIDE

Other examples for posting Innovus decors:

- We are fully stocked in the four new Innovus Decors: Andu Wood, French Echo, Karlstad Oak and Medieval Oak. Come and visit us to see the decors and collect a sample for your next project.
@InnovusSA

#InnovusSA #Woodgrains #DecorativePanels
- Are you working on a residential project? Trying to transform your space in a sustainable, innovative way? We have the Innovus range ready for you. Visit our nearest branch for a sample.
@InnovusSA

#InnovusSA #InteriorDesign
- Working on a kitchen renovation?. Looking for something modern, chic and sophisticated? With the 44 decors across 5 finishes, in 3 categories your options are endless. Innovus Decors will bring your design to life. Explore your design freedom using the 3D simulator, for free on: <https://sonaearauco.co.za/3d-simulator>
@InnovusSA

#InnovusSA #MatchingLife #Woodgrains #Fantasies #Unicolors
- Sustainability Meets Style: Explore the harmony of sustainability and style with our Innovus range. Discover the Innovus range we have stocked, by visiting our nearest branch
@InnovusSA

#InnovusSA #SustainableDesign #DecorativePanels
- A Journey Through Time: Step into innovation and style with Medieval Oak or embrace the contemporary with French Echo. Discover this décor in real life at our store.
@InnovusSA

#InnovusSA #FrenchEcho #MedievalOak #Woodgrains #NewDecor
- Nature + Beauty + Your Design using Andu Wood brings the essence of nature into your space. Its authentic wood texture and colors will breathe life into your designs. Discover the charm today at our local branch
@InnovusSA

#AnduWood #InnovusSA #MatchingLife #Woodgrains #NewDecors #MFC

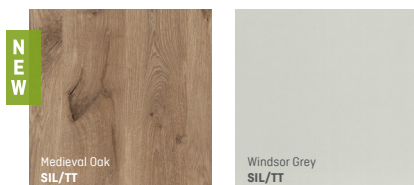
MOODBOARD REFERENCE

MOODBOARD DESIGN INSPIRATION

This spring, infuse your living space with a delightful blend of Windsor Grey and Medieval Oak, marrying contrasting tones to create a warm and inviting ambience.

@InnovusSA

#InnovusSA #DecorativePanels #InteriorDesign #Moodboard #MedievalOak #WindsorGrey



3D SIMULATOR

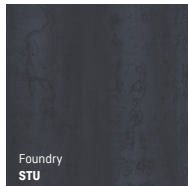
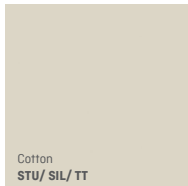
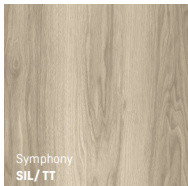
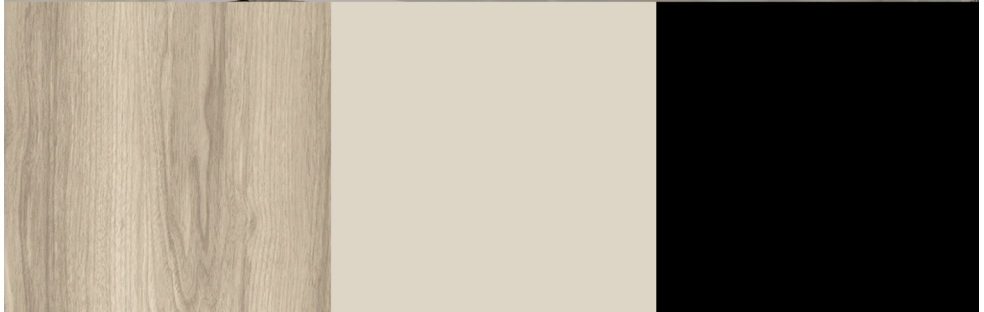
RETAIL APPLICATION

Considering a fresh look for your living space? Explore the boundless design potential with Sonae Arauco's 3D simulator. Unleash your creativity and envision a new home interior. Discover the possibilities at:

<https://sonaearauco.co.za/3d-simulator/>

@InnovusSA

#InnovusSA #DecorativePanels #InteriorDesign #3DSimulator



APPLICATION IMAGE: KITCHEN

KITCHEN APPLICATION

Our versatile collection creates the perfect backdrop for everything from intimate conversations to lively celebrations, your space effortlessly complements your social experiences.

@InnovusSA

#InnovusSA #DecorativePanels #InteriorDesign #3DSimulator #ApplicationImage #KitchenDesign



NEW

Andu Wood
SIL/TT

NEW

Medieval Oak
SIL/TT

Vermont Slate
STU/ SIL/ TT

APPLICATION IMAGE: BEDROOM

BEDROOM APPLICATION

Elevate your bedroom space with Innovus Decorative Products, seamlessly blending functionality and aesthetics to create a sanctuary that reflects your unique style.

@InnovusSA

#InnovusSA #DecorativePanels #InteriorDesign #3DSimulator #ApplicationImage #BedroomDesign



NEW

Karlstad Oak
SIL/TT

APPLICATION IMAGE: BATHROOM

BATHROOM APPLICATION

The bathroom often holds untapped potential for exquisite decorative applications. The dynamic duo of Andu Wood and Nero is a testament to elegance and sophistication.

@InnovusSA

#InnovusSA #DecorativePanels #InteriorDesign #3DSimulator #ApplicationImage #BathroomDesign



NEW

Andu Wood
SIL/TT

Nero
stu

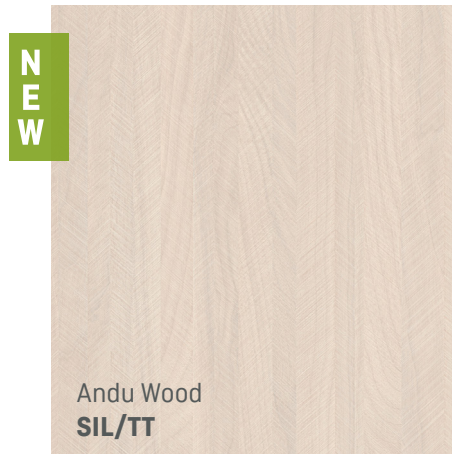
CAROUSEL REFERENCE

CAROUSEL APPLICATION

Karlstad Oak beautifully captures the transition from rustic to elegant, making it the ideal choice for those seeking a wistful and versatile design.

@InnovusSA

#InnovusSA #MatchingLife #DecorativePanels #InteriorDesign #KitchenDesign



APPLICATION IMAGE: LIFESTYLE

LIFESTYLE APPLICATION

Innovus Decorative Products - Where design meets functionality, creating spaces that resonate with your lifestyle.

@InnovusSA

#InnovusSA #MatchingLife #DecorativePanels #InteriorDesign #KitchenDesign





Download The Innovus App



Explore our full range, on your smartphone. Get inspired and create breathtaking spaces with the Innovus App. Our app boasts the ability to share décor ideas with clients and friends or family and features a virtual showroom for office spaces, kitchens, bedrooms and bathrooms.



APPLE



ANDROID

SONAE 
ARAUCO
Taking wood further