

Exploring the Power of Contrasts: ContiTech Surface Solutions Publishes New TrendGuide on Duality

- **TrendGuide Duality explores Duality through three trend worlds that demonstrate how contrasts create tension and inspire contemporary design language**
- **ContiTech Surface Solutions strengthens its role as a design thought leader with a new digital platform combining trend insights and product solutions**
- **TrendGuide becomes a recurring format available both online and in print**

Hanover, Germany, July 16, 2026. The Surface Solutions (SSL) business area of Continental's ContiTech group sector has published its latest TrendGuide. The latest edition explores the overarching theme of Duality, examining how seemingly opposing forces in society complement one another to create meaning, inspire design trends and ultimately shape surface design solutions. With the TrendGuide Duality, Surface Solutions demonstrates its design expertise while further strengthening its position as a source of inspiration for industry trends. Customers can now explore the featured trend worlds in greater depth through a dedicated digital platform at <https://trendguide.continental-industry.com>.

"The TrendGuide Duality reflects an expanded understanding of our role as a business area. For us, trend research is far more than observing current developments. With the TrendGuide, we consolidate global insights, identify relevant shifts at an early stage and translate them into concrete recommendations for design, materials and applications. In doing so, we create real value for our customers and help them address future market requirements today," said Ralf Imbery, Head of Marketing, Design and Technology, Surface Solutions.

From Societal Megatrends to Tangible Surface Designs

The TrendGuide is the result of extensive global trend research aimed at identifying and analyzing the current cultural zeitgeist. The process examines factors such as technological innovation, evolving consumer behavior and changing values, translating them into trend narratives and ultimately into concrete design examples. To make abstract trends tangible, the TrendGuide uses a variety of visual and creative tools, including collages, mood boards, color concepts, materials and surface solutions.

"The most compelling design impulses emerge where innovation intersects with societal change and human emotion. The TrendGuide captures exactly this connection, makes it tangible and demonstrates how tomorrow's solutions are born from it," said Ema Orman-Briski, who is responsible for design topics at Surface Solutions.

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The new edition: Duality as the Central Theme of the latest TrendGuide

The TrendGuide Duality is built around the concept of Duality, treating apparent opposites not as isolated forces but as complementary elements whose strength emerges through interaction.

Based on this approach, the guide organizes key developments into three major trend worlds, each featuring two focus themes. Together, these three trend worlds translate societal developments into practical design directions, illustrating how functionality, technology, aesthetics and sustainability increasingly influence one another.

The Craft / Code trend world explores the relationship between traditional craftsmanship and digital technologies, highlighting how the two can support and enhance one another. The Value / Verity trend world examines the interplay between values, facts and quality, and the impact these factors have on conscious purchasing decisions. Lastly, the Identity / Industry trend world focuses on the personalization of industrially manufactured products and how they can serve as expressions of individual identity.

Continental is a leading tire manufacturer and industry specialist. Founded in 1871, the company generated sales of €19.7 billion in 2025 and currently employs around 78,000 people in 54 countries and markets.

ContiTech is one of the world's leading material experts for industry applications. The Continental group sector offers its customers reliable, safe and convenient industry and service solutions using a range of materials for off-highway applications, on rails and roads, in the air, under and above the ground, in industrial environments, for the food sector and the furniture industry. With about 20,000 employees (Status as of March 2026) at more than 60 sites globally, and sales of some 6.0 billion euros (2025), the global industrial partner is active with core branches in Asia, Europe and North and South America.

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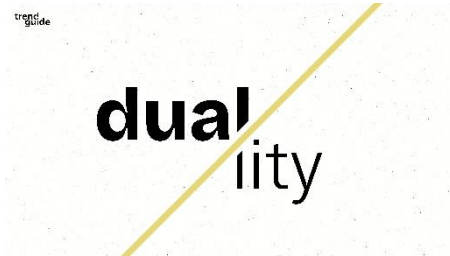
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Pictures/captions



ContiTech_PP_TrendGuide

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ContiTech_PP_TrendGuide_CraftCode

The Craft / Code trend world explores the relationship between traditional craftsmanship and digital technologies, highlighting how the two can support and enhance one another.



ContiTech_PP_TrendGuide_ValueVerity

The Value / Verity trend world examines the interplay between values, facts and quality, and the impact these factors have on conscious purchasing decisions.



ContiTech_PP_TrendGuide_IdentityIndustry

The Identity / Industry trend world focuses on the personalization of industrially manufactured products and how they can serve as expressions of individual identity.



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Ralf Imbery is head of Strategy, Design and Technology in the ContiTech business area Surface Solutions.

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