

BEYOND THE PRODUCT

Trends. Technology. Transformation.

15 April 2026 | 14:30 – 19:30 CET

Paint Expo 2026: Messe Karlsruhe, Germany



The sppot is delighted to invite you to our first event in 2026: **Color Trend Day** - now on the stage of Paint Expo, the leading international trade fair for industrial coating technology.

❖ [Paint Expo, Karlsruhe, Germany](#)

❖ 15 April 2026

- ❖ Free-of-Charge Conference: Beyond the Product
- ❖ Networking Cocktail

Surface finishing is no longer the final step in production. It is where **design intent, color intelligence, and technology** come together to shape durable, meaningful, and competitive products.

Color Trend Day 2026 is a curated half-day, free-of-charge conference taking place during Paint Expo. The conference: "Beyond the Product: Trends. Technologies. Transformation" aims to explore what lies *beyond the finished product*. Speakers and panelists will reveal how trends are translated into manufacturable surfaces, how color and tactility influence perception, and how digital technologies transform surface quality into a strategic advantage.

By bringing together designers, OEMs, and surface-finishing experts, Color Trend Day creates a shared language between **concept and execution**, between creative vision and industrial reality.

Why Attend

- ❖ Design and CMF trends shaping European mobility and industrial products.
- ❖ Surface innovation beyond traditional standards: tactility, effects, and imperfection.
- ❖ Digital colors & finishes intelligence and its impact on rapid prototyping and trendy designs at the click of a button.
- ❖ From design intent to **cost-efficient, high-quality results**.
- ❖ Connect with a curated network of designers, OEMs, and industry experts.
- ❖ **Free ticket for Paint Expo Show** 14-17 April 2026.

Conference Free of charge | Limited seats | Registration required

Go beyond the product. Join the conversation shaping tomorrow's surfaces.

[REGISTER](#)



PROGRAM & SPEAKERS

15.00 – 15.30

Registration / Reception

15.30 – 15.40

Opening the Conference: Why “Beyond the Product” matters today



Lara Balabola
Moderator of the conference

15.40 – 16.10

Beyond Form: How Color and Design Are Redefining European Mobility

Keynote Presentation & Q&A session



Floris Beuger
Concept Designer at MODYN

16.10 – 16.30

Beyond Perfection: Embracing Imperfection as a New Surface Value

Presentation & Q&A session



Yavor Peshev
CEO and Co-Founder of the sppot

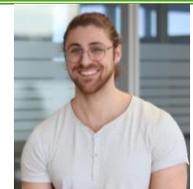
16.30 – 16.45

Coffee Break

16.45 – 17.00

Beyond the Sample: Digital Materials in Coating Specifications

Presentation & Q&A session



Daniel Pelikan
Online Marketing Specialist at TIGER Coatings

17.00 – 17.30

Beyond the Product: Optimum Design with Reduced Total Applied Cost

Panel Discussion



The sppot ecosystem:



Helmut Lehner Prok.
GST: Sales Director
S.E. Europe,
TIGER Coatings



Frans-Theo Niemeijer
Owner at **Posterama**
Screen Productions



Christophe Warlop
Commercial Manager
at **Duthoo Coating**
Concepts



Dov Chemouny
Business Development
Manager, **SAMES**



Martin Semanik,
Business Development
Manager, **Coatmaster**



Miroslav Kertov
Head of Laboratory &
Technical team
, **Deyacolor**

17.30 – 19.30

Networking Cocktail