

NUXE®

PREMIUM WALNUT
COLLECTION

CONTENT KIT - 02



INTRODUCTION & GOALS

INTRODUCING OUR SECOND CONTENT KIT

Our first content kit was all about teasing the collection. We introduced the concept 'Unique grains tell unique stories' by linking our Decospan colleagues with the Nuxe collection.

Now it's time to give our audience what they have been waiting for! In this content kit, you'll find release posts with interior pictures, fully showcasing Nuxe to our audience.

On top of that, you'll also find infographics about the three wood species used in Nuxe. Here, you can link to our blogs with in-depth content about these species.

And you'll find 11 videos with Jeroen and Marieke explaining everything there is to know about our new walnut collection.

GOALS OF THIS CONTENT KIT

With this content kit, we want to educate our audiences about walnut. Believe it or not, but walnut is actually a pretty complex wood species to use.

We want to excite the audience about the new collection, teach them what they should know about using walnut, and help them learn a bit more about wood in general!

Excited? See what you can use ↓

CONTENT DISTRIBUTION

USAGE OF RELEASE POSTS

We created two content versions for you to use on your channels. One version connects our colleagues to the collection, while the other is more neutral, focusing solely on the wood. You can choose the version that fits best, but be sure to post only one version per post.

The Nuxe release posts and infographics will be deployed between 3 and 25 March. Here are three ways you can engage your audience:

LinkedIn carousel: 6 posts

Instagram carousel: 6 posts

Instagram story: 9 story sliders

You can find the copy in this document and the visuals through the download link.

CALL TO ACTION

Use the call to action to guide your audience to our Nuxe Decospan landing page, where they can find everything there is to know about Nuxe.

For each CTA, you'll find a UTM link you can use to direct your audience to our website.

CONTENT DISTRIBUTION

USAGE OF EDUCATIONAL VIDEOS

And there's more! In this document, you'll find 11 informational videos hosted by our wood experts, Jeroen and Marieke. They dive deeper into the characteristics and usage of walnut.

We'll deploy these videos between 27 March and 1 May. You can use these videos as assets on your website or share them on your social channels just like us. The choice is yours. In this document, you'll find the copy and visuals to share these on your own channels.

CALL TO ACTION

You can also use the call to action to guide your audience to our Nuxe Decospan landing page, where they can find everything there is to know about Nuxe.

For each CTA, you'll find a UTM link you can use to direct your audience to our website.

LINKEDIN CARROUSELS

USAGE

These carrousels are deployed between 3 and 25 March. You can deploy the content after the following time stamps:

- Nuxe full release carrousel: 3 March - 5 P.M. CET
- Nuxe Naturals: 5 March - 5 P.M. CET
- Infographic American Walnut: 7 March - 5 P.M. CET
- Nuxe Eccentrics: 10 March - 5 P.M. CET
- Infographic Dibétou: 12 March - 5 P.M. CET
- Nuxe Signatures: 14 March - 5 P.M. CET
- Infographic Ipé: 17 March - 5P.M. CET

3 March - 5 P.M. CET

FULL RELEASE CARROUSELS

LINKEDIN CARROUSELS

FULL RELEASE CARROUSEL V1

The moment you've all been waiting for!

Introducing the unique story of Nuxe. An unfinished collection, allowing you to finish it according to your preference.

Create your own story with the all-new Nuxe premium walnut collection!

👁️ Explore the collection through our link in bio.

@decospan

#premiumwalnut #nuxelaunch #woodinteriors
#interiordesign #decospan

[Download the assets](#)

[Link to the Decospan webpage](#)



LINKEDIN CARROUSELS

FULL RELEASE CARROUSEL V2

The moment you've all been waiting for!

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5 March - 5 P.M. CET

NUXE NATURALS CARROUSELS

LINKEDIN CARROUSELS

NUXE NATURALS CARROUSEL V1

Introducing the Nuxe Naturals: for those who want to be their true selves.

Quiet or extravagant, a creative or an old soul...
Whatever you choose, the Naturals allow you to be your natural self.

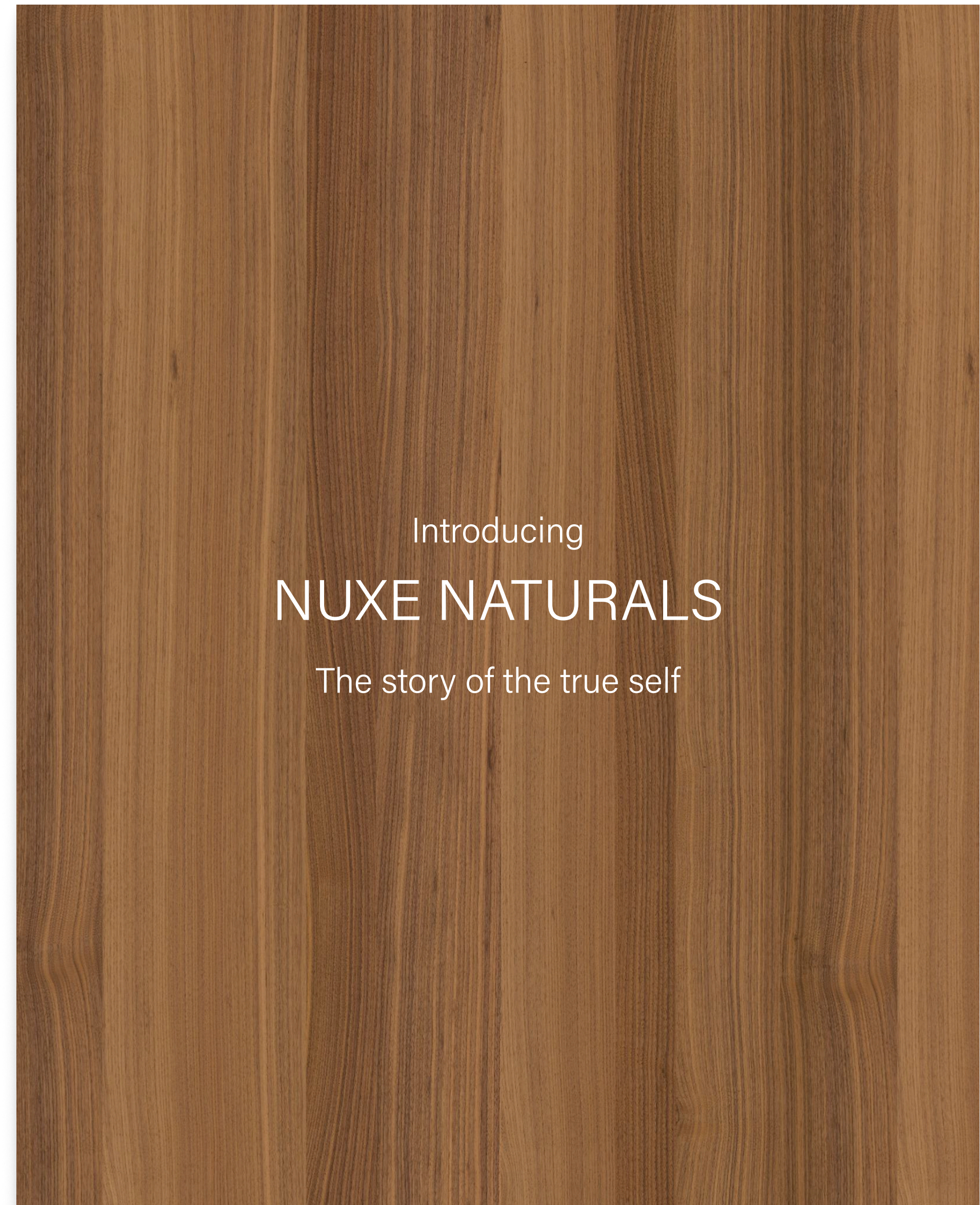
👉 Swipe through to discover all Naturals or explore the collection through our link in bio.

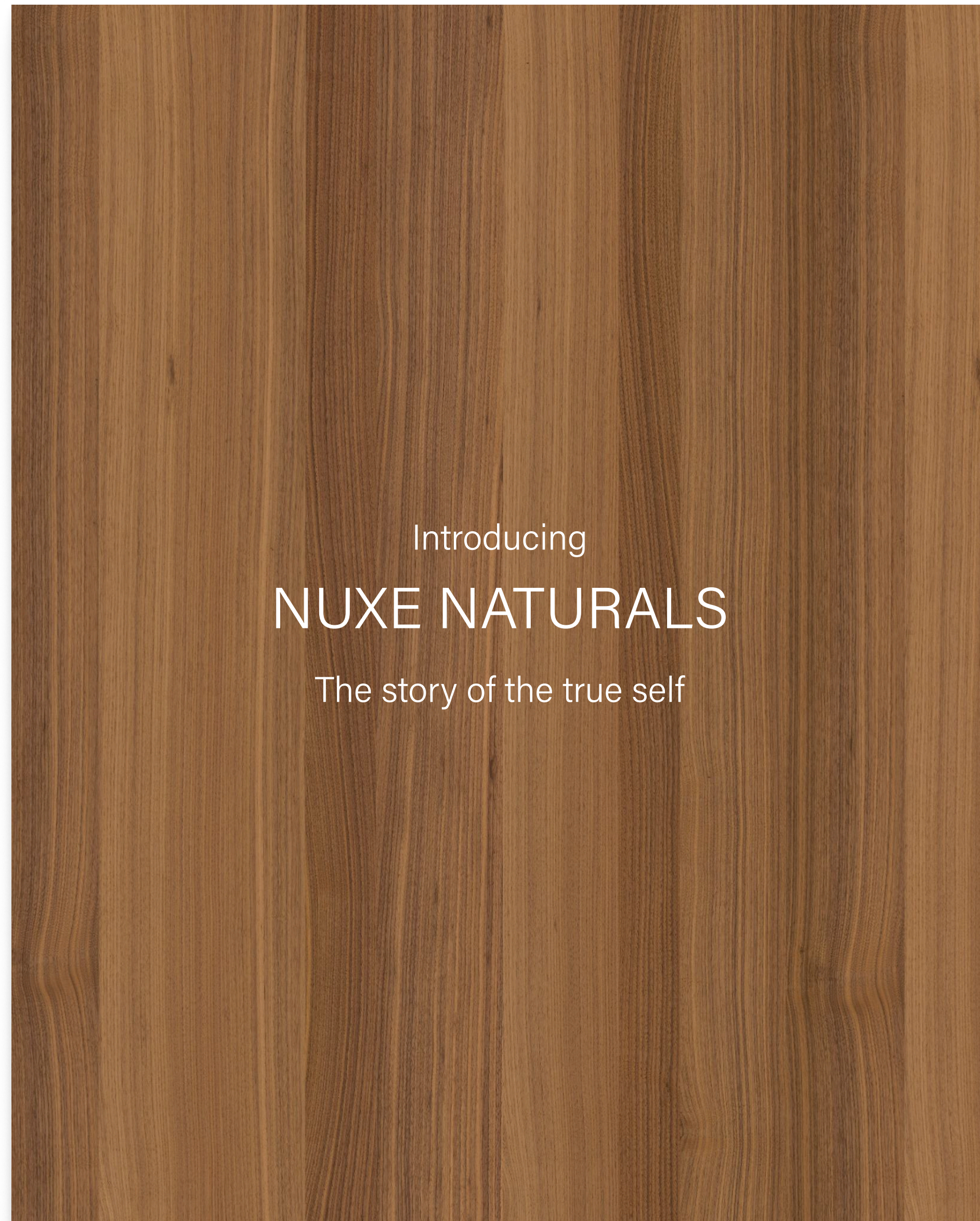
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LINKEDIN CARROUSELS

NUXE NATURALS CARROUSEL V2

Introducing the Nuxe Naturals: for those who want to be their true selves.

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7 March - 5 P.M. CET

INFOGRAPHIC AMERICAN WALNUT

LINKEDIN CARROUSELS

INFOGRAPHIC AMERICAN WALNUT


4 Facts You Need to Know About American Walnut!

01. American walnut, scientifically known as *Juglans nigra*, grows in Eastern and Central America. Why? Because these trees love rich, well-drained soil and thrive in areas with mild climates!

02. It's a tree with a rich history. American walnut has been used in a variety of ways. But in the Victorian era, it found its way into interiors and became a symbol of luxury.

03. Up until today, American walnut is still a timeless, modern choice. Its deep, rich color brings warmth to any space, making it an ideal choice for everything from cozy living rooms to sleek, modern kitchens.

04. We made walnut easy! Nuxe, our premium walnut collection, suits a wide range of styles. From the organic beauty of wood to sleek, modern aesthetics, Nuxe fits all needs.

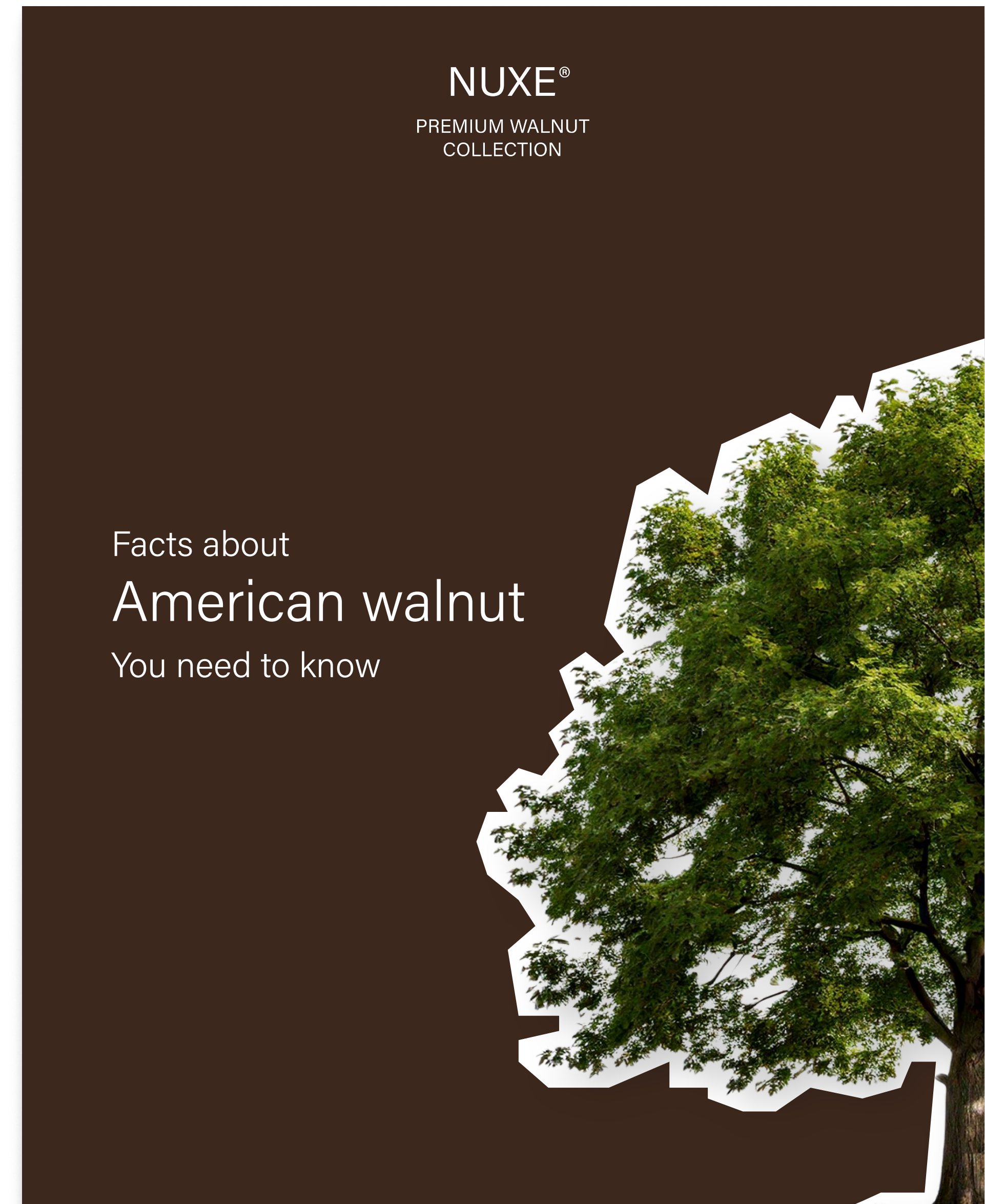
 Want to learn all about American walnut? Click our link in bio to read the whole article.

@decospan

#nuxe #premiumwalnutcollection #craftmanship #wooddesign #decospan

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10 March - 5 P.M. CET

NUXE ECCENTRICS CARROUSELS

LINKEDIN CARROUSELS

NUXE ECCENTRICS CARROUSEL V1

Introducing the Nuxe Eccentrics. Lively characters for memorable projects.

Nuxe Eccentrics complements the collection with an exotic colour palette consisting of walnut variations from West Africa and Brazil.

