Snakeskin is a popular pattern in home decor this season

Interior designers have succumbed to the temptation of the serpent.

Snakeskin prints slither across wallpaper, upholstery fabrics, pillows and even a beanbag chair shown on JCPenney Co.’s website.

“We’re seeing a lot of it in the wall coverings and textiles world,” says Scott Hang, sales manager at Romo, a British luxury fabrics and wallpaper company with its U.S. headquarters in Chagrin Falls. “Romo is a European company, and a lot of trends come out of Europe.”

Although snakes arouse feelings ranging from fascination to utter fright when they’re real, when they’re interpreted for the runway and interior fashion, the skins of these coldblooded crawlers, faux of course, are “evocative of jet-set glamour,” as Elle Decor put it in a recent feature.

“There are many trends are crossing over from apparel to home fashion, and snakeskin is in this category,” says Julie Philibert, design director at Chesapeake Wallcoverings Inc.

“First seen on the catwalk were snakeskin shoes and purses and slinky silk prints,” Philibert says. “Now snakeskin is having a luxurious influence in wallpaper, printed in a range of metallics and embossed effects. Embossed leathers used in furniture and wall decor, from crocodile to ostrich skin, give a room an expensive, worldly look.”
Notes Molly McDermott Walsh, public relations and news media manager for Thibaut wallpaper and fabrics company, “Snakeskin has always been popular in fashion as a wild, yet subtle material. Mimicking the truly versatile nature of snakes, python patterns lend a touch of flair, sort of an amalgamation of a solid, a texture and color. What isn’t to love?”

Snakeskin prints pop in bold colors such as apple green and lipstick red, but for the most part, they’re rendered in quiet neutrals such as taupe, brown, gray and graphite so they aren’t overwhelming.

But that still raises the question, isn’t snakeskin -- particularly as wallpaper or covering a sofa -- a bit much? For some, yes, says Dawn Cook of Dawn Cook Interior Design in Shaker Heights. Like anything trendy, you can either leave it alone if you don’t like it, add just a dollop of it into your interior design (or wardrobe) if you like it but don’t want to make a big, expensive commitment, or go whole hog -- or in this case, whole snake.

“It could be a hard sell,” Cook says of persuading her clients to give snakeskin a try. “You’re making a big commitment with wallpaper or with furniture. But I could see putting snakeskin wallpaper in your powder room or some small space to give it some pizzazz.”

Hang says the snakeskin-curious are free to come into Romo and have a look, but purchases have to be made through a licensed interior designer.

This isn’t the first time reptilian prints have oozed through interior design items, he adds, and probably not the last.

“It’s pretty much like anything,” he says. “It comes and it goes, and then it comes back again.”
Chevron in Prune #65106 from Flamant IV by Arte; Modern Paisley in Black & Beige (MG33018) from The Modern Gentleman by Warner; Classic Paisley in Red, Green & Gold on Spiced Orange (AH4752) from Ashford House Classics by Ashford House; Fairhaven Stripe in Gold (T4289) from Stripe Resource Volume II by Thibaut Design

Continued on next page
Canadian Home Trends, Continued

Python and Zebra from York, Greater Gator from Thibaut
HGTV Property Brothers, April 2012, Viewership: 1,000,000

Grata (#CM2385) from the Dolce Vita collection, York Wallcoverings

Homeowner (wife): “And I love the wallpaper! It’s beautiful.”

Homeowner (husband): “The wallpaper is really awesome. It’s fantastic.”
MAN•TIQUES \MAN-’TEKS\  
Good-looking stuff for the king and his castle.  
BY RALLODY MCMLEARY

Forget objects without purpose and tables too dainty to hold a stiff drink. These solid furnishings allude to the storied past (or perhaps set the scene for the storied future) of the man of the house.

