The Wallcoverings Association has created Media Alerts to keep media up-to-date on news in the wallcoverings industry. Media Alerts is emailed to editors to provide a snapshot of new products and news announcements in our industry. We hope you enjoy this issue.

**Winter 2014**

**Moroccan Motifs**
From Brewster Home Fashions comes Alhambra. The collection by Kenneth James brings the Old World charm of the Alhambra palace to life with a fresh twist for today’s trends. Designs pair varying dimensions with coordinating large scale damasks.

**Stripe it Rich**
Canton Silk Stripe is the newest NSF/ANSI 342 certified wallcovering from Colour & Design. Stripe it extra rich with these modern 12” horizontal bands. Alternating matte and satin finishes create a wow factor in 18 perfectly coordinated hues.

**Work of Art**
Denovo Wall introduces Matisse, its newest NSF/ANSI 342 certified wallcovering. The curvilinear stylized tulip is reminiscent of Matisse’s works of art in the early 1940s. The design is inspired by a technique Matisse called “painting with
and paisleys, alongside textural patterns and cultured medallions with quatrefoils and arabesque motifs. The palette includes a rich and elegant wealth of metallics. 

**Canton Silk Stripe** is available with two coordinates. 

**Contact**

scissors,” a method of cutting out flowing shapes from brightly painted paper and assembling them into designs. The wallcovering offers a palette of 13 hues. 

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**From Warm to Whimsical**

With pearlescent finishes and a touch of glittering glass beads, the Verona Collection from MDC breathes fresh air into your interiors. Made in Italy, this unique collection translates the avant-garde into elegant designs that range from warm to whimsical. Colors run from crisp white, warm copper and bronze to opulent red. 

**Contact**

**You’re Invited**

Have an interest in wallcoverings? You’re invited to attend the Wallcoverings Association’s Annual Meeting Feb. 8-10 at the Sandpearl Resort in Clearwater Beach, Florida. Meet leaders from the wallcoverings marketplace, enjoy presentations on the interior design industry and hear from experts in sales and marketing. 

**Wallcoverings Association**

**Homage to Rainforests**

Inspired by woodcarvings, Rio by Lanark is an ode to the natural beauty of the Brazilian rainforests. Printed strias of vertical bark pay homage to rare and beautiful trees. Stratified, distinct and unique, the look is authentic with a modern twist. This chiseled and grooved pattern is as intriguing as the city for which it’s named. Made with Second-Look, Rio has 20% recycled content. 

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**Cascading Circles**

Preston by Source One Exclusive is an extra-large design made of 

**San Francisco-Inspired Design**

Versa’s Embarcadero brings the divergent influences of San 

**Intricate Ikat**

Len-Tex marries contemporary herringbone with timeless ikat
circular elements that come together to form an undulating vertical on the wall. This Type II wallcovering is made with 20% recycled content by weight including 10% post-consumer content. It is available in five colorways and is 50 inches wide. Contact.

Francisco’s Embarcadero waterfront to the wall. Metallic accents in the background and darker cross-threads across the surface produce this 3-D tessellated design. The NSF/ANSI 342 certified wallcovering is made with Second-Look and contains 20% recycled content. 21 colors suit a range of environments. Contact.

for a fresh infusion of styles in La Marche, a dramatic woven stripe print. A palette of earthy neutrals mimics the natural yarn colors of traditional ikat designs, but you'll also find accents of indigo, moss and red rock to complement this bold, large-scale pattern. La Marche is certified to NSF/ANSI 342 and SCS Indoor Advantage Gold. Contact.

The Lavish Life

Reminiscent of a bygone era, Lavish by Astek takes inspiration from decadent textures and intricate details that create a statement of opulence and luxury. The collection incorporates elegantly hand-drawn patterns, refined textures and architectural geometrics in a classic color palette. Contact.

Popular on YouTube

Check out three new educational videos on YouTube from the Wallcoverings Association: Top Reasons for Wallcoverings in Healthcare, Maximizing Hospitality Design with Wallcoverings and Creating Livable Work Environments with Wallcoverings. Key Words: Wallcoverings Association. YouTube Channel

Ride the Wave

Inspired by sunlight reflecting off rippling water, Luma has the appearance of soothing, shifting motion associated with lapping water. Luma is one of eight new designs from Koroseal Interior Products that range from multi-color prints to tailored fabric textures to contemporary and metallic. Contact.
Right as Rain

The textural depth of deconstructed plaster acts as a natural anchor to York’s Drizzle. This palette of earthen color is highlighted by subtle glimmers of pearl and soft metallic. The overall effect is a marriage of glamorous with Old World charm. Drizzle is available in seven colors. Contact.

HP Latex Inks Certified

HP Latex Ink Technology now meets the US ASTM F793 Type II standard for commercial wallcovering in high-traffic areas. This classification covers heavy-duty wallcoverings suited for commercial spaces. The standard has three main components: 1) heavy duty substrates, 2) color related performance and 3) flame spread and smoke developed. Contact.

New at Heimtextil

AVA is showcasing the latest version of the AVA 4.11 software at Heimtextil in Frankfurt on January 12-14. Look for AVA's booth in Hall 4.0 Digital Print and Hall 4.2 Design. AVA will demonstrate its industry leading color management of these state-of-the-art print technologies. Contact.