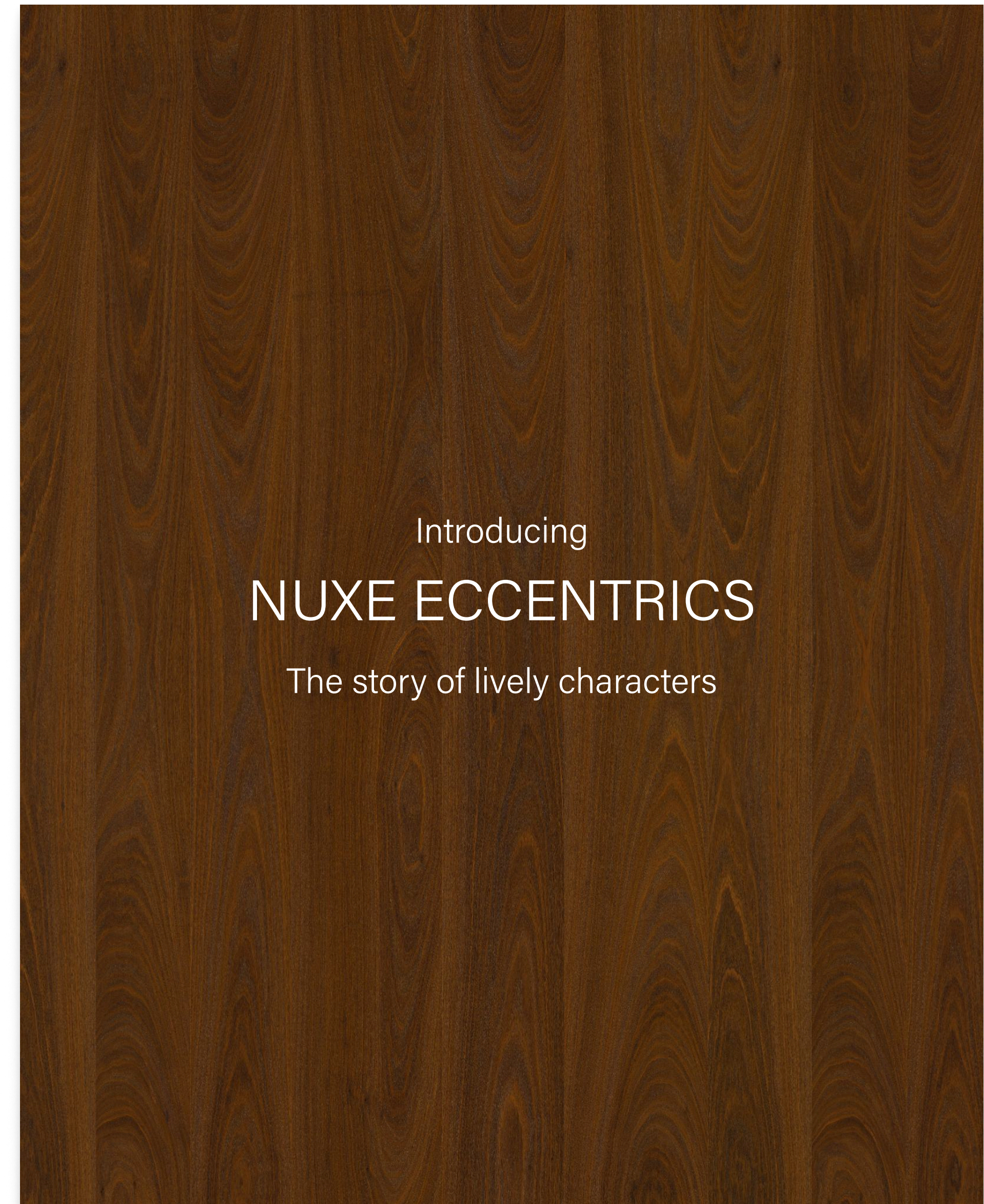
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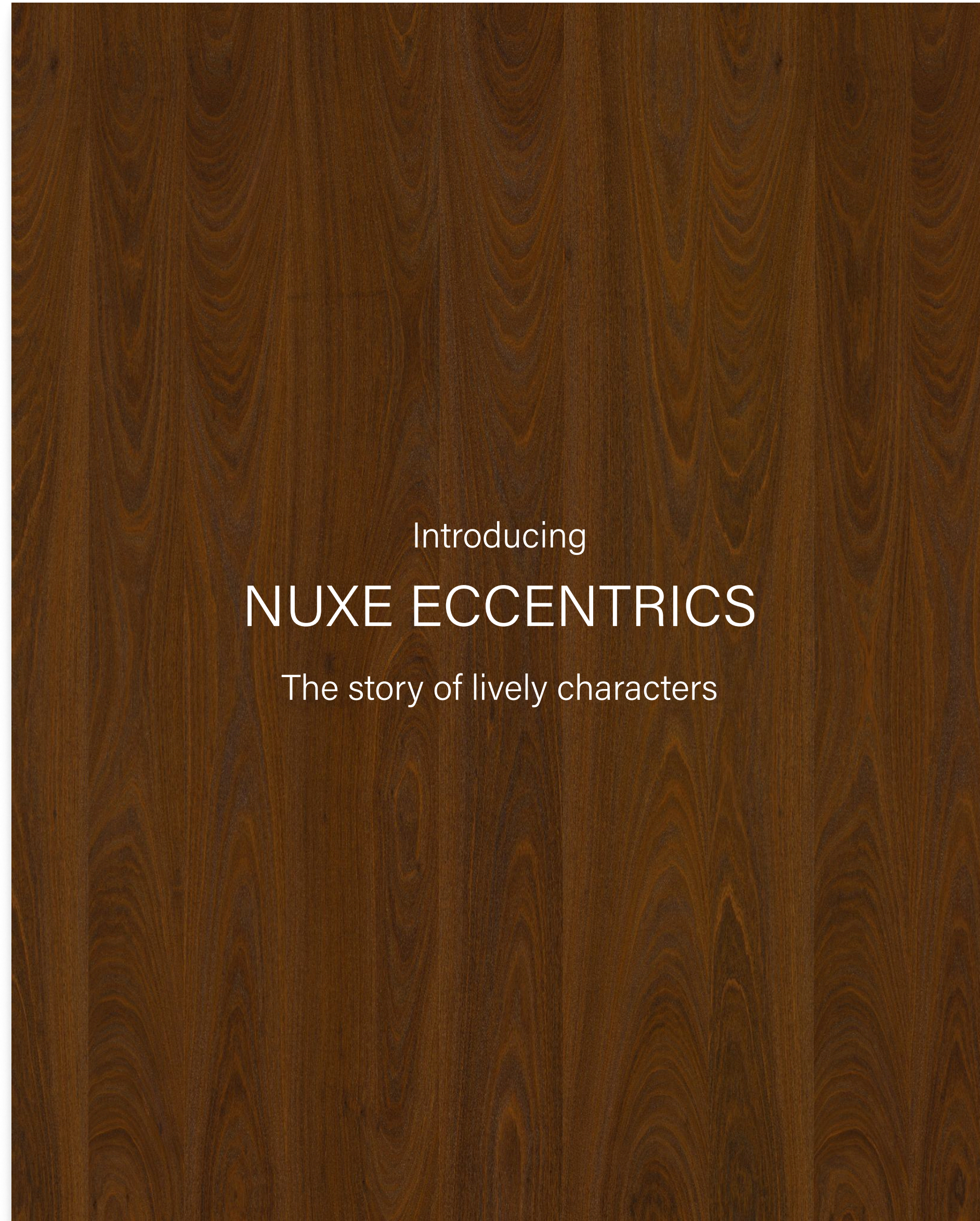
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LINKEDIN CARROUSELS

NUXE ECCENTRICS CARROUSEL V2

Introducing the Nuxe Eccentrics. Lively characters for memorable projects.

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12 March - 5 P.M. CET

INFOGRAPHICS DIBETOU

LINKEDIN CARROUSELS

INFOGRAPHICS DIBETOU


The Hidden Gem, African Walnut (Dibétou), in the World of Interiors!

01. African walnut, known as Dibétou, is often found in West and Central Africa. For the wood experts, its scientific name is *Lovoa trichilioides*. These trees thrive in humid climates, often growing tall and straight in the fertile rainforests.

02. Fun fact! African walnut isn't a true walnut tree. Because of its resemblance to the traditional walnut tree, people started calling it African walnut. All thanks to its rich color and fine grain.

03. Discovered by Europeans in the 19th century, African walnut quickly became a symbol of luxury. Up until today, it remains a timeless, modern choice. Its deep, rich color brings warmth to any space, making it ideal for everything from cozy living rooms to sleek, modern kitchens.

04. We made walnut easy! Meet Nuxe Imperial, exotic African walnut. Imperial is all about versatility. Whether you are working on a sleek, contemporary space or something more traditional, African walnut fits the bill.

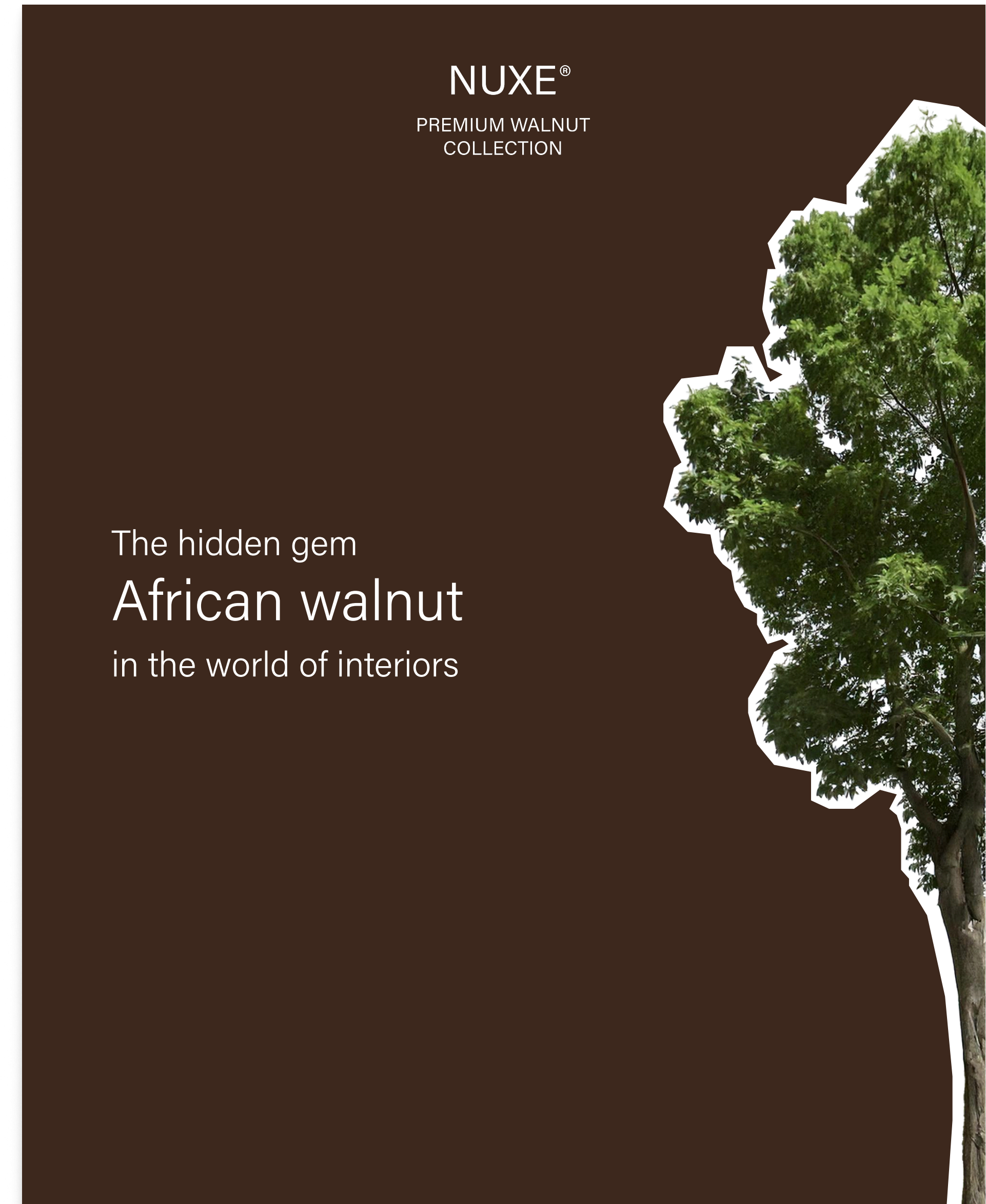
 Want to learn all about African walnut? Click our link in bio to read the whole article.

@decospan

#nuxe #premiumwalnutcollection #craftmanship #wooddesign #decospan

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14 March - 5 P.M. CET

NUXE SIGNATURES CARROUSELS

LINKEDIN CARROUSELS

NUXE SIGNATURES CARROUSELS V1

Introducing the Nuxe Signatures. True purity comes within.

This walnut presents itself with a sublime grain in its most pristine form, from a delicate, light shade to a sensual dark tone.

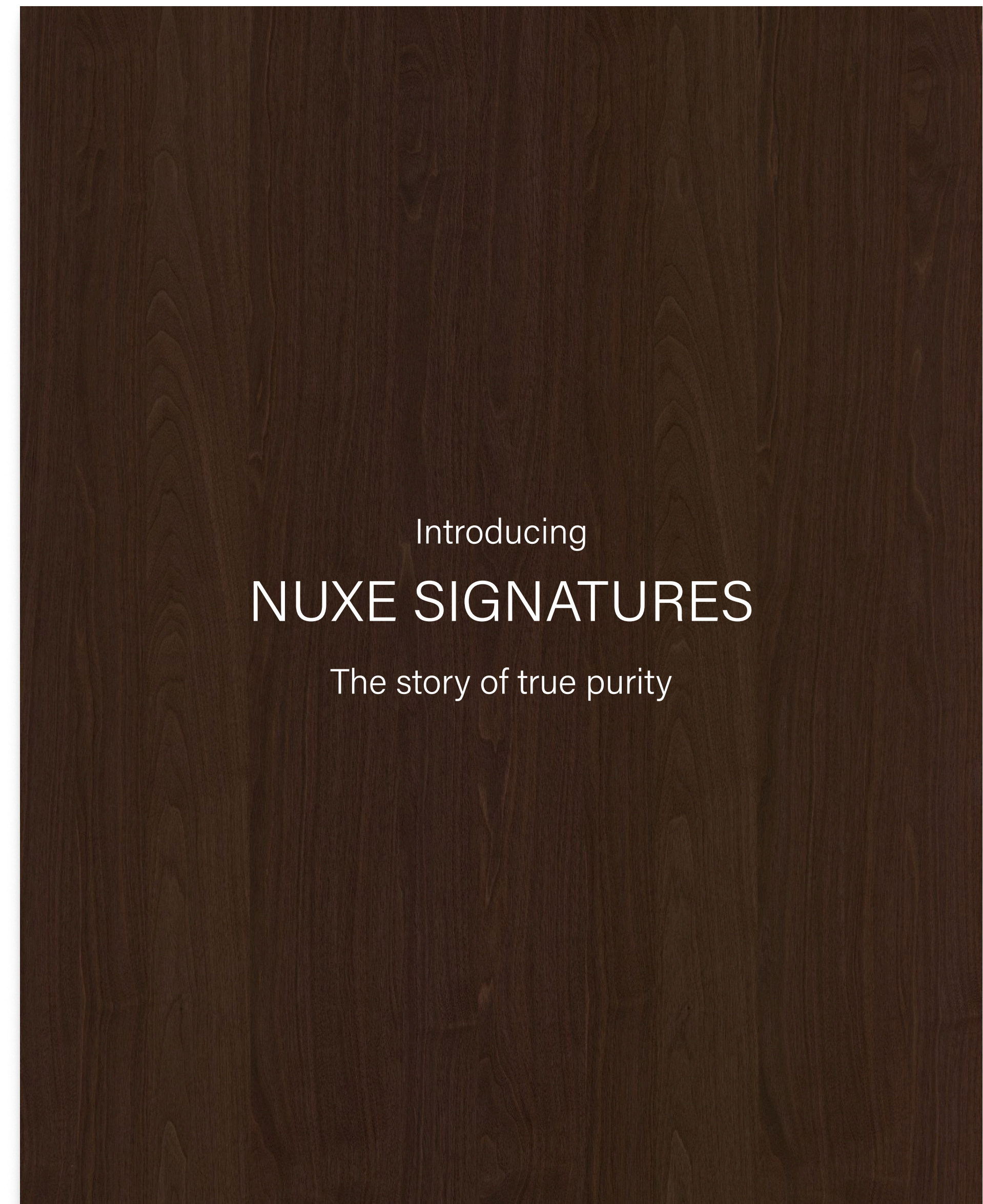
👉 Swipe through to discover all Naturals or explore the collection through our link in bio.

@decospan

#premiumwalnut #nuxelaunch #woodinteriors
#interiordesign #decospan

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Introducing
NUXE SIGNATURES
The story of true purity

LINKEDIN CARROUSELS

NUXE SIGNATURES CARROUSELS V2

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17 March - 5 P.M. CET

INFOGRAPHICS IPE

LINKEDIN CARROUSELS

INFOGRAPHICS IPE

The Natural Resilience of Ipé (Brazilian Walnut), Over the Centuries!

01. Originating from the vibrant rainforests of South America, Ipé (commonly called Brazilian Walnut) bears the scientific name *Handroanthus serratifolius*. Thriving in hot, humid conditions, these trees produce some of the toughest, most resilient wood around.

02. Fun fact: Despite its nickname, Ipé isn't a true walnut. Its rich, deep brown hues and fine grain have led people to liken it to traditional walnut, earning it the familiar name of Brazilian Walnut.

03. Celebrated for centuries by indigenous communities, Ipé has become a global favorite for outdoor decks and high-end interiors. Its natural warmth and impressive durability make it a standout choice for modern terraces and bespoke furniture alike.

04. We have made working with Ipé effortless! Introducing Nuxe, our premium walnut veneer collection. Whether you are after the raw, organic beauty of natural wood or a sleek, contemporary finish, Nuxe Monarch brings timeless elegance to any project.