Thibaut: TUSCANY FAUX LEATHER WALLPAPER: $45 for two 45.7-meter rolls; offers the look of leather without the maintenance or cost. Thibaut at Home, Westlake Village, Interiorshome.com; Gal Canigie Designs, Westlake Village, galcanigiedesign.com; or thibautdesign.com.
Jacobean 287-90006 from Brewster, Piazza RZ3314 from York, Moire 64044 from Arte, Montreal T703 from Thibaut, Claude WSB451-79 from Sandberg

Continued on next page
Leaves KB8527 from York’s Bistro 750 Collection
Lemons from York’s Bistro 750 Collection
Wallcoverings are the perfect accent for an apartment

Don’t necessarily eliminate the idea of using wallcoverings in an apartment unless a lease specifically prohibits it. Many onsite managers will approve the wall enhancement if the tenant takes the responsibility for removing it when they vacate the apartment. Sometimes the cost of removal is deducted from the security deposit.

Many tenants who know that they will remain in their apartment for a significant time like the idea of dressing up at least one accent wall in a room with a spectacular wallcovering. Removable and reusable wallpaper and murals are often the best bets.

Designers and manufacturers have a whole new technology to make walls do things that you could never imagine. Slate, magnetic, handmade, and concrete wallpaper, as well as flexible sandstone coverings are now available. But some of the latest innovations are the wallcoverings that play with light.

LED Wallpaper from Ingo Maurer by Architects Paper is a fascinating non-woven wallpaper. The removable and reusable wallpaper integrates LEDs right into the design. Each roll contains five-pattern repeats with a total of 840 red, white or blue LEDs that consume 60 watts collectively. Each roll comes with an aluminum baseboard and ballast to power the lights and control brightness.

If you’re not quite ready for wallpaper that blinks, shimmers and lights up, consider a more traditional type of wallcovering. Barbara Becker’s Splatter wallpaper is reminiscent of contemporary painter Jackson Pollack.

Marrakech by Arte is a new wallpaper collection that was designed to “look like a carpet thousands of people have walked over.”

The Eiffel Tower in Photogray from Mural Portfolio by York Wallcoverings is a dramatic and romantic black and white wallcovering. The eco-friendly paper is made from harvested, renewable sources and non-polluting water-based inks. The mural is available in two sizes that include 6-by-10.5 feet and 9-by-15 feet.
problem: dressing room disorder
Reconfigure kitchen cabinets to create a station for clothing and accessories.

Mojito in Yellow from the Chelsea collection - Thibaut Design, 800/223-0704; thibautdesign.com.

Continued on next page
BH&G Storage, Continued

Wallpaper lining bookshelves and media cabinet #FP2691 from the Ashford House collection - York Wallcoverings, 800/375-9675; yorkwall.com.

Continued on next page
BH&G Storage, Continued

Wallpaper lining bookshelves and media cabinet #FP2691 from the Ashford House collection - York Wallcoverings, 800/375-9675; yorkwall.com.
Map Murals: Floor-to-Ceiling Cartographic Art

When I saw this map mural in the Two’s Company showroom, I flipped for its large scale and vintage coloration. Turns out, Creative Director Mark Ross found an old school pull-down map, and had it scanned and custom-sized for multiple showrooms across the country. I, however, found some alternative routes for “mapping out” walls. For home remodelers and designers with the wayfarer spirit, here are three readily available resources for map murals and wallpaper.

From floor to ceiling, Walls by GalleryDirect.com uses HP technology to customize wall coverings to the exact dimensions of a room while seamlessly going around doors, windows, and light switches. United States wall paper is PVC-free and is printed with latex inks which meet the GREENGUARD Children & Schools standard for low VOC emission. Prices start at $5.99 per sq. ft.

Francophiles may swoon over this Paris map wallpaper, part of the Wanderlust collection from Rollout. According to the company visionaries, maps encourage the “collective emotional response that the act of travel inspires.” So far Wanderlust includes imagery from Paris and New York. Wallpaper ($10 per sq. ft) is custom-printed on demand. Each project includes a file set up fee ($150) and licensing fee ($200).

The designers at York Wallcoverings believe that the world is a colorful place. Their bold depiction of the world map features the bright colors that kids love. The pre-pasted, eco-friendly mural comes in two sizes. Small (6’ x 10.5’) and large (9’ x 15’) murals are $215.99 and $323.99 respectively.

