



THE NEW GERMAN
TOUCH OF THE INTERIOR DESIGN

NOVOLINE

THE BAVARIAN NOVOGROUP GMBH FOUNDED AND HEADED BY HANS-PETER RAUSCH TOGETHER WITH HIS PARTNERS MARKUS BARTH, CHRISTIAN PLANK AND JULIAN RAUSCH, HAS A NEW FLAGSHIP: NOVOLINE. AFTER TEACHING PEOPLE HOW TO BE SUCCESSFUL IN BUSINESS FOR DECADES, THE WELL-KNOWN ENTREPRENEUR OF ALBERTSHOFEN HAS LAUNCHED HIS OWN LUXURY BRAND IN THE TRENDY AREA OF INTERIOR DESIGN. BY HÉLÈNE BATTAGLIA

Hans-Peter Rausch could have settled for being a successful top salesman for decades. Instead, and fortunately for his future thousands of clients, he has decided to share his know-how and his expertise and to teach other people the main keys of success in business. So in 1992, he founded NOVOTREND GmbH, a firm specialized in consulting, coaching and organizing seminars which, in almost thirty years, became a flourishing business, he still runs, today, with a positive mind and attitude, together with his wife Margarete, his son Julian and his daughter-in-law Romina. Thanks to his entrepreneurial success, in April 2016 he launched NOVOLINE, his second firm he owns with his partners Markus Barth, Christian Plank and Julian Rausch, whose engagement and operational readiness he is very grateful for allowing to turn the *Living Vision by Rausch* into reality. From salesman to entrepreneur. From entrepreneur to trendsetter product and interior designer of his own luxury furniture and home accessories. Unstoppable, Hans-Peter Rausch has always had a passion since ever for interior design and would have loved to be an architect. A dream, which comes finally true, to meet the real demand of lots of his clients on the segment of interior design.

The style of NOVOLINE is very unique, unseen before. All the products (for the living room, dining room, bedroom, bathroom, office) designed are the fruit of a high level of beauty, luxury, creativity and innovation as he wishes. «*We have to offer people products they didn't even know they existed.*» he explained. NOVOLINE is proud to be able to grade up all its furniture with Swarovski® Crystals and with noble leather from one of the top leather manufacturers of Germany which, among other things, produces leather for Rolls Royce. For their residential or professional building renovation projects especially during this unexpected pandemic in progress, more and more people are choosing the firm which operates on the German, Austrian, Swiss, Belgian and Italian markets. NOVOLINE is the perfect match. «*Because they are not travelling right now or less cause of the covid-19, people are spending their money for their private homes, chalets, hotels, shops, offices...*». The designer told us. People want to feel cosy and safe at home or at work, now more than ever. And they are totally right. Clients from all over Europe come to the little village Albertshofen to discover the collections. And you, are you finally ready for the successful Rausch's living vision and way of life?

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NOVOLINE

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