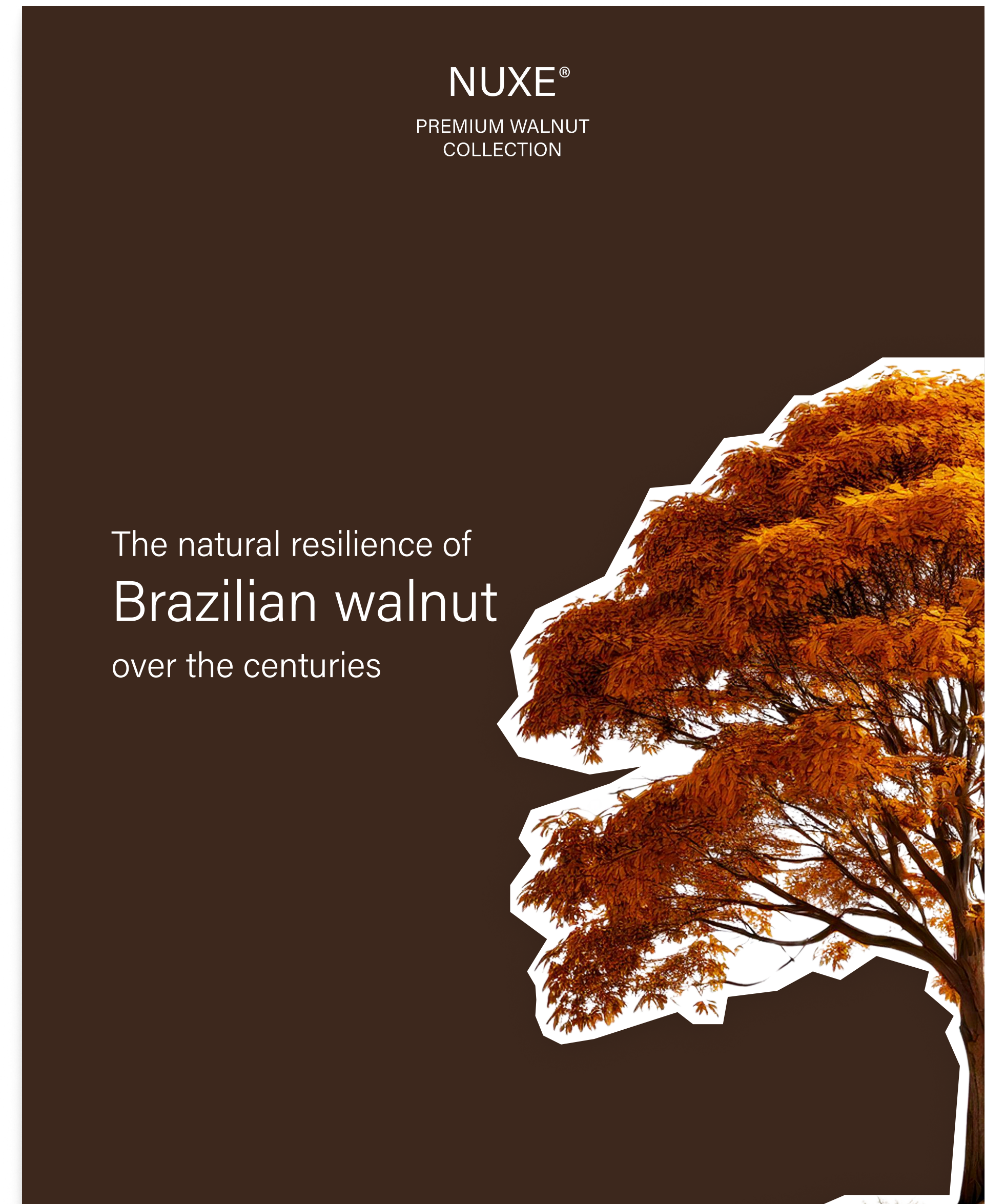
 Ready to uncover the full story behind Ipé? Click the link in our bio to read more!

@decospan

#Nuxe #BrazilianWalnut #PremiumWood #Craftsmanship #WoodDesign #Decospan

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INSTAGRAM CARROUSELS

USAGE

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3 March - 5 P.M. CET

FULL RELEASE CARROUSELS

INSTAGRAM CARROUSELS

FULL RELEASE CARROUSEL V1

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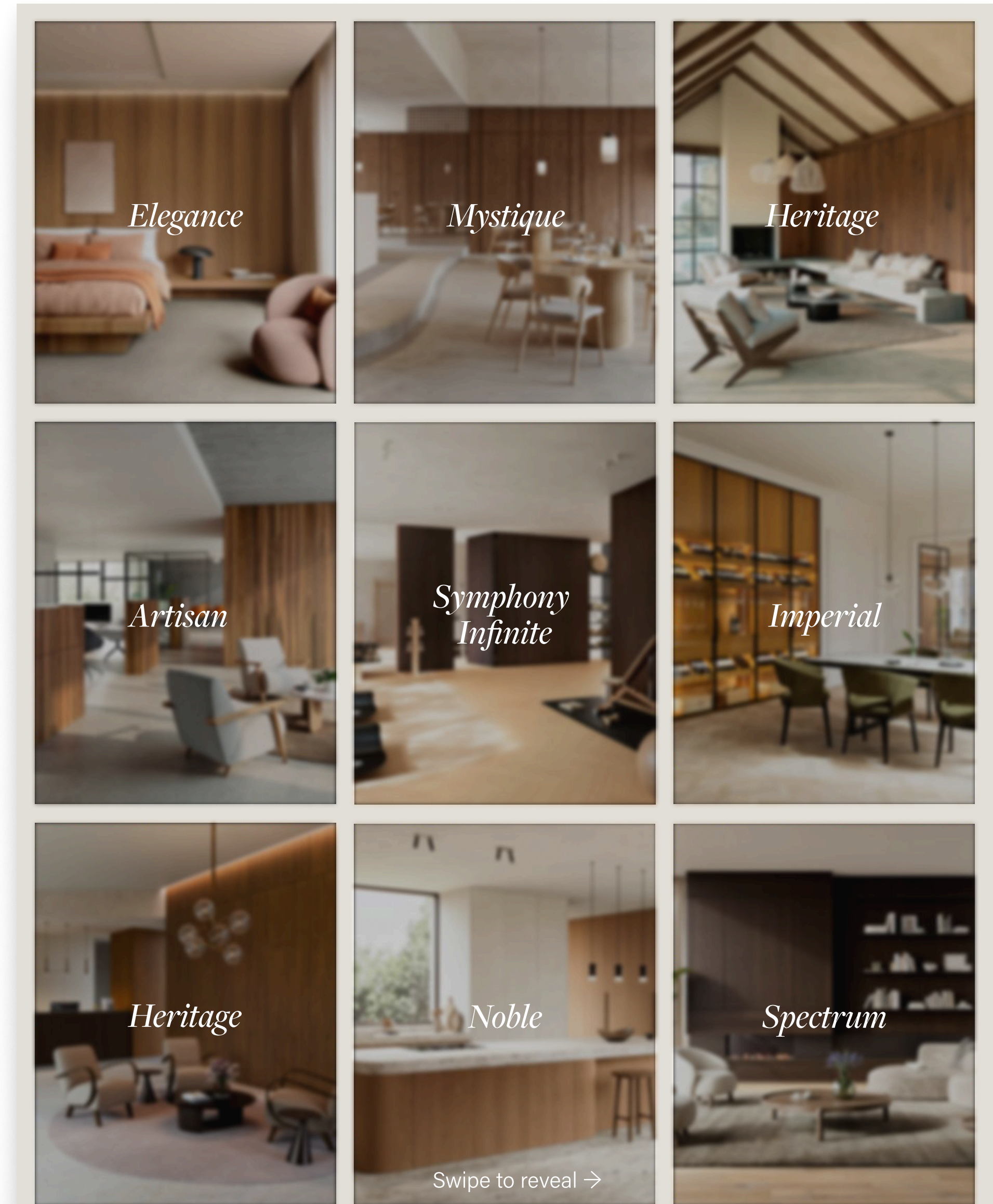
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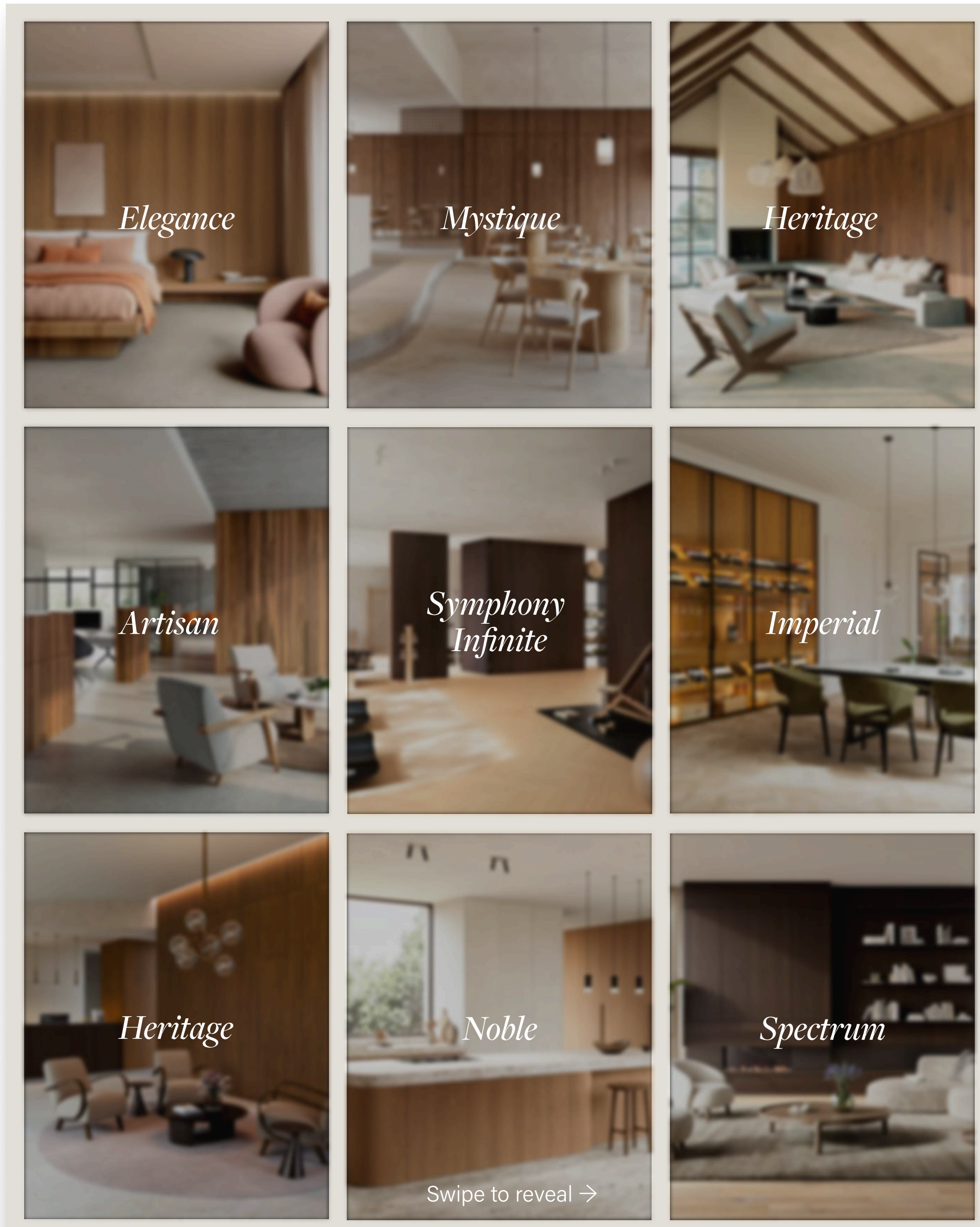
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INSTAGRAM CARROUSELS

FULL RELEASE CARROUSEL V2

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5 March - 5 P.M. CET

NUXE NATURALS CARROUSELS

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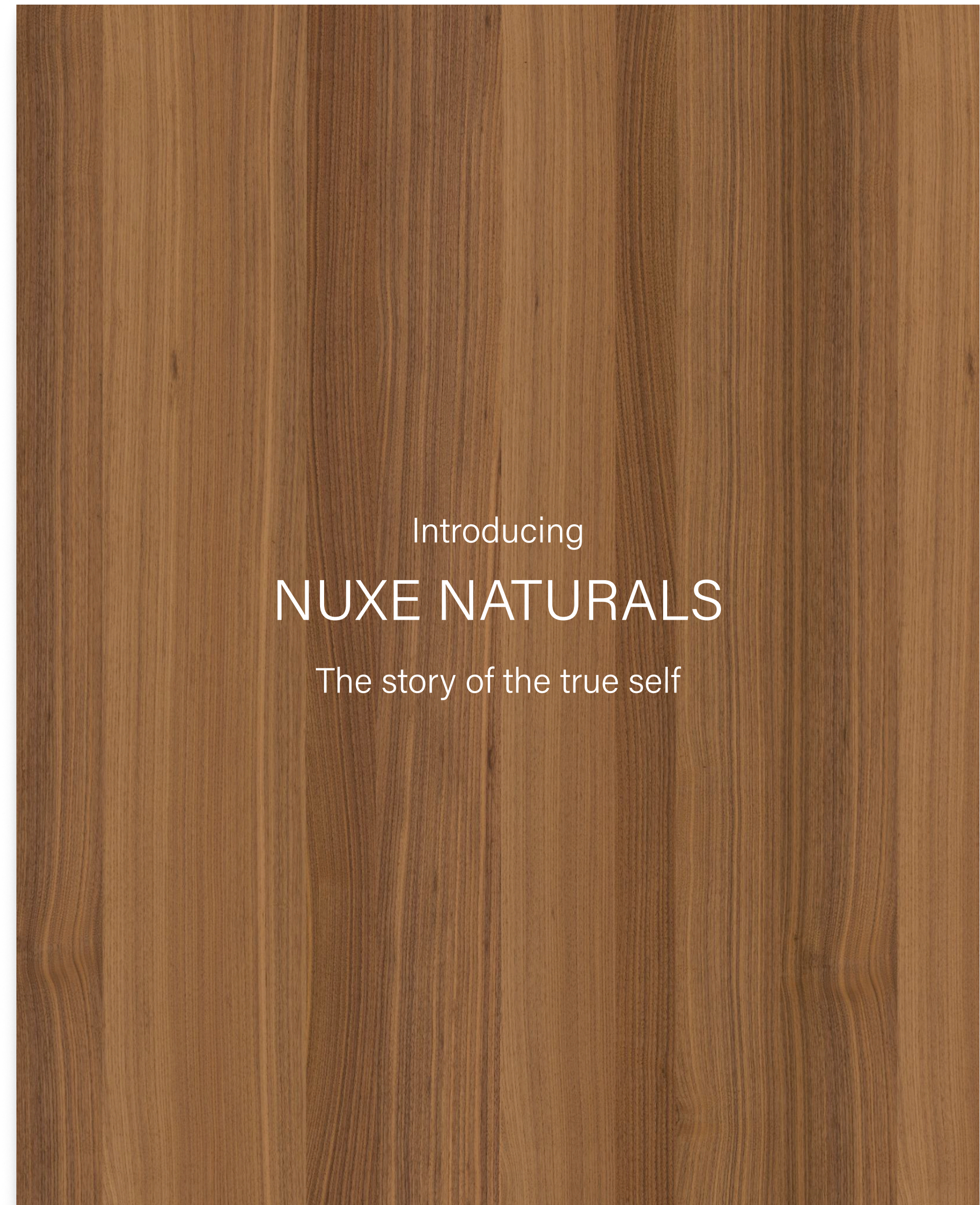
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NUXE NATURALS CARROUSEL V2

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7 March - 5 P.M. CET

INFOGRAPHIC AMERICAN WALNUT

INSTAGRAM CARROUSELS

INFOGRAPHIC AMERICAN WALNUT


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01. American walnut, scientifically known as *Juglans nigra*, grows in Eastern and Central America. Why? Because these trees love rich, well-drained soil and thrive in areas with mild climates!