Traveling around the world begins at home!
York’s Stacy Garcia Mums GC0833

Continued on next page
York’s Stacy Garcia Geo Floral Scroll GC0744 (on wall)
ASSOCIATION FOR A UNIFIED INDUSTRY
401 North Michigan Avenue, Suite 2200
Chicago, IL 60611
Tel: 312-644-6610   Fax: 312-527-6705
http://www.wallcoverings.org

Canadian House & Home, June 2012, Circulation: 242,575

SHOPPING

MORE OR LESS
Create a romantic bedroom vignette with these pared-back pieces.

Produced by HOLLY MEIGHEN

FLORAL WALLPAPER*

$190
Sanderson A Painter’s Garden Grandiflora wallpaper in Ebony/Gold Through Tillo.

$62

$45
Large-scale floral WC1283121 wallpaper in Beige/Black. Through The Wallpaper Company.

SEAGRASS TABLE LAMP

$735
Antler’s Flamingo table lamp. Notton linen. 28” h. x 21” x 18” At retailers across Canada.

$549
Seagrass table lamp. Seagrass, ion, wicker paper. 26” h. x 15½” x 16½” At Ethan Allin.

$315
Jamie Young Small urn lamp. Jute; linen. 30½” h. x 9½” x 9½” At retailers across Canada.

LINEN DUVET COVER**

$1,020
Lavista duvet cover. At Au Lit. Pine Leves.

$488
Vintage washed Belgian duvet cover. At Restoration Hardware.

$90
Lembomma duvet cover. At Iko.

WHITE NIGHTSTAND

$500
Harbor night table. Tuffwood solids; woven renee. 29½” h. x 24” w. x 18” d. At Crate & Barrel.

$299
Niche nightstand. Wood lacquer. 25½” h. x 16” w. x 16½” d. At West Elm.

$80
Hemmes nightstand. Pine; beech, fiberboard. 21½” h. x 18” w. x 13½” d. At Iko.

* Price per single roll.  ** Price includes a queen-size duvet cover and two pillow shams.

SEE SOURCE GUIDE

Continued on next page
Less is More...

Wallcovering is the perfect way to create an accent wall. It comes in a variety of colours, textures and patterns. When working with coverings, less is more. Don't redo the entire room in one wallpaper, rather use it in conjunction with paint to create the amazing look you see in designer spaces!

York's Woven Bamboo AC 807 from By the Sea, Damask Scroll WC4407 from Wild Orchid
York’s Lattice, Script Geo, Guinevere, Seabury, Grasses, Filigree, Wood Grain, Squiggle, Branches, Monica, Glass Squares, Beaded butterflies, Christina, Cinnibar, Christie’s Trellis
Wallcoverings has increased its workforce by 27 percent since last year. The wallpaper design and manufacturing company has China to thank for that, and for its mild growing pains.

Jerry Crouse, international sales director of York Wallcoverings, displays wallpaper and sample books designed for the Chinese market. Product lines with names such as Times Square and Rockefeller cater to China’s growing interest and demand for American brands and products. Photo/Amy Spangler

Usually China — and other countries with lower cost workforces — is blamed for decimating jobs at American factories in everything from electronics to clothing and entertainment products.

But York Wallcoverings is one of the few companies that has banked on the appetite of a growing Chinese middle class for coveted American products, including wallpaper, the company said last year.

It soon found itself selling 2 million rolls of the material to China in 2011 and hiring more workers to increase design, sales and production, executives said. In a little more than half a year, the company went from total employment of 260 people looking at a bleak U.S. market dominated by paints, to 329 people filling thousands of orders in a growing Asian market.

“For us, (the employment growth is) pretty impressive from a percentage point of view,” said Bruce Timmcke, York Wallcoverings’ director of human resources.

Manufacturing, support, design and customer services staff all had to be augmented to keep up with the demand, he said. And the company isn’t finished hiring. It added 29 people in 2012 and could add more depending on where sales and manufacturing growth goes from here, he said.