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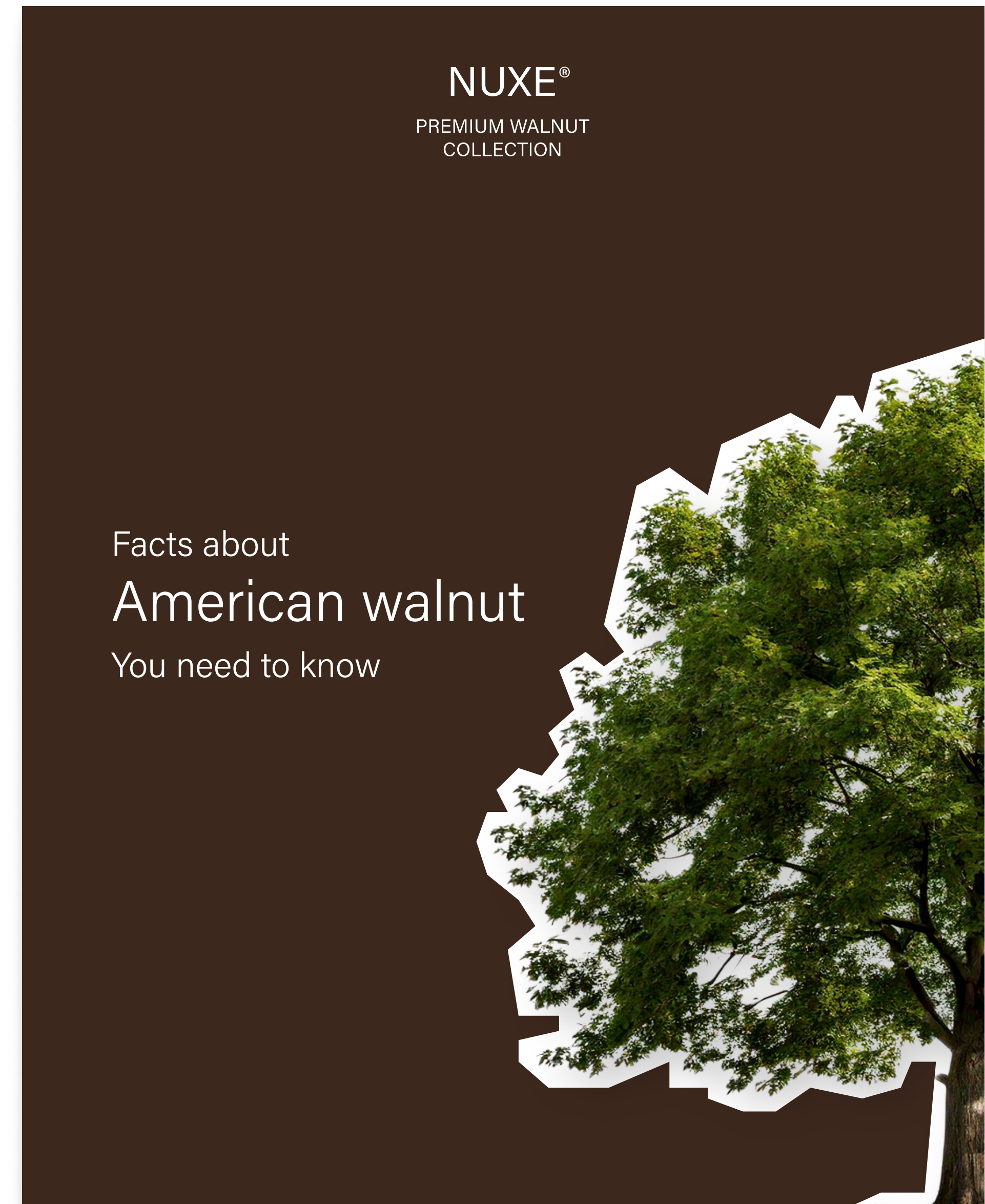
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@decospan

#nuxe #premiumwalnutcollection #craftmanship #wooddesign #decospan

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10 March - 5 P.M. CET

NUXE ECCENTRICS CARROUSELS

INSTAGRAM CARROUSELS

NUXE ECCENTRICS CARROUSEL V1

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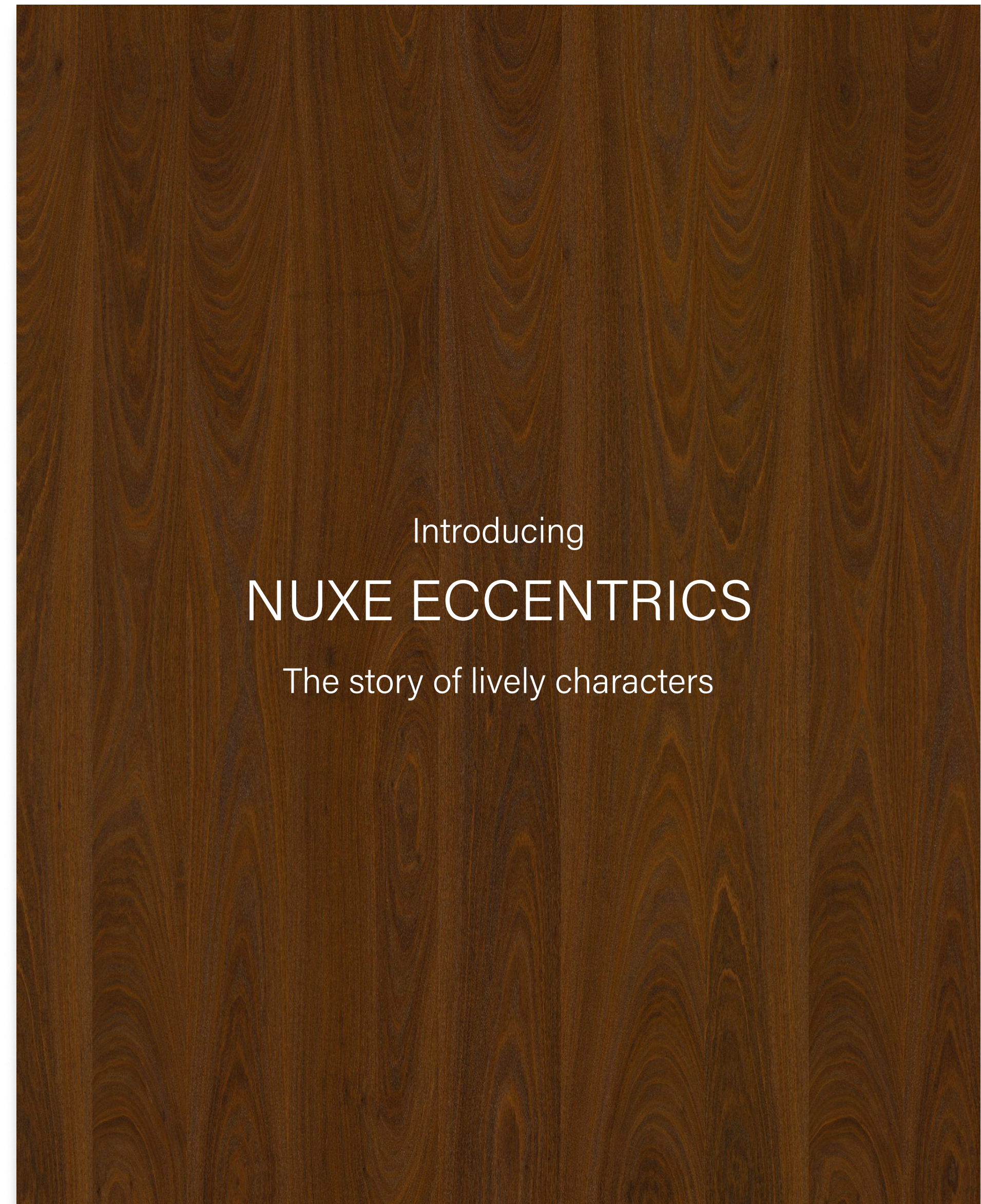
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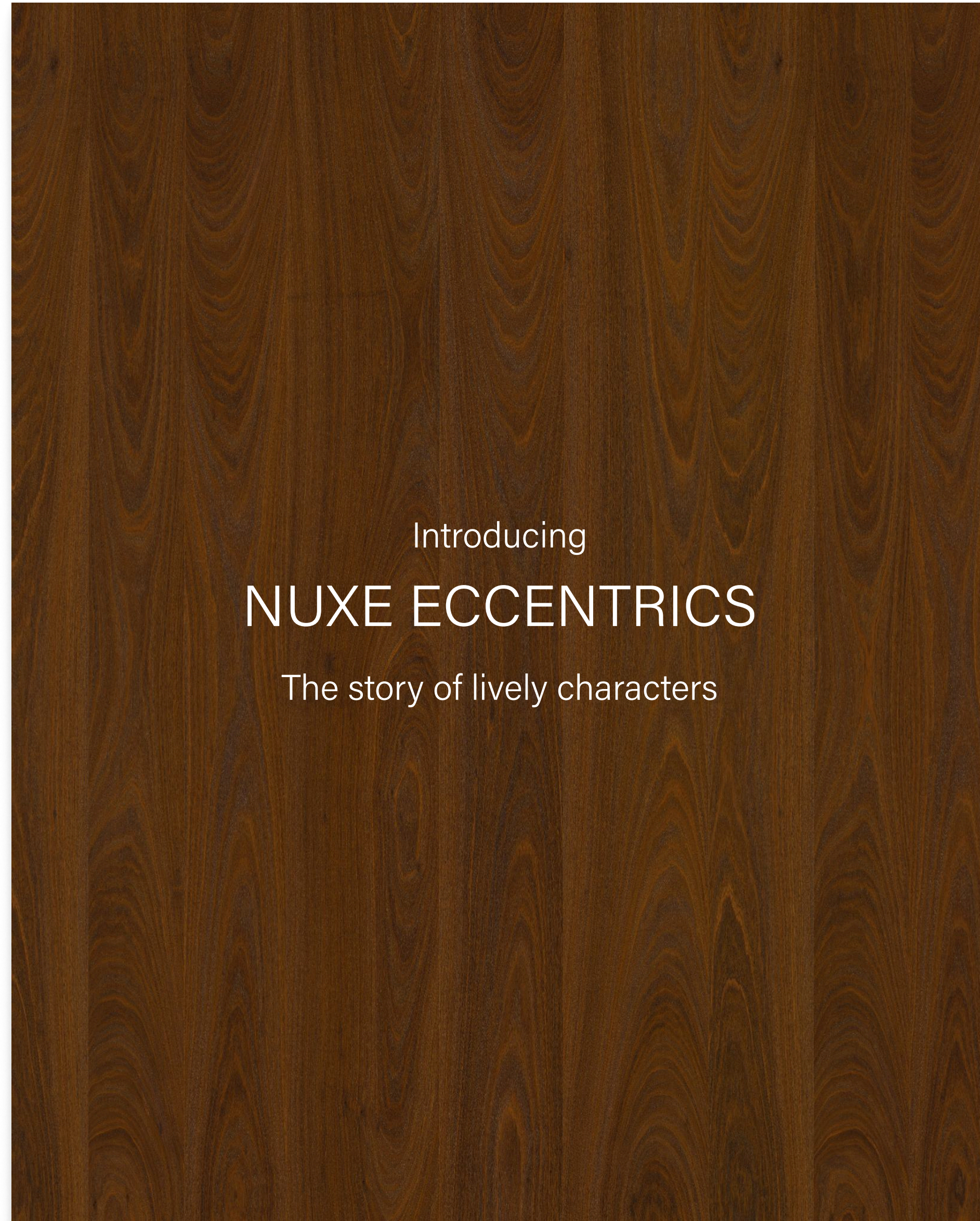
@decospan

#premiumwalnut #nuxelaunch #woodinteriors
#interiordesign #decospan

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INSTAGRAM CARROUSELS

NUXE ECCENTRICS CARROUSEL V2

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12 March - 5 P.M. CET

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INSTAGRAM CARROUSELS

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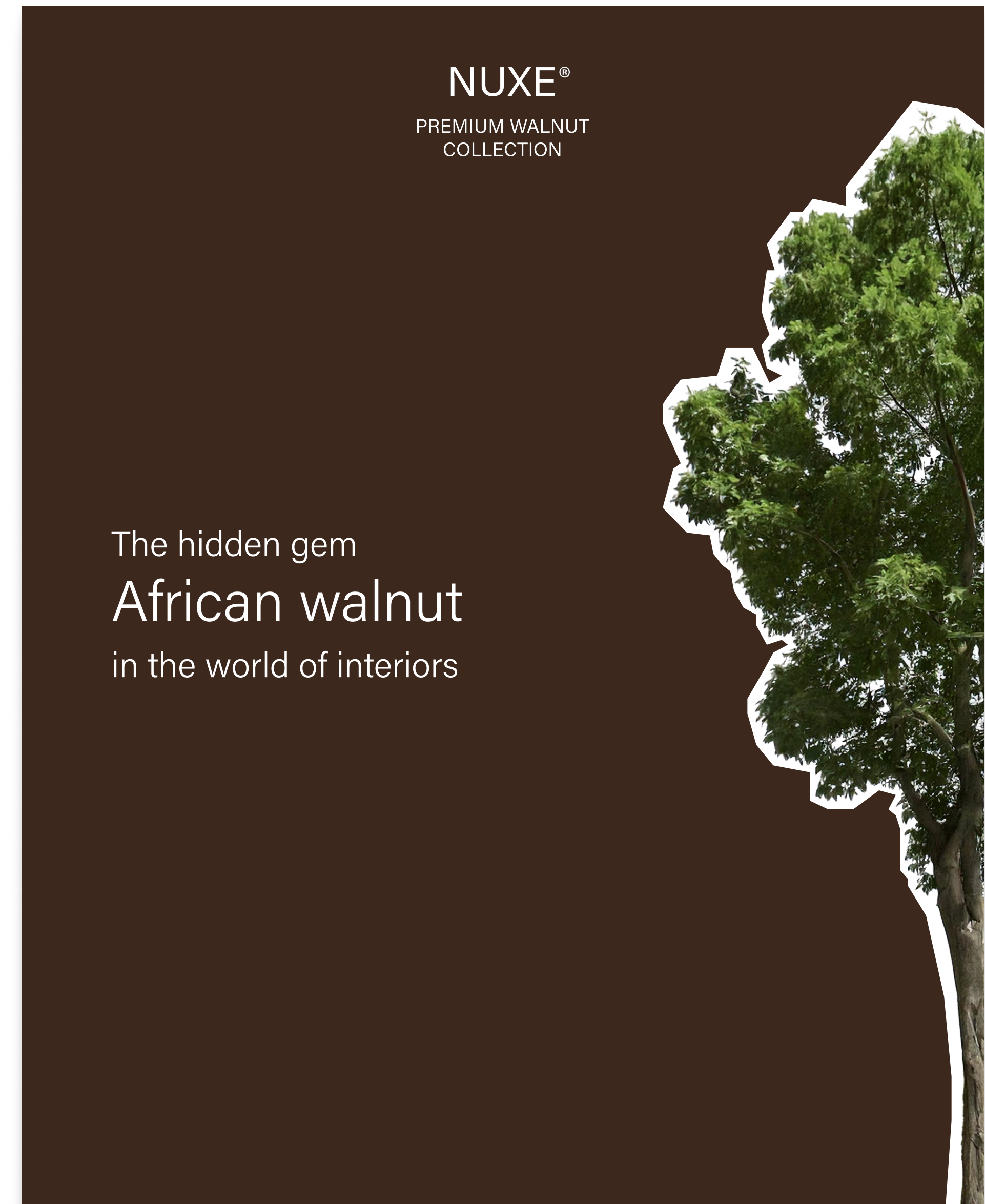
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#nuxe #premiumwalnutcollection #craftmanship #wooddesign #decospan

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14 March - 5 P.M. CET

NUXE SIGNATURES CARROUSELS

INSTAGRAM CARROUSELS

NUXE SIGNATURES CARROUSELS V1

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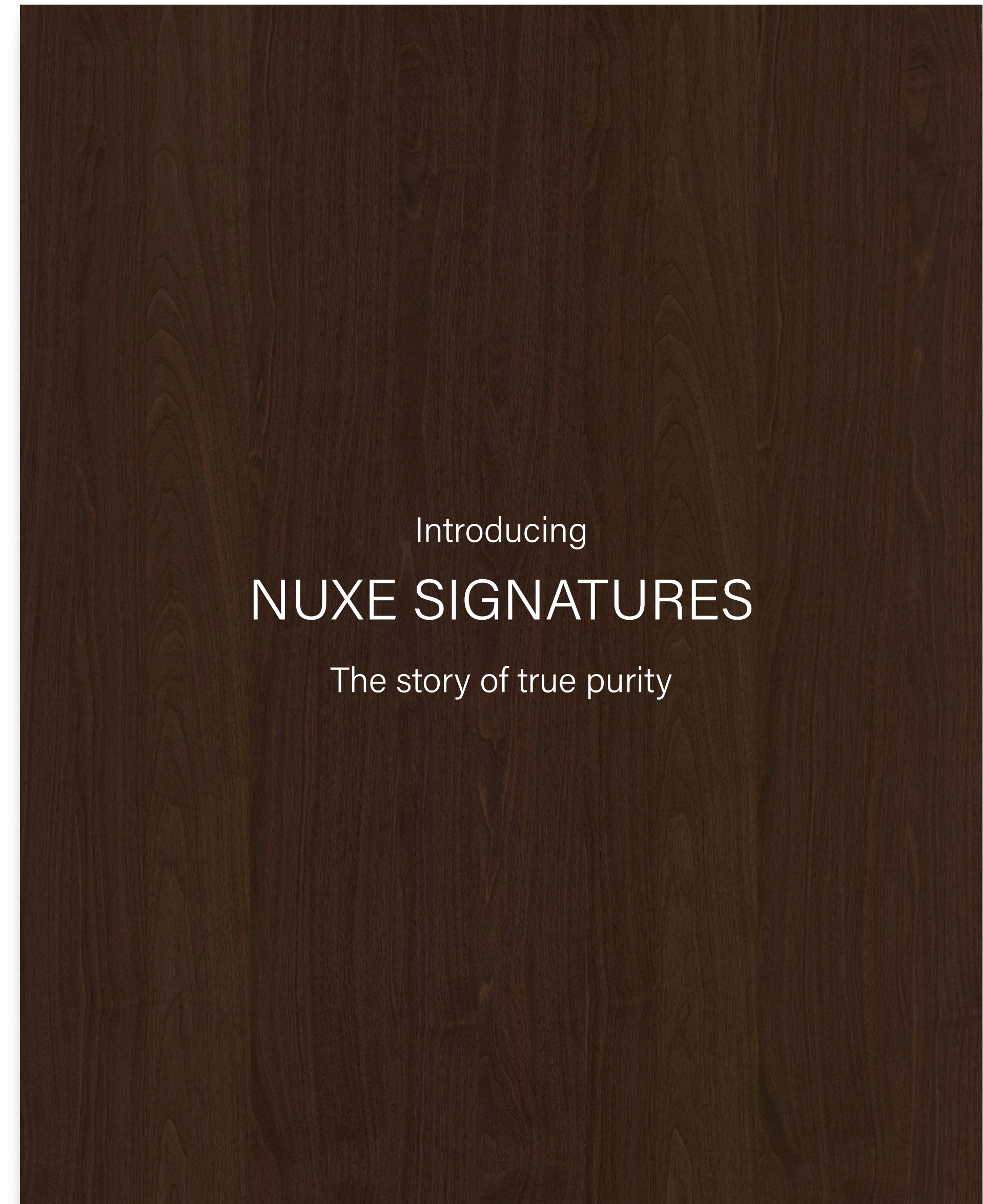
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Introducing
NUXE SIGNATURES
The story of true purity

INSTAGRAM CARROUSELS

NUXE SIGNATURES CARROUSELS V2

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[Link to the Decospan webpage](#)

17 March - 5 P.M. CET

INFOGRAPHICS IPE

INSTAGRAM CARROUSELS

INFOGRAPHICS IPE

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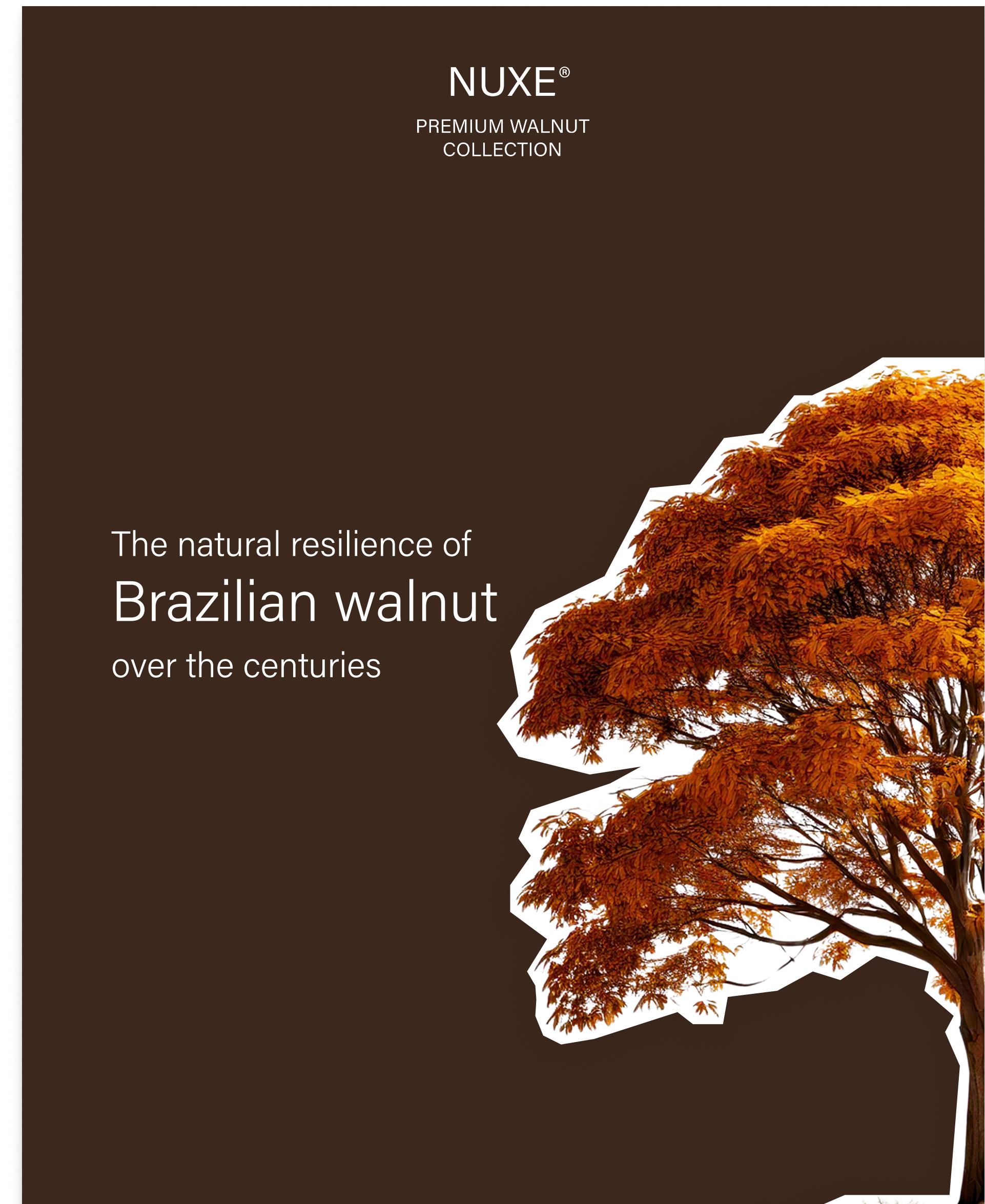
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INSTAGRAM STORIES

USAGE

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- Nuxe Mystique: 3 March - 5 P.M. CET
- Nuxe Heritage: 3 March - 5 P.M. CET
- Nuxe Artisan: 3 March - 5 P.M. CET
- Nuxe Symphony Infinite: 3 March - 5 P.M. CET
- Nuxe Imperial: 10 March - 5 P.M. CET
- Nuxe Monarch: 10 March - 5 P.M. CET
- Nuxe Noble: 14 March - 5 P.M. CET
- Nuxe Spectrum: 14 March - 5 P.M. CET

5 March - 5 P.M. CET

NUXE NATURALS STORIES

INSTAGRAM STORIES

NUXE ELEGANCE V1

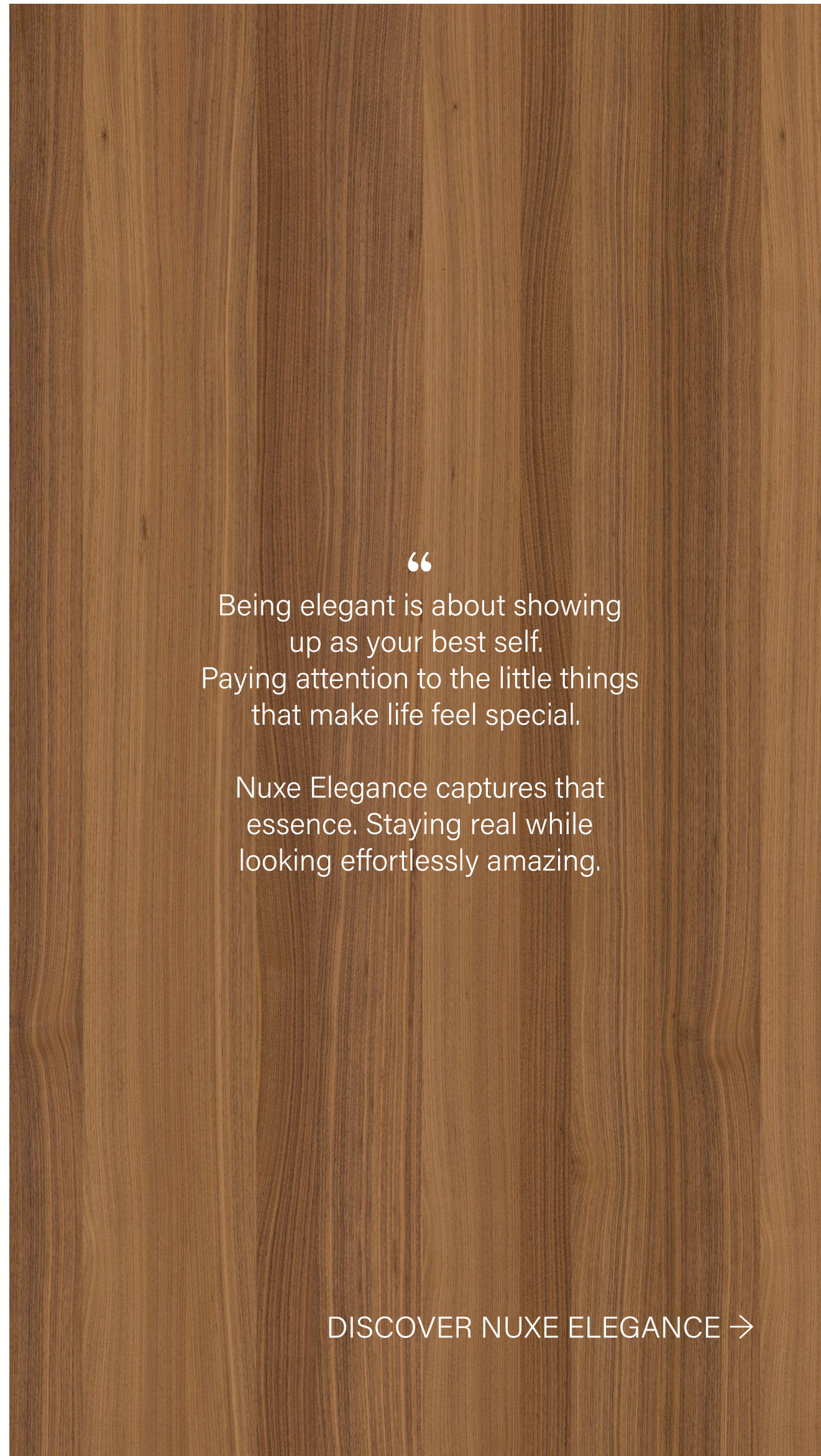
You can post these stories together and link the last slides to the correct person. Follow these steps:

- **Scroll to the correct look:** For example, find the interior picture of Nuxe Elegance.
- **Press the share button:** Share this image to your story.
- **Add background:** Use the last image as the background for this story.
- **Repeat for other stories:** Follow the same process for the other stories.

Important: Post each story one at a time to ensure you share the correct interior photo after each person.

[Download the assets](#)





INSTAGRAM STORIES

NUXE ELEGANCE V2

You can post these stories together and link the last slides to the correct person. Follow these steps:

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INSTAGRAM STORIES

NUXE MYSTIQUE V1

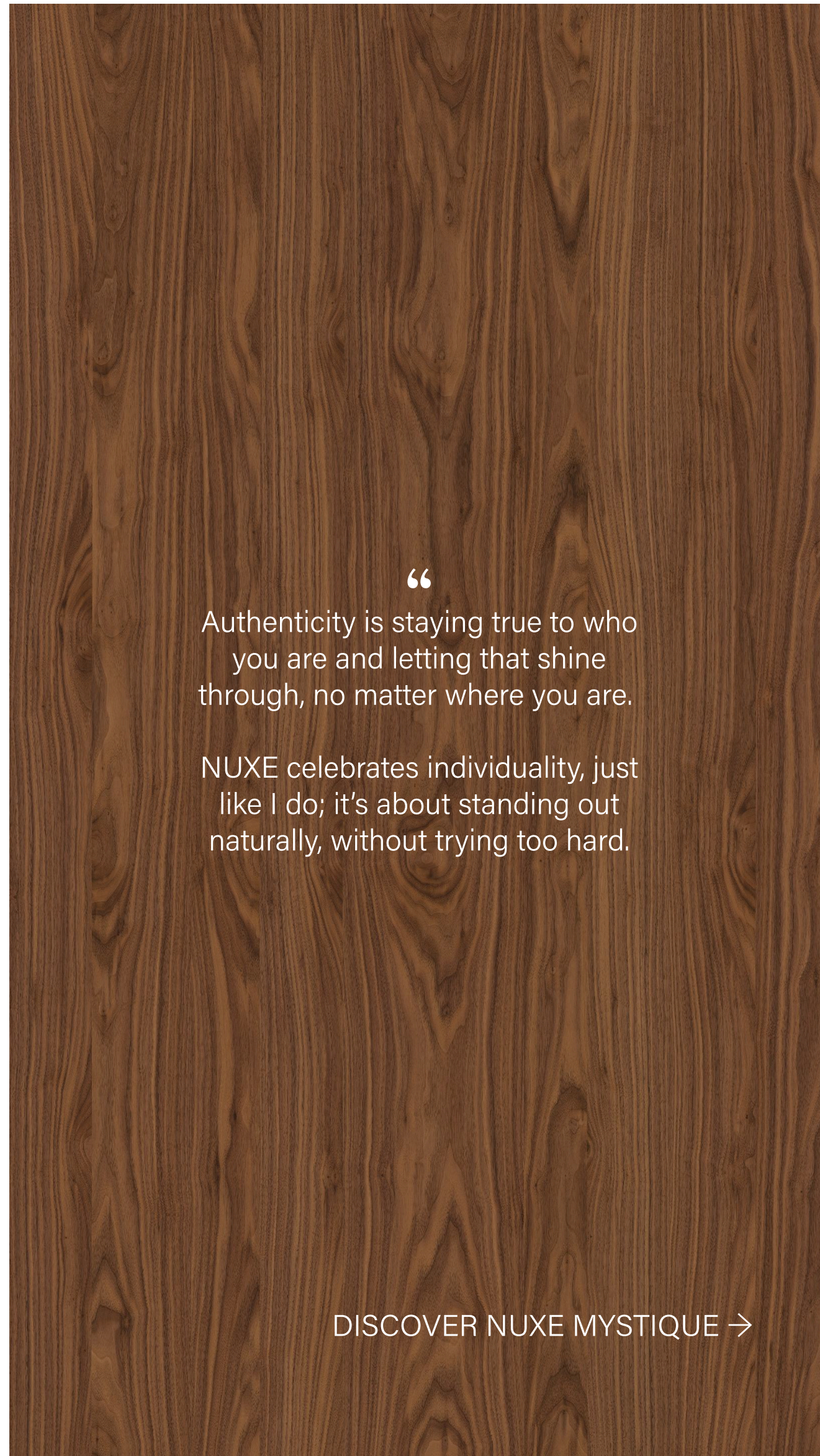
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INSTAGRAM STORIES

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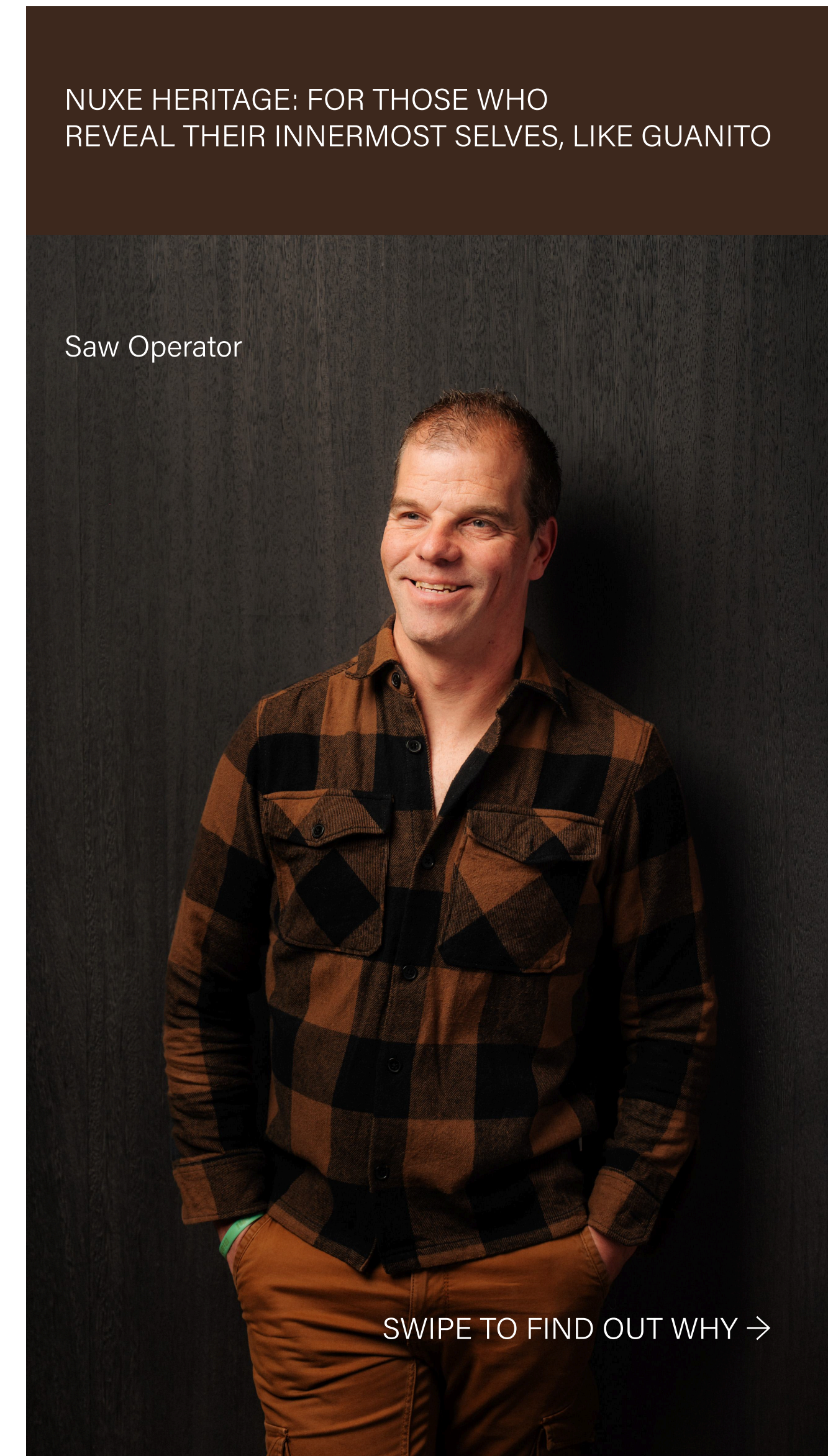
NUXE HERITAGE V1