“I can actually breathe a sigh of relief now,” Timmcke said.

The Chinese demand goes beyond residential wallpaper, also reaching into commercial wall coverings such as vinyl for medical facilities and peel-and-stick wall art, said LeRue Brown, the company’s director of marketing.

“Anything U.S.-made has a strong demand,” he said.

Other wall-covering manufacturers are seeing the same demand for American-made products abroad. However, nothing in business is without a fair amount of competition, they said.

“The past five to seven years (China has) been a steady, progressive double-digit growth market for us. It’s still an extremely healthy market, but the last year it’s slowed,” said Paula Berberian, a creative director for Brewster Home Fashions, a Randolph, Mass.-based wall-covering maker.

Brewster has been selling in China for about 20 years, she said. Today, it has a Shanghai office and about 200 employees there.

The growing middle class in China is the big driver for demand of American products, which are considered of higher quality and trendy designs, Berberian said. India, Russia, Turkey and countries in South America and the Middle East also are large markets for Brewster’s products, she said. Similar middle-class trends exist there.

“There’s still a lot of areas out there that are experiencing growth,” Berberian said. “As an industry that was facing slower times in the U.S., we had to look outside this country.”

However, as those foreign middle classes
Central Penn Business Journal, Continued

grow, entrepreneurs find ways to manufacture similar products at lower price points, which means American manufacturers won’t necessarily have an easy time selling in the future, she said.

“You do have to understand the market and understand the culture and what appeals to a wide variety of people,” she said.

For York Wallcoverings, the challenge that accompanied its growth was finding the right people. Like other manufacturers, it found a skills gap between those applying for jobs and the needs of a particular position.

The problem is two-fold, executives said. First, they had to get the word out and find the right people. Second, they had to retrain workers even if they came from printing or other related industries.

“We can’t find people who naturally know our processes,” Timmcke said. “Even printing people have never seen some of what we do.”

The entire saga involved job fairs, radio and publication advertising, Timmcke said. Then managers needed to sort through hundreds of applicants to find the right people.

Brewster hasn’t had the same trouble in filling jobs in its 100-person U.S. workforce, Berberian said. Although demand is high, the firm is only about 30 minutes from Boston, so there’s a much larger pool of workers, she said.

Geography could be one issue York Wallcoverings and other midstate manufacturers continue to tackle, even with the area’s factory-steeped history. It definitely wasn’t simple to fill the company’s needs, Timmcke said.

“We had to kiss a lot of frogs before we found our princes,” he said.
By Mike Antonick

Are you looking for new ways to profit from your wide-format digital print capabilities?

Some opportunities can be so obvious they’re easily overlooked. Such is the case with digitally produced wallcoverings, a category only now fully coming into its own as digital print technologies have made short runs economically feasible.

Just how much “buzz” are wallcoverings receiving right now? On the commercial and institutional side of the wallcoverings market, hotels are just one example. “We’re seeing boutique hotels ‘up the ante’ when it comes to leasing eye-catching wallcoverings in public areas – lobbies, etc. – and guest rooms to help create a unique guest experience,” says Matthew Hall, editor of Boutique Design magazine, which covers trends in hospitality interiors.

The residential side of the market also has experienced a marked upswing. Producers of residential wallcoverings have seen global sales increase an average of approximately 10 percent in the last five to seven years, reports the Wallcoverings Association (WCA, wallcoverings.org, see p. 30). “Our members are seeing significant increases in sales. Factors that may be contributing to this increase are in popularity, sales, and consumer appeal include the tremendous innovation in manufacturing and machinery, making wallcovering far more cost-effective than ever,” explains the association.

To get the media producer’s point of view on the surge of wallcoverings

York Wallcoverings (yorkwall.com) in York, Pennsylvania, offers more than 15,000 Wallpapers for residential and commercial markets, and is known for incorporating specialty materials and effects into its designs. At left: Bloom pattern from York’s Candice Olson Shimmering Basics collection is a digitally produced, eco-friendly product.
market, we talked to several manufacturers of media for wall coverings, including: Convex, Dreamscape, FlexiCoat, LuxeText, Niche, Top Value Fabrics, and Ultratex Systems. What you’ll find is that when it comes to digitally produced wall graphics, opportunities are waiting for those shops willing to pursue them.