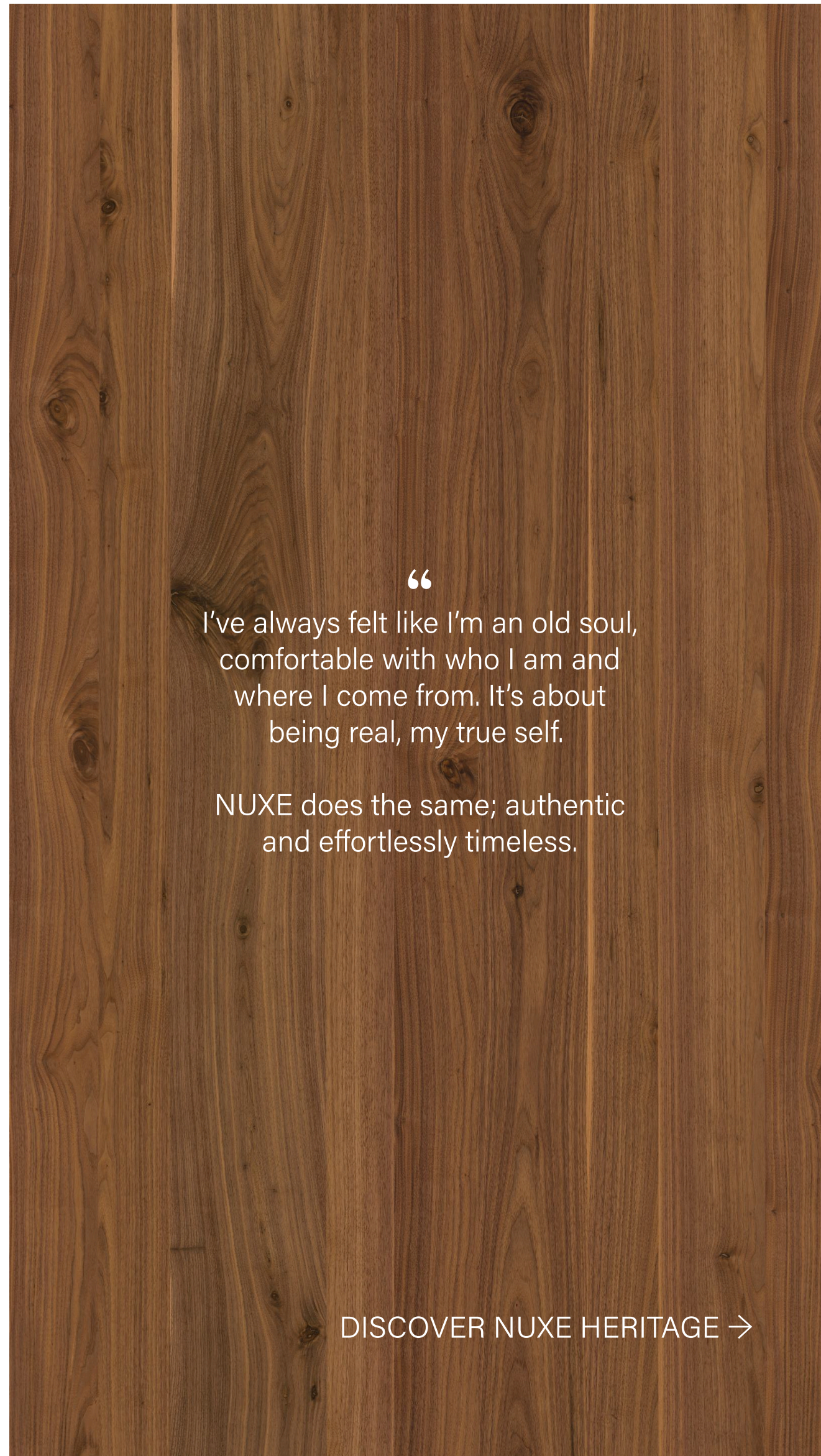
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NUXE HERITAGE V2

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INSTAGRAM STORIES

NUXE SYMPHONY INFINITE V1

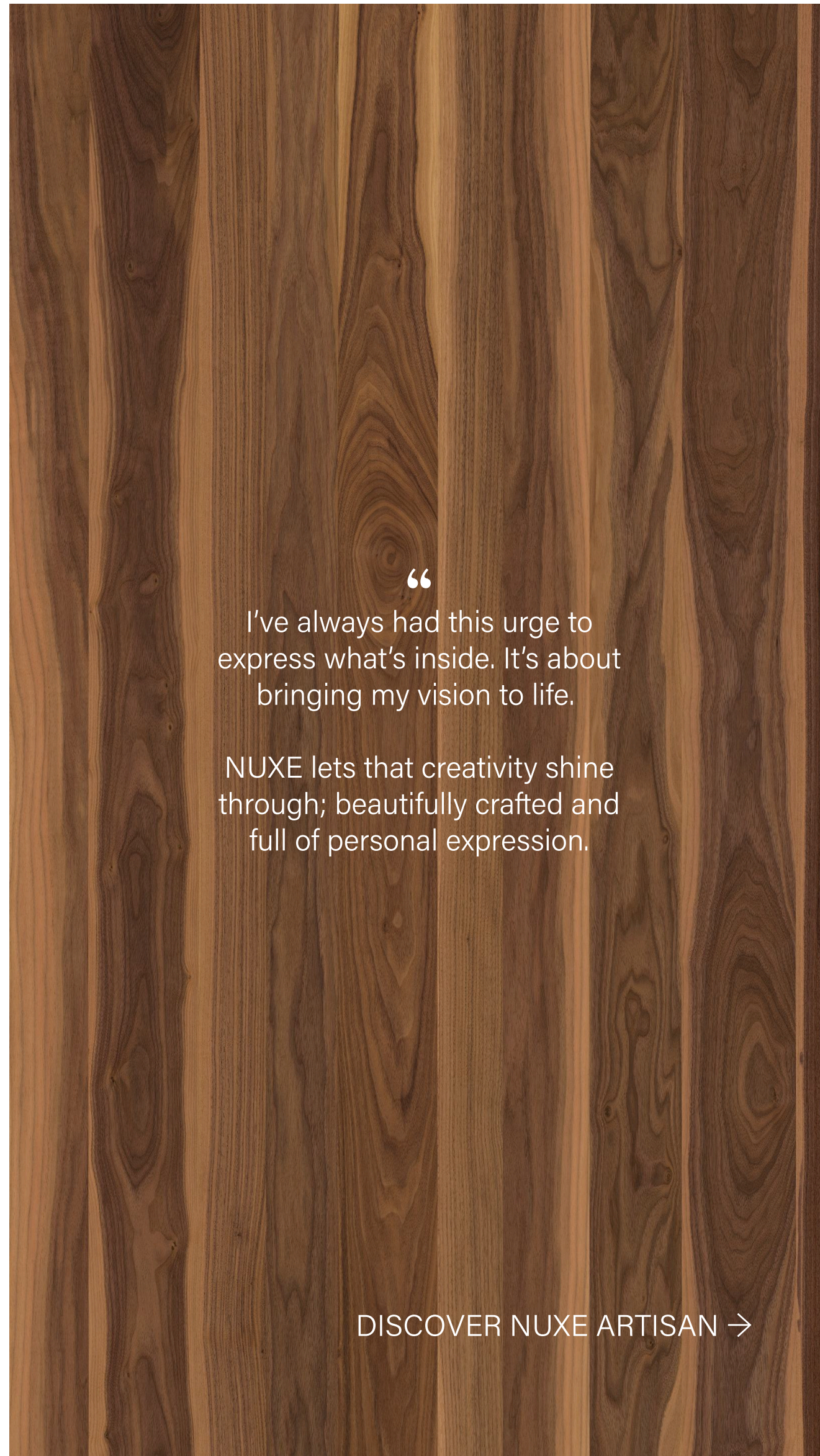
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NUXE IMPERIAL V1

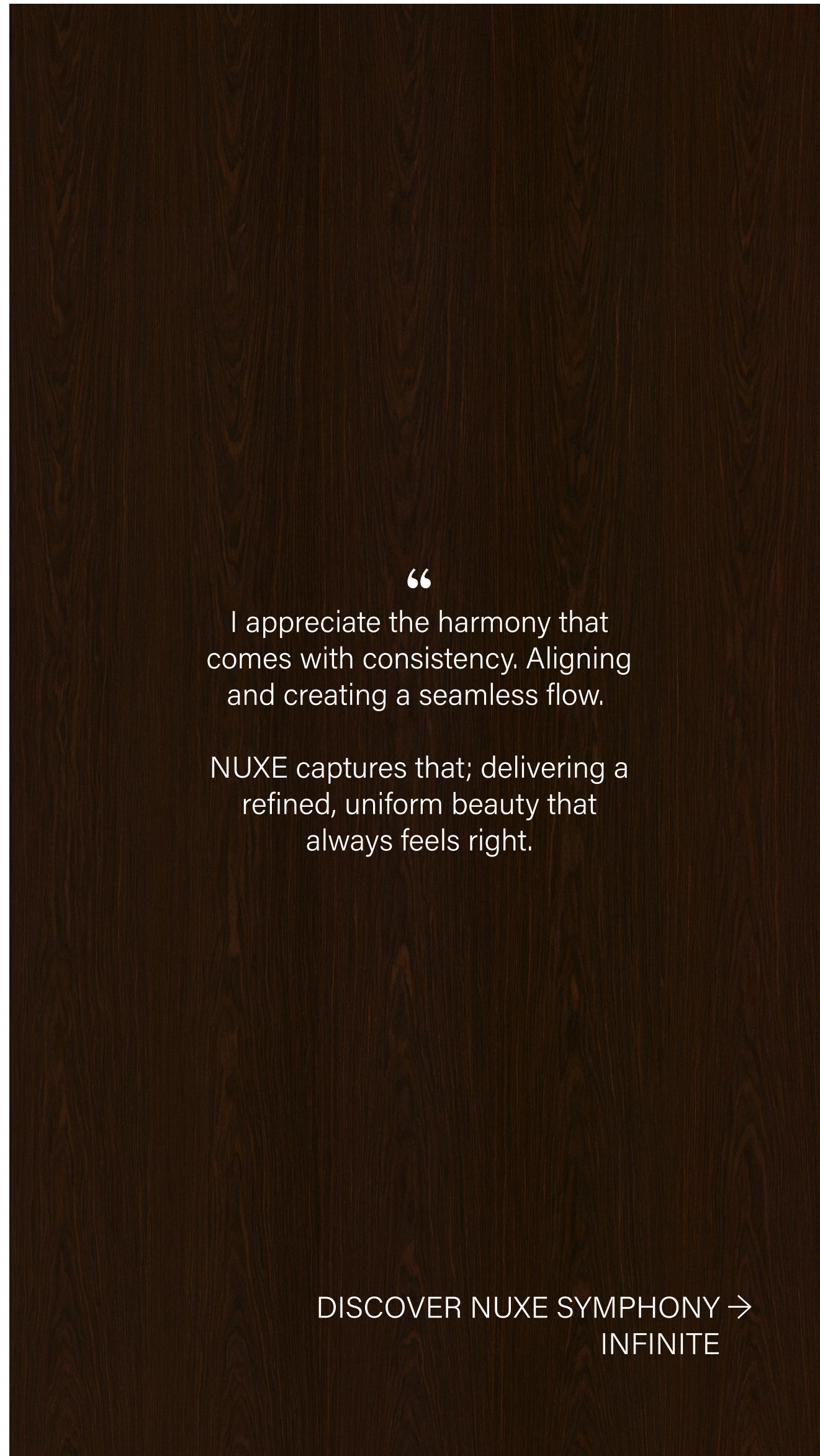
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10 March - 5 P.M. CET

NUXE ECCENTRICS STORIES

INSTAGRAM STORIES

NUXE IMPERIAL V1

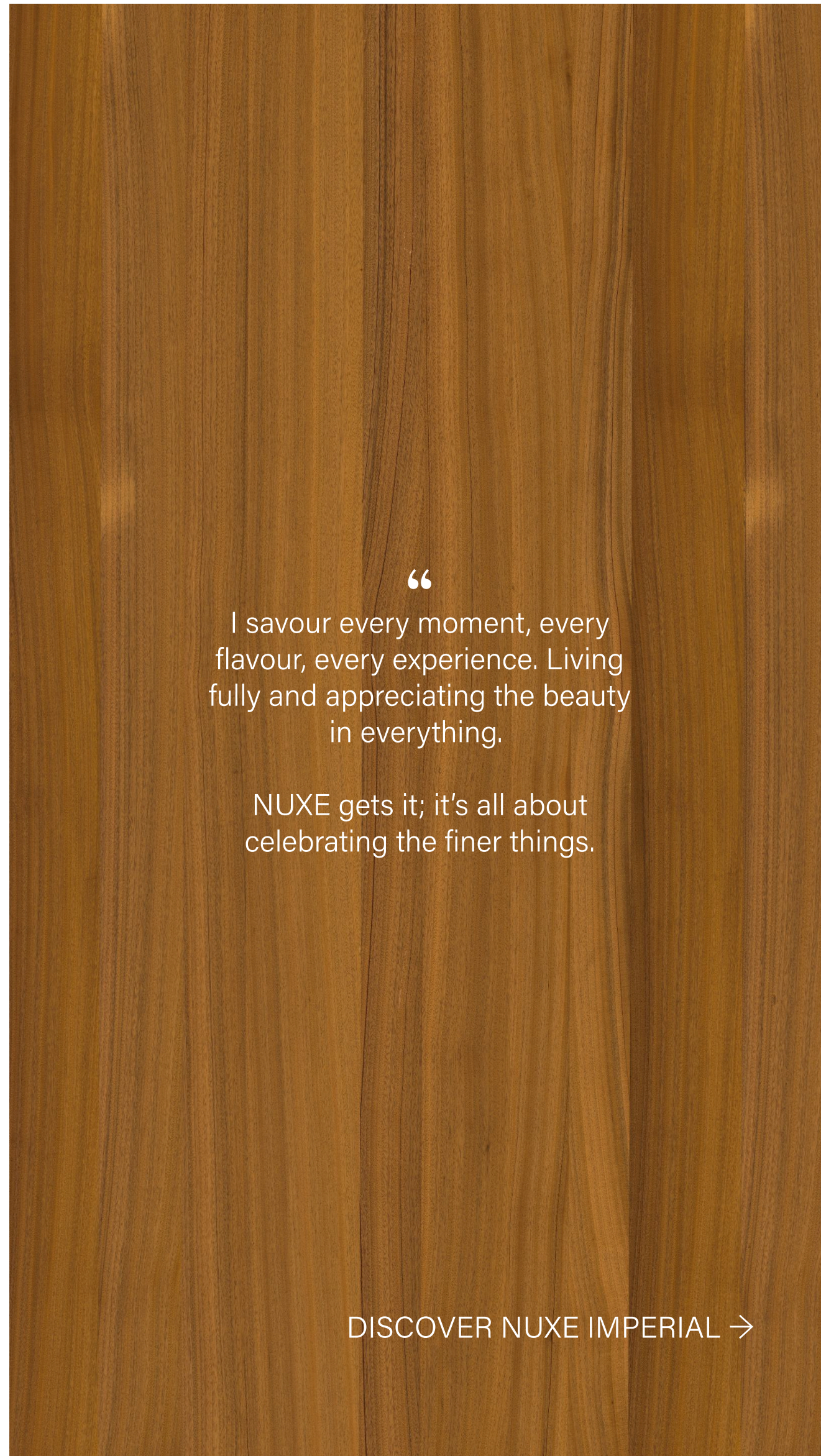
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NUXE MONARCH V1

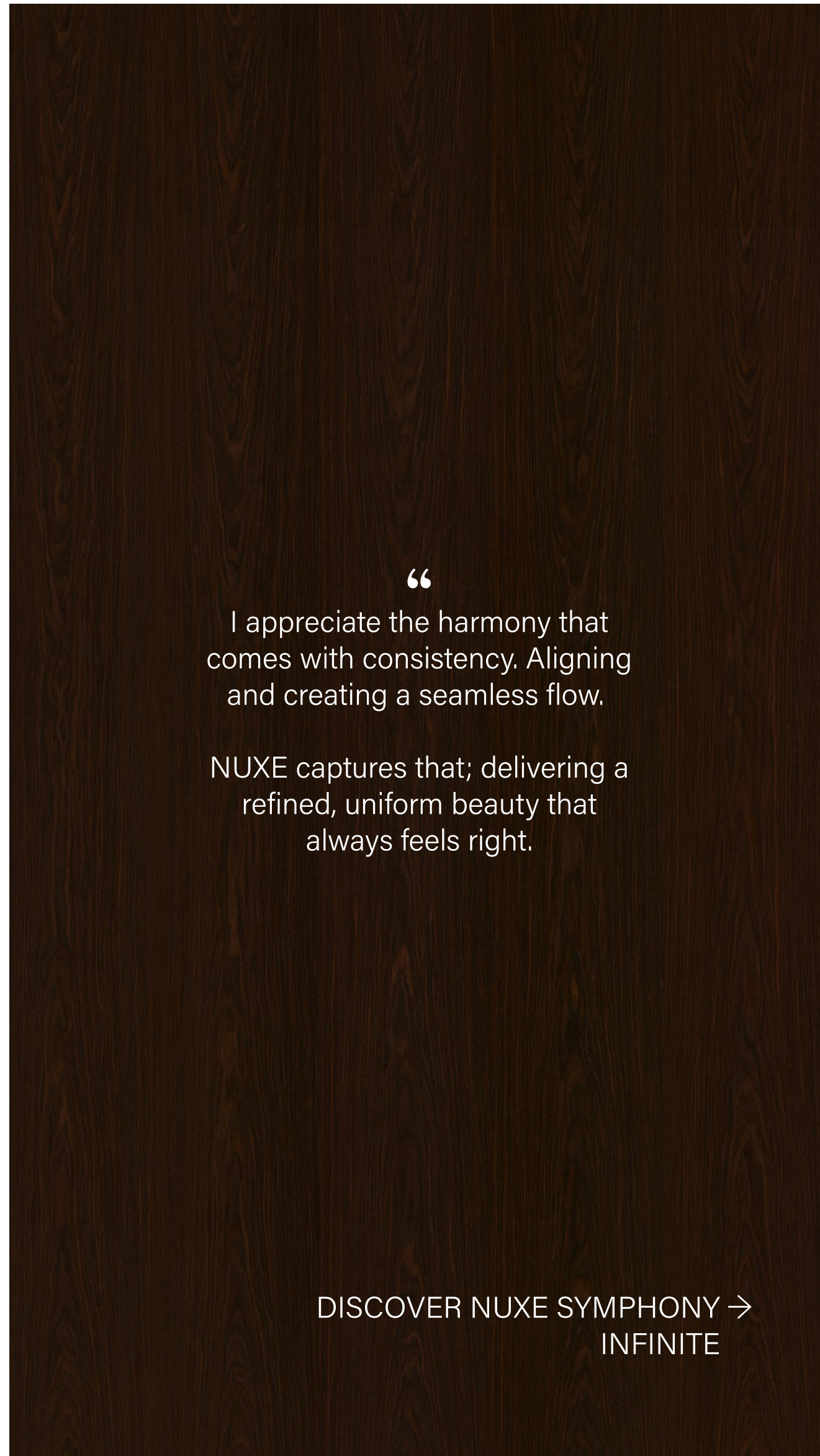
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14 March - 5 P.M. CET

NUXE SIGNATURES STORIES

INSTAGRAM STORIES

NUXE NOBLE V1

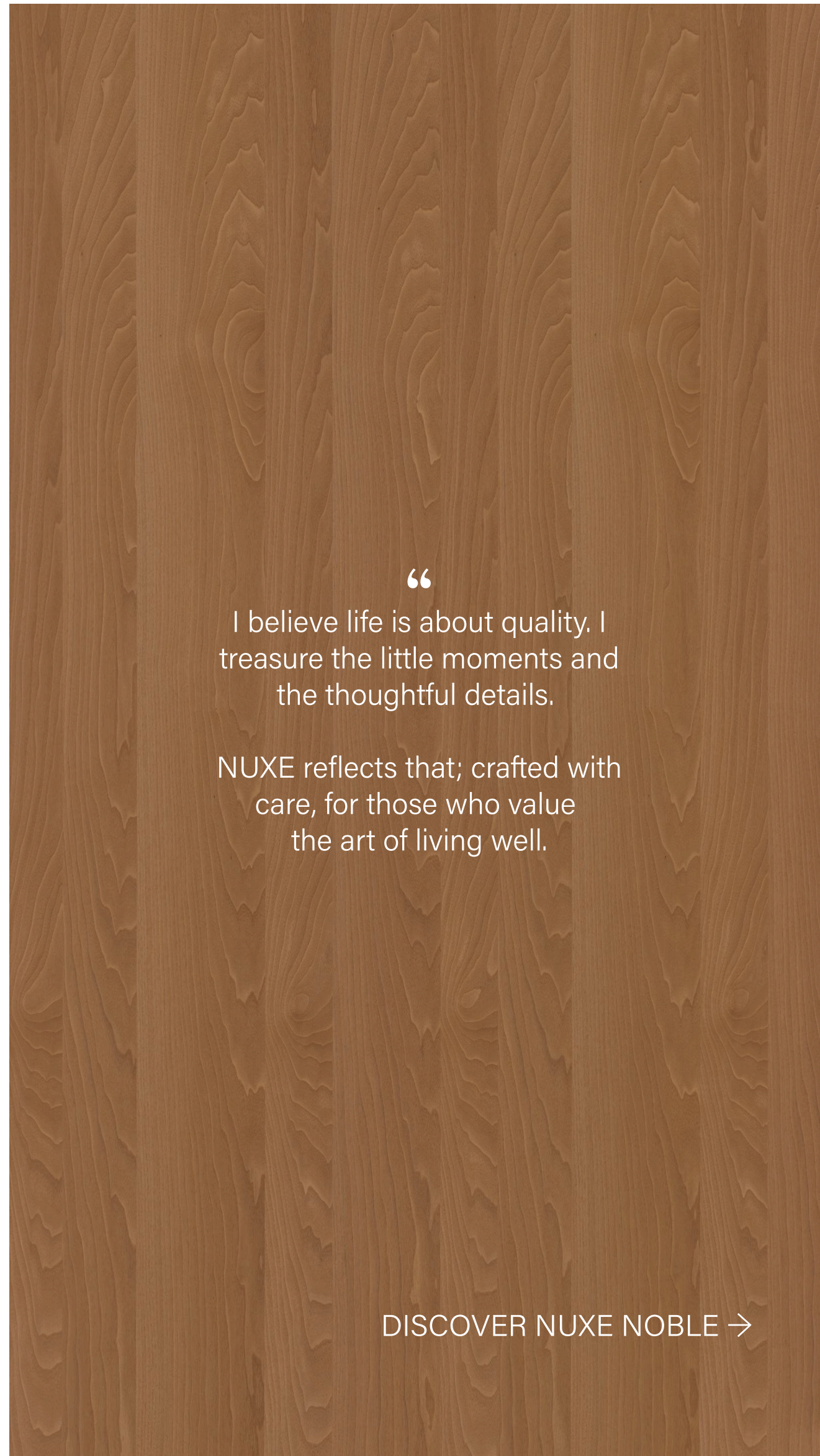
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INSTAGRAM STORIES

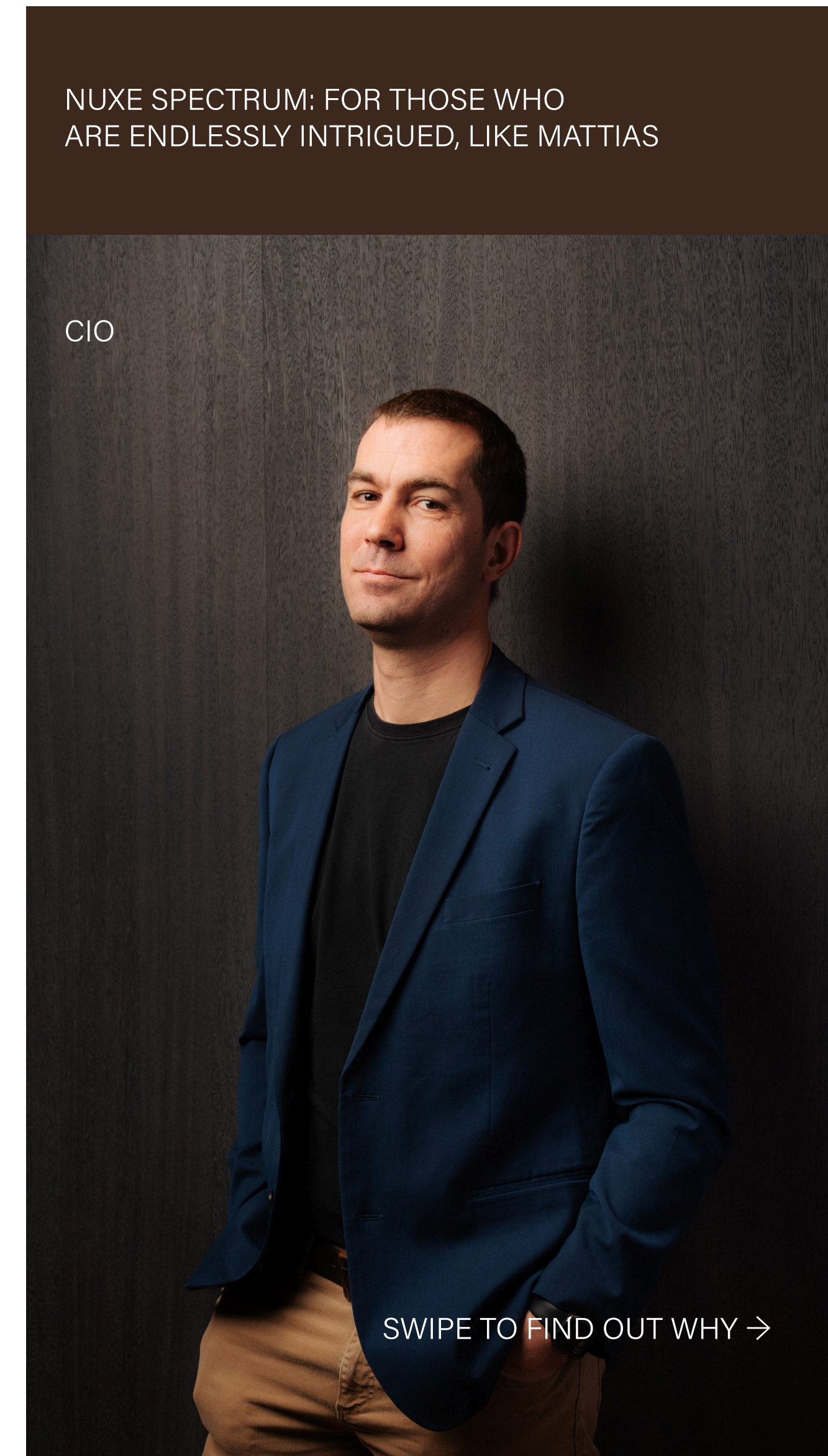
NUXE SPECTRUM V1

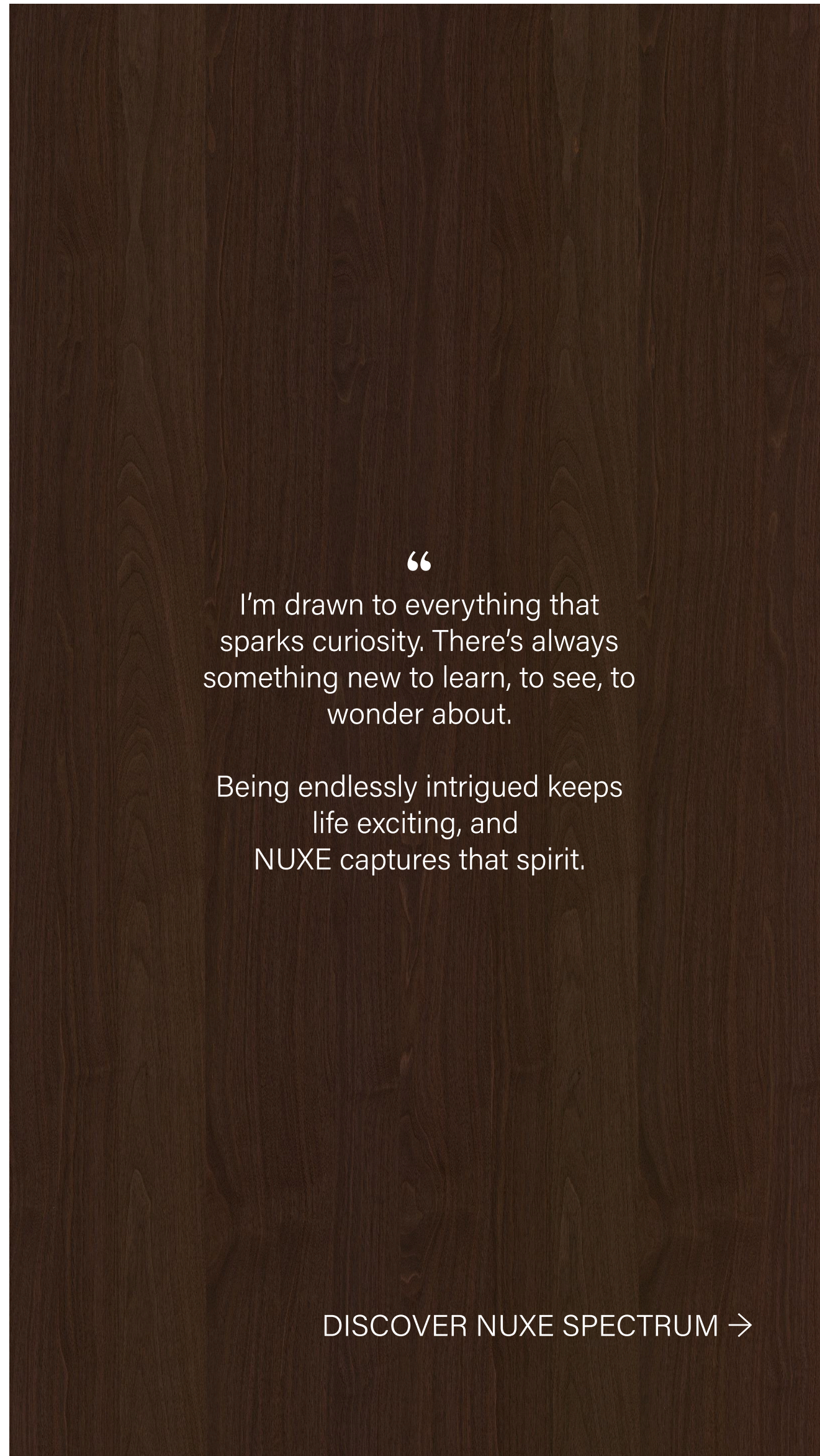
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NUXE EDUCATIONAL VIDEOS

USAGE

These videos can be deployed between 25 March and 29 April. This is when we'll deploy them:

- The inspiration of Nuxe: 25 March - 5 P.M. CET
- Why is there no Italian or European walnut in the collection: 27 March - 5 P.M. CET
- Make working with walnut easy: 1 April - 5 P.M. CET
- How to best finish your walnut: 3 April - 5 P.M. CET
- Colour change of walnut over time: 8 April - 5 P.M. CET
- Can you brush walnut: 10 April - 5 P.M. CET
- Knots in veneer: 15 April - 5 P.M.
- Sapwood and Heartwood: 17 April - 5 P.M.
- Porosity of walnut: 22 April - 5 P.M.
- Different veneer patterns: 24 April - 5 P.M.
- Consistent veneer project: 29 May - 5 P.M.

NUXE EDUCATIONAL VIDEOS

The inspiration of Nuxe: 25 March - 5 P.M. CET

Marieke, our Product Manager for Wall Applications & Panels, tells you more about the inspiration behind our Nuxe collection.

In this video, she'll explain more about the composition of the walnut tree.

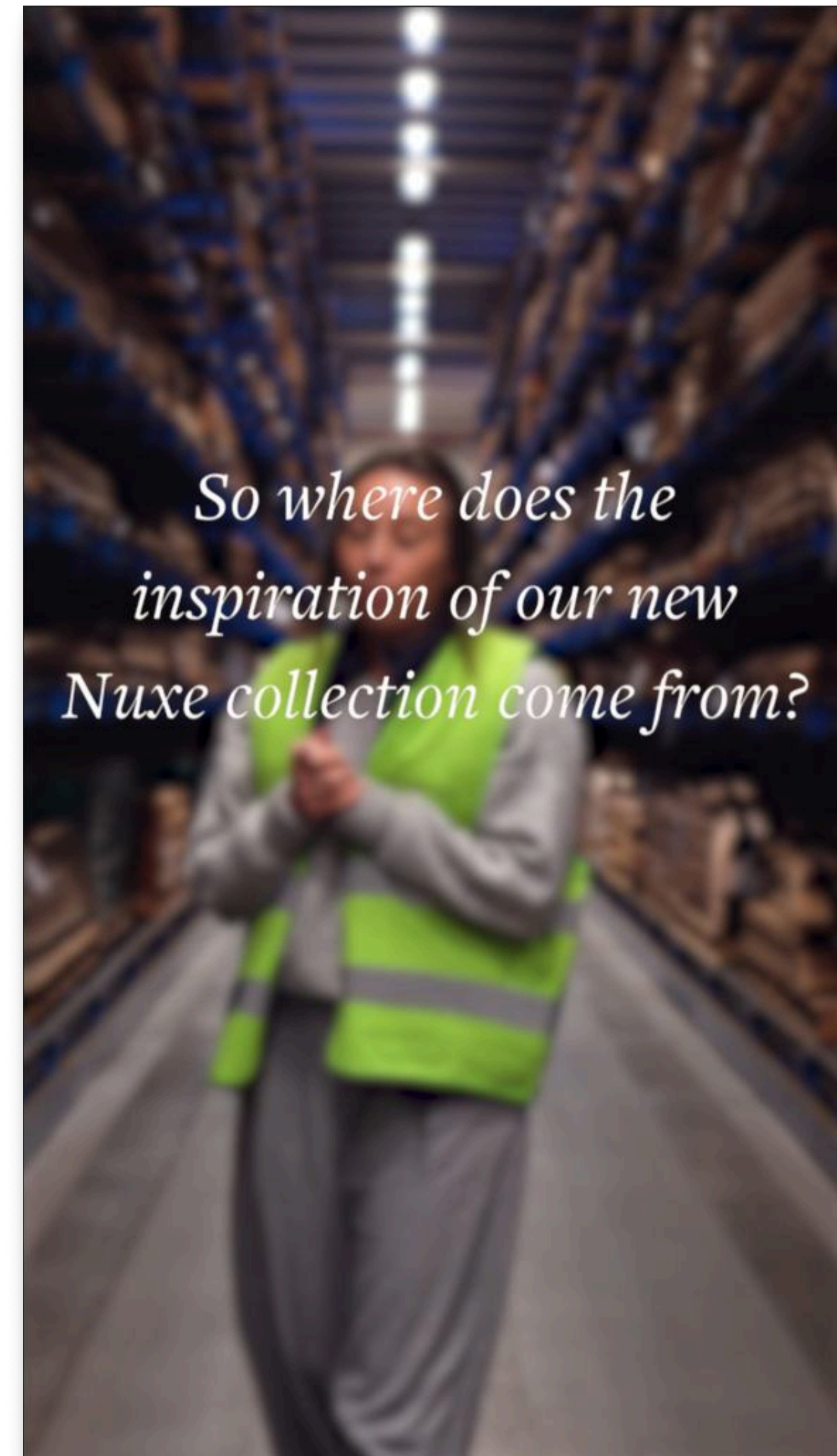
👁️ Curious to find out more about our collection? Explore Nuxe through our link in bio.