Re-branding and re-tooling interiors

“Any product that offers a creative and unique place to advertise is especially popular right now,” says Jamie Gianmanco, marketing manager for Ultrasystems. “Printable wallpaper provides an avenue for advertisers to get their message on a variety of surfaces in many locations, and their message is always eye-level with their audience.”

And while that’s been an option since digital printing and adhesive-backed vinyl first met, the bright outlook for wall coverings offers as much in advances in digital printers and media as changing priorities in print buyers’ marketing plans.

“When the recession came, a lot of marketing budgets took a hit, and people started looking at some less-expensive things they could do,” observes Matt Myers, business development manager for Niche America. “Many realized that today’s digital printers and wallcovering materials offer a very cost-effective option for rebranding, or changing the interior of a location without the expense of entirely redoing it,” Myers continues.

In fact, the versatility given digitally printed wall coverings is now sending and feeding demand for these print services. “With more printers now offering wall coverings, more customers see the possibilities,” points out Peter Spotts, sales manager for Dreamscape.

“They recognize how easy and affordable it is to come up with a unique look, whether for the redesign of a store, displaying the company logo on the wall of the lobby at its headquarters, or updating the theme of a restaurant.”

Customization is the key to this market growth, says John Coyne, sales manager for Niche of America. “Print service providers may inventory only a few different textures on wall media, yet offer hundreds of styles and designs to their customers.”

“[Digital] is another product manager for the product introduction team at FlexiCoat, perhaps sums it up best: “Walls are becoming prime interior billboards for powerful messaging and imagery.”

And while most wallcovering work is for commercial applications, a sub-sector is also developing: in digitally printed custom wallpapers and graphics for installation inside homes, schools, churches, and other non-commercial spaces. “Home decor is another environment where consumers can order one-off digital prints to create personalized custom wall graphics for their homes,” notes Sawyer.

“We are in a world where individualization is the new opportunity,” adds Don Maughlin, president of Convex. “This is your wallpaper and it can be anything you want it to be.”

As an example, he says walls of digital prints help revitalize his own son’s room into a Hawaiian beach. “This is where the imagination meets the road. What we have to do is make it more obvious and even easier for the customer to understand and access.”

Products for every project

Before print-service providers can do that, however, suppliers maintain they must make themselves aware of the full range of specialized media now available. “There isn’t one size fits all wall solutions,” notes Sawyer. “Wall coverings are size, style, and print methods vary.”

But there is a right media for every project, and providers should take that into account in initial discussions with clients, according to Myers. Print providers “will be well served when bidding on jobs to make sure...”
The Big Picture, Continued

wallcoverings

They know what the requirements are in terms of print quality, longevity, removability, and if the material must meet fire codes or be fire rated,” he observes. “If you don’t, you could be exposing yourself to some liabilities you may not recognize.”

For example, says Myers, some have mistakenly assumed the wallcovering market merely represented a new application for graphic prints on traditional adhesive-backed vinyl. That’s no longer the case. The choices in printable wallcovering material offer both breadth and depth. As far as material or media goes, it includes traditional wallcovering papers and fabrics optimized for digital inks, a growing subset of materials with repositionable or removable adhesive, and an emerging class of non-PVC films promoted as safer and more environmentally friendly for interior installations. Within these categories, many also offer a selection of textures or finishes to give wallcoverings a distinct look and feel.

Choices in this category might be referred to with technology new to print providers. Traditional Non-adhesive-backed wallcovering media will be described as Type I, II, or III. Those numbers refer to the weight or section of the material measuring 36 inches at the standard wallcovering width of 54 inches. Type I is a lightweight material; Type II the medium-duty material used for most commercial applications; and Type III the most durable material recommended for extremely abusive conditions. These materials will also carry a fire-resistant rating of Class A or Class B. Important considerations for complying with local building codes.