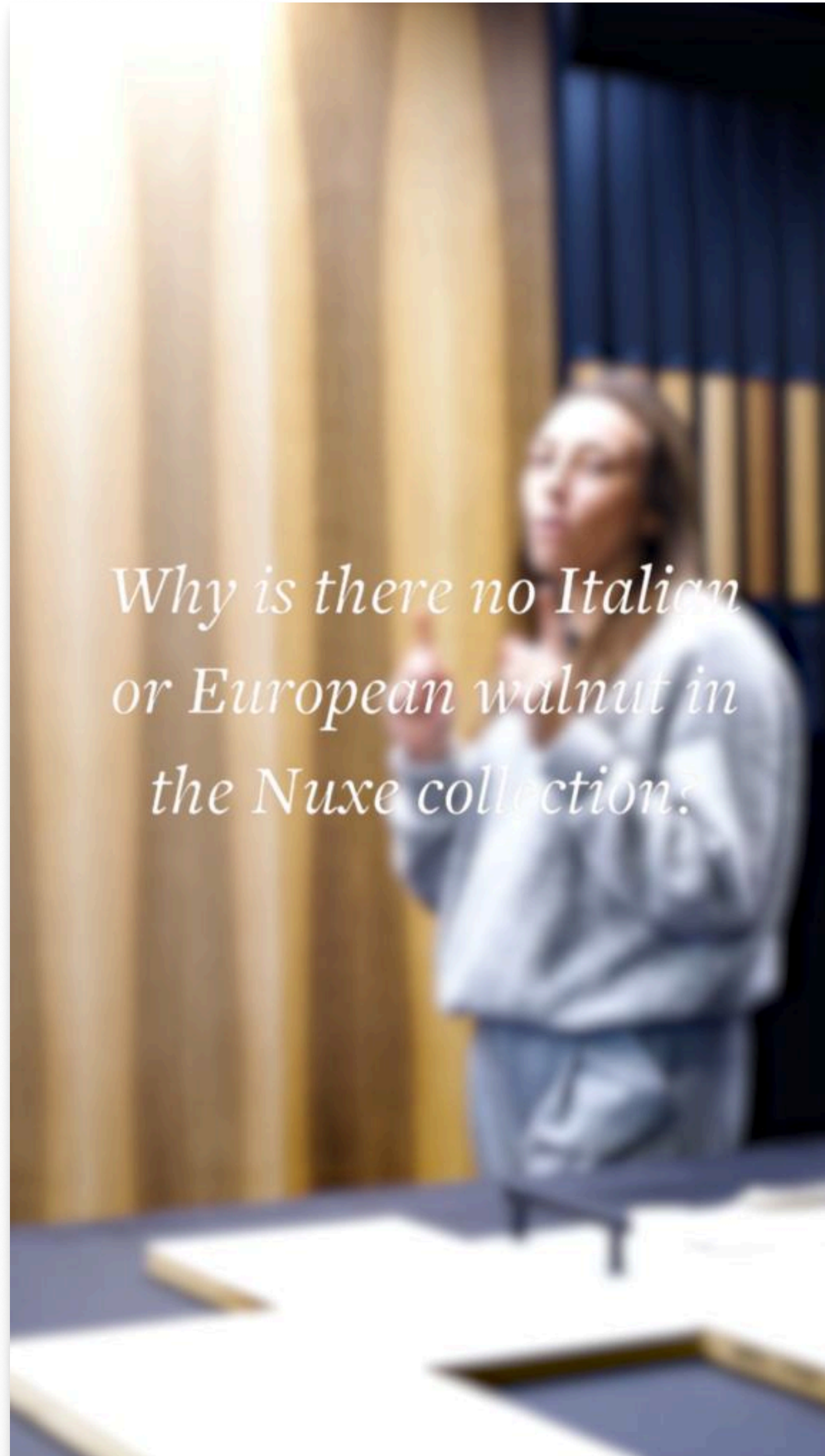
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*Why is there no Italian
or European walnut in
the Nuxe collection?*

NUXE EDUCATIONAL VIDEOS

Why is there no Italian or European walnut in the collection: 27 March - 5 P.M. CET

Why is there no Italian or European walnut in the new Nuxe collection?

Marieke, our Product Manager for Wall Applications & Panels, tells you more about the different walnut species and why we only use American, African, and Brazilian walnut in Nuxe.

👁️ Curious to find out more about our collection? Explore Nuxe through our link in bio.

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NUXE EDUCATIONAL VIDEOS

**Make working with walnut easy:
1 April - 5 P.M. CET**

How did we make walnut easy for you?

Marieke, our Product Manager for Wall Applications & Panels, goes in depth about the challenges of using walnut in your designs and the convenience of using Nuxe when working with walnut.

👁️ Curious to find out more about our collection?
Explore Nuxe through our link in bio.

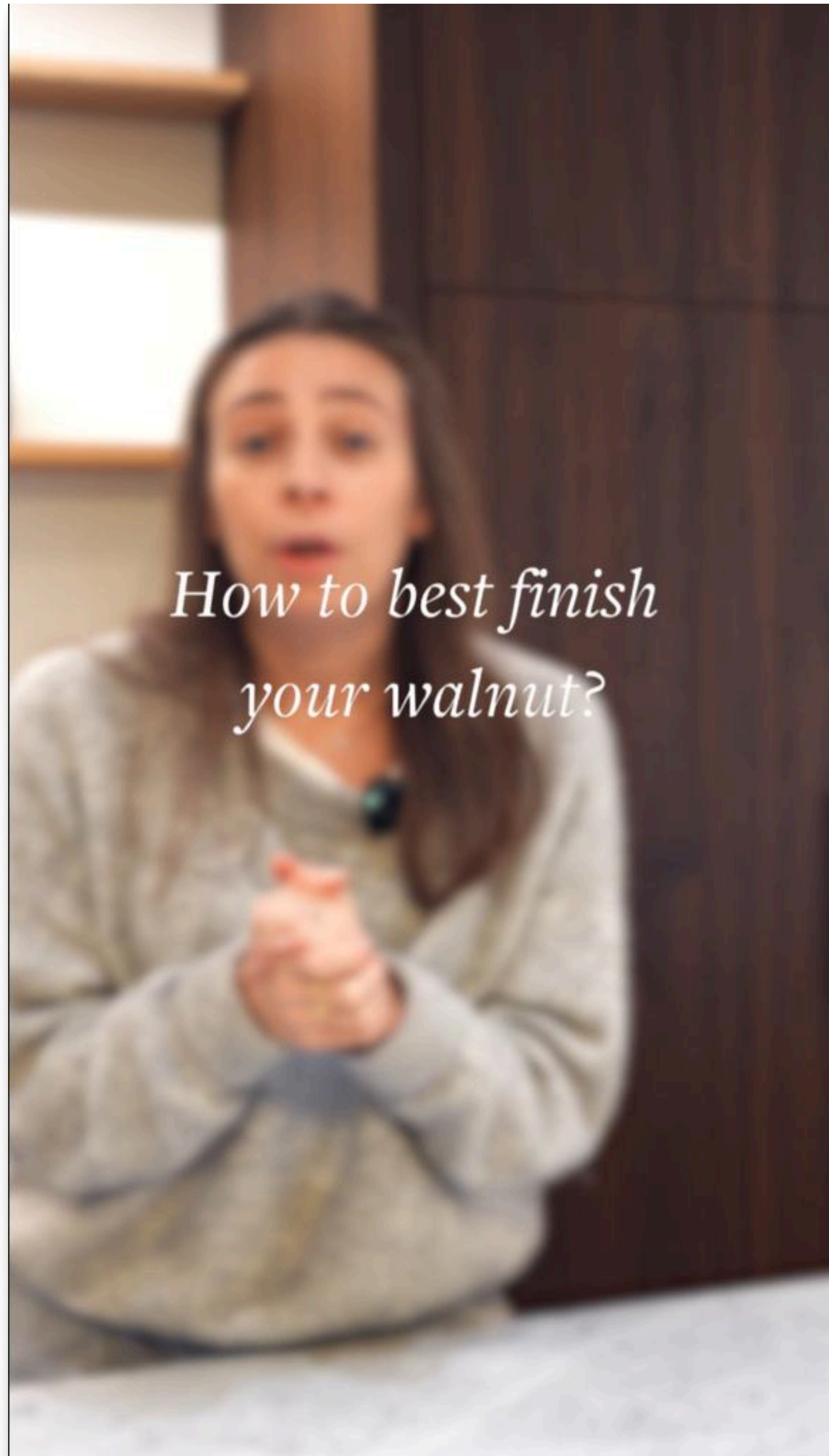
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NUXE EDUCATIONAL VIDEOS

How to best finish your walnut: 3 April - 5 P.M. CET

In this video, Marieke, our Product Manager for Wall Applications & Panels, tells you more about the finishing options when using walnut in your project.

She goes in depth about the advantages of using oil or varnish with walnut.

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NUXE EDUCATIONAL VIDEOS

Colour change of walnut over time:

8 April - 5 P.M. CET

Did you know that walnut slightly changes color over time when exposed to sunlight?

In this video, Marieke, our Product Manager for Wall Applications & Panels, tells you more about the effect of sunlight on walnut and how you can prevent walnut from changing color over time.

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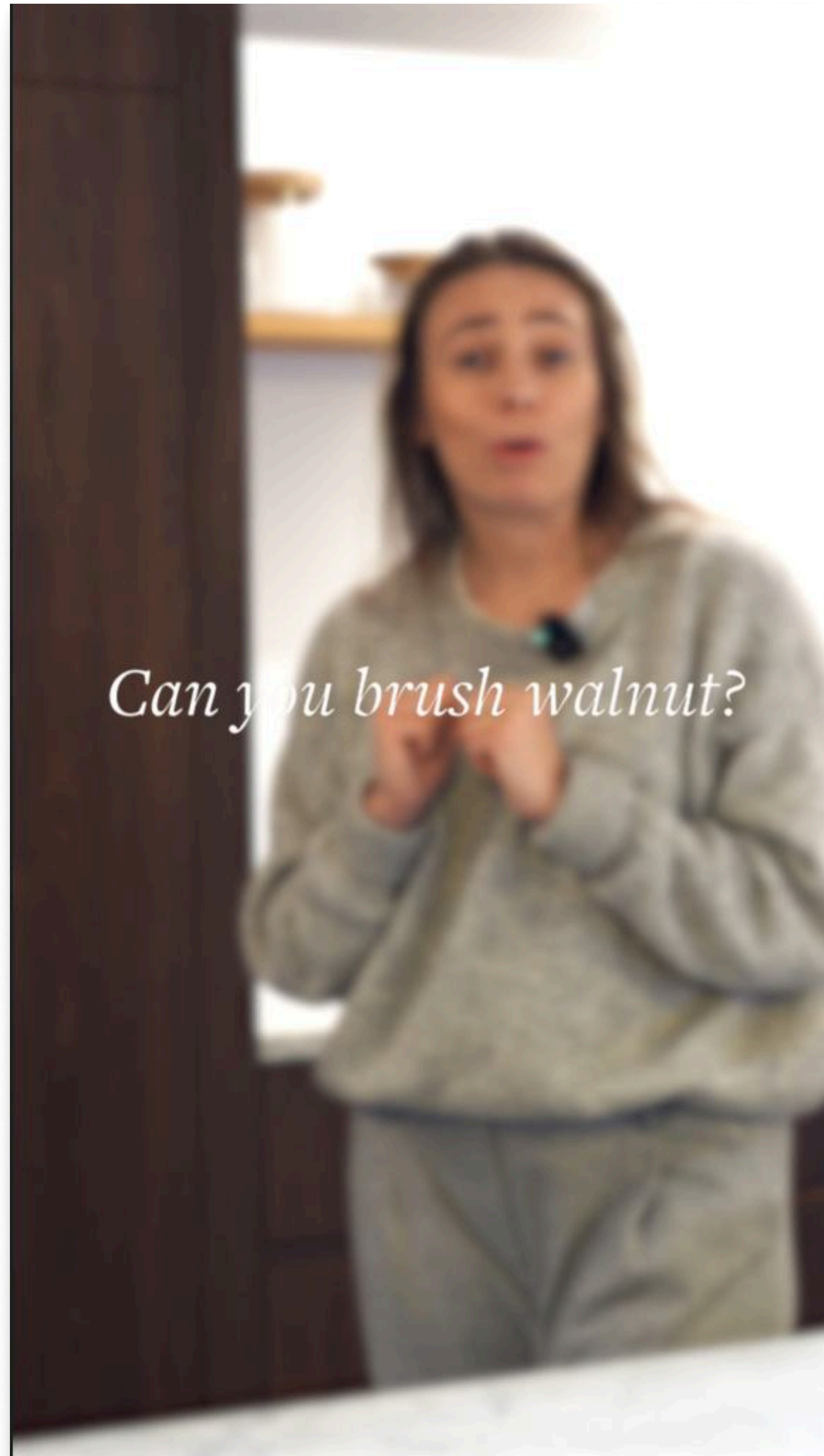
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NUXE EDUCATIONAL VIDEOS

Can you brush walnut:

10 April - 5 P.M. CET

Brushing walnut does not always have the effect you'd want to achieve.

In this video, Marieke, our Product Manager for Wall Applications & Panels, goes in depth about the density of walnut and offers an alternative to brushing for adding more structure to your walnut.

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NUXE EDUCATIONAL VIDEOS

Knots in veneer:

15 April - 5 P.M.

What are knots in veneer?

Jeroen, our Business Analyst Wood, tells you more about the knots you find in veneer.

Spoiler alert: it has something to do with how the tree grows.

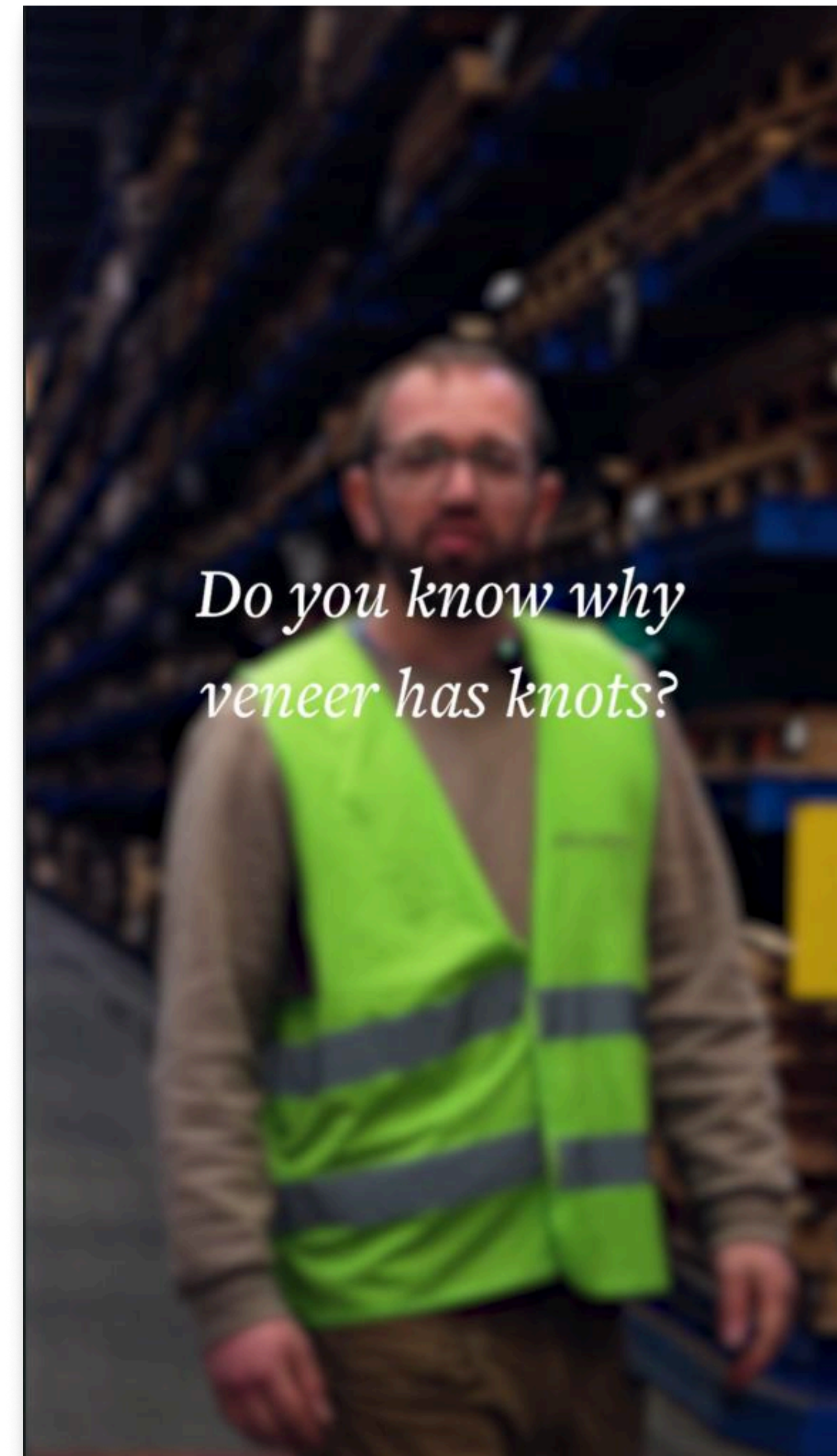
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Why does walnut
have two different
types of colours in
one sheet?

NUXE EDUCATIONAL VIDEOS

Sapwood and heartwood:

17 April - 5 P.M.

In this video, Jeroen, our Business Analyst Wood, will tell you everything there is to know about sapwood and heartwood.

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NUXE EDUCATIONAL VIDEOS

Porosity of walnut:

22 April - 5 P.M.

Do you know what those little lines in walnut are? Those are actually pores. Different wood species have a different porosity, making the structure a bit different each time.

In this video Jeroen, our Business Analyst Wood, will tell you all about it.

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What are those little stripes you can find in walnut?

Have you ever
wondered why
veneer patterns
differ?

NUXE EDUCATIONAL VIDEOS

Different veneer patterns:

24 April - 5 P.M.

Did you know that the way you slice veneer affects how the veneer sheet will look?

Find out more about the quarter cut and crown cut. In this video, Jeroen, our Business Analyst Wood, goes in depth about their effects on veneer.

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NUXE EDUCATIONAL VIDEOS

Consistent veneer project:

29 April - 5 P.M.

Do you have a big project in mind where you'll need a consistent look in every panel?

Jeroen, our Business Analyst Wood, will tell you more about Nuxe Symphony Infinite. A special wood species giving you the look and feel of walnut, in a more consistent way.

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How can you create a
consistent wood look
in large projects?

THANK YOU

By using the two content kits, our audiences will know all about Nuxe.

We're curious about the effects on both our social media and content channels! Good luck.

DECOSPAN[®]

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info@decospan.com