Depending on the choice of media, installation of interior wall graphics can be as critical as print quality to client satisfaction with the job. “If you’ve never done a wallcovering installation with traditional materials, it may be a situation where you should consider hiring a professional installer,” suggests Spotts. “Hanging and matching five panels of material with paste is not all like working with adhesive-backed vinyl.”

An array for digital print work

As indicated earlier, wallcovering products span the gamut these days, and there are dozens of manufacturers and suppliers of wallcovering-oriented media (see “Tracking Down Media,” pg. 93). Some comments from each of the suppliers sourced here on their current wallcovering offerings.

Dreamscape in the digital media branch of Royale Corp., international supplier of printed wallcovering materials for both the commercial and residential markets. It launched its Dreamscape division six years ago in response to customer requests for more customizable options via digital printing.

“The products we make are considered Type II commercial grade wallcoverings,” says Dreamscape’s Spotts. “They are all fade- and smoke-rated, so they meet any applicable codes.”

The digital wall media are compatible with solvent, eco-solvent, UV and latex print systems.

Demand for the digitally printable material has proven so great, he reports that the line now includes 14 different surface textures. “The lighter textures are always most popular because they work well with the widest range of graphics. With heavier textures like plaster and pebbles they’re looking for that texture as part of the look of the graphic.”

The original line has no adhesive, and since it requires paste to affix it to the underlying surface, it is recommended for permanent installations. For wall graphics intended to be up for a year or less, the company also offers its self-adhesive Textured Wall Wraps line of reproducible media in three textures: “It’s a heavy vinyl, 9- to 11-mil thick, depending on the texture with a removable adhesive,” he explains. “Two years ago, Dreamscape added...”
Welcome to the World of Wallcoverings

Established in 1924, Banner Sign Company (bannersignco.com) of Hazel Park, Michigan, had always branded itself as a traditional sign company. But, technological and economic fluctuations encouraged the company to expand into new markets.

"Over the past 20 years, changes in technology made it easy for everyone to own their own printers, and as of late, with the multitude of sign shop franchise opportunities, we needed to assess our place in the market as we watched our market share decline," says Nicole Pilich, vice president and co-owner of Banner Sign.

So, to expand its Profit-making center, in the fall of 2010, Banner Sign decided to branch out into the world of interior decor - and Digital Print Specialties (digitalprintspecialties.com) was born. Digital Print Specialties offers custom-printed design solutions including canvas prints, prined fabrics, murals, and wallcoverings, as well as accumulate orders for sound absorption.

"I felt if I gave the decor an identity, they would be easier to market. I also felt that the name Digital Print Specialties would appeal to a different clientele that wouldn’t necessarily think of using a traditional sign company for their interior needs," explains Pilich.

Design Print Specialties allows clients to upload files directly to its site to create custom wallcoverings. "Resolution is the biggest issue when dealing with uploaded images. To illustrate this to the client, we will take their image and scale it to the final size, send them a proof, and let them make the decision on whether the quality is acceptable or not."

"The most important aspect of a wallpaper project is the final setup. Making sure that the size is correct, that the overlaps are configured, and the rolls are sequenced and documented correctly for an easy install," says Pilich. For this shop, the depends on Adobe Illustrator and Photoshop.

When it comes to print, Digital Print Specialties utilizes its Mimaki J-33 and J/V33 as well as a Roland DS-1600 for textile printing. For the project depicted above, the shop output a 10 x 23-foot wallcovering for an Ontario, Canada business lobby, using the J/V33 onto SorrellFab woven fabric media.

For installation, Digital Print Specialties directs clients to the National Guild of Professional Papierhangers where they can find a professional installer within a 50-mile radius of their location. For local temporary displays, the shop does offer installation services upon request.

- Brittany Grimmetsman

www.digitalpicture.net/
The Big Picture, Continued

wallcoverings

At last, a true paper designed to accept UV- and solvent-based inks. Many of our customers prefer the idea of offering a product that does not include PVC or solvent inks. To give those papers long-term durability, a new liquid laminate from Intron should be released soon, he says. It is easily cleanable without the strong odor associated with many other liquid laminates.

Solvotek Wall Grip is a revolution in traditional vinyl with specific adhesion properties for the Wallcoverings market. “Wealready offer other materials for interior floor and window graphics and have our own adhesive coatings line, so this seemed like a natural extension of our business,” says Myers.

Wall Grip is a foam-polyvinyl with a specialty removable adhesive intended as a short-term solution. For installation up to a year, if you want real long-term durability in high-traffic areas, you can also laminate and will be best serviced with a liquid laminate,” he points out.

Wall Grip has been so well received, says Myers, and the wallcoverings market allows such promise, a fabric-covered version—Nenshen Pure Color Presto AdText—is being developed to give Nenshen customers more options to offer their clients. “Fabric gives you a much more pliable surface material that’s more flexible and forgiving and easier to install, especially on textured walls. And with our (possessionable) adhesive, when you do make a mistake it’s easy to remove and install again immediately.”

When it comes to digitally printed wall graphics for the home, McLaughlin at Canovin says the material should be easy to print and install while still offering great value to the end user in terms of cost, look, and durability. The company’s primary offering in this category is its EnviroScape Mural Plus 6-roll wallcovering for solvent, UV-curable, and latex inks. Conover reports it will soon add its EnviroScape Mural Easylip with removable adhesive to meet demand for a product that can be easily installed and removed.

Stephen at FlexCon credits the “finished product” of his company’s self-adhesive fabrics for the enduring appeal of its Walldeco white polycotton fabric and 6710 and 8724 fabric films. For larger graphics in office and retail settings, FlexCon offers

A Resource Trio

Three associations to be familiar with if you’re tackling wallcoverings on a regular basis or just want to become more familiar with wallcoverings in general:

1. The Wallcoverings Association (wallcoverings.org): These associations representing wallcoverings manufacturers, distributors, and suppliers to the industry. Its official mission is “to advance the welfare of members engaged in the manufacturing, distribution, and sales of wallcoverings. Our vision is to be a national and commercial consumers think of wallcoverings as their interior product of choice.

2. IG Global Wallcoverings Association (igwallcoverings.org): Worldwide organization headquartered in Belgium, information source on the entire wallcoverings industry.

the Wallديces 6720 white vinyl with removable adhesive. The company also has added "green" options to the Wallديces line with several non-vinyl wallcoverings featuring a repositionable removable adhesive. The lineup includes the Wallديces 6710-6 mil polyolefin and 6714-4 mil polyolefin for UV and solvent screen and UV inkjet print; and the Wallديces 6722-6 mil white woven fabric for UV and solvent inkjet as well as screens.

"There continues to be a need to print on non-vinyl materials because users want more sustainable options and they want to lower their carbon footprint," she notes.

Untapped opportunities

Sawyer also sees untapped opportunities looming in highly customized projects in both home decor and commercial installations of digitally printed wallcoverings. "Print service providers should look for the opportunity to use solutions with specialty materials to meet "one-off" requests," she says.

Sawyer urges those who wish to share in the growth of the digital wallcoverings market to take the initiative and talk up these services. "Start locally and find out who are the top designers, interior designers, and architects in your area," she says. "Then talk to them, explain your capabilities, the materials available, and show them samples of what you can do. People have to know what you can print before they see how they can take advantage of it."

Opportunities await those who pursue them. "We expect the growth to continue in wallcoverings with the interior design segment of this market to have the most rapid growth," predicts Coyne. "Many designers are now using wallcoverings, floor graphics, and window graphics together to create a unified appearance."

With the variety of wall media, and their digital print capabilities, "Print service providers can work with clients to create some beautiful imagery specifically tailored to them to showcase the new opportunities for brand exposure," says Coyne.

But whether the client runs a business, or simply wants a distinct look for a more personal space, "Sell the opportunity to be closer and give the end user an experience provided by the product," says McLoughlin. "Make it easy for them, and have fun selling something new."