



Wallcoverings Association

MEDIA ALERTS

News from the Wallcoverings Industry

The Wallcoverings Association sends Media Alerts to editors like yourself to provide a snapshot of new products and news in our industry. **For more information, please contact companies directly via the contact links below.**

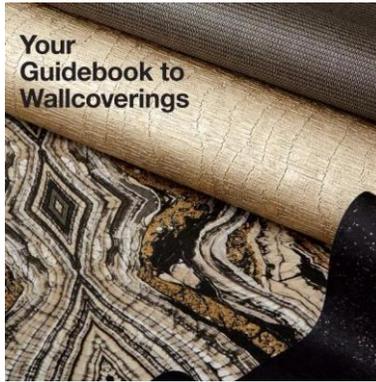
Fall 2017



Gatsby Style

Inspired by the splendor of the Art Deco era, Astek's Moderna collection embraces the luxury, sophistication and modernity of the 1920's and 1930's. Classic deco motifs are reimagined yet true to the opulent character and materials that defined the Roaring Twenties.

[Contact](#)



Free Sample Book

The Wallcoverings Association is offering a free industry Sample Book to design professionals and students. The tri-fold piece showcases wallcoverings materials and backings and offers suggestions for applications. Specifiers asked their questions and the industry answers in this easy to use piece.

[Contact](#)



Folio Featured at NeoCon

Wolf-Gordon celebrated its 50th anniversary at NeoCon 2017 with Folio, a display showcasing commercial wallcovering and upholstery partnerships with leading international designers. Materials are interspersed with quotes from Wolf-Gordon's founders and employees.

[Contact](#)



50 and Fabulous

Newmor turns 50 this year and celebrates their golden anniversary with Mid-Century Modern, eight designs that interpret the bold colors and patterns of the 1960s with a contemporary twist. Designs can be printed on any Newmor material, texture, metallic or window film.
[Contact](#)



Weathered Walls

New from HD Walls, Boleo is a high-definition textural wallcovering that references the juncture of metals with time and nature. Boleo is a Type II Class A wallcovering. Choose from three rich colorways: Copper, Jam and Patina.
[Contact](#)



Function and Form

MDC's Zintra won BDwest's Best of Show and HD Expo's Best of Competition. The sound control product offers 20 dimensional designs that can be used for entire walls, paneling, desk dividers and concertina screens. Zintra has a Noise Reduction Coefficient (NRC) rating of 0.26 to 0.60.
[Contact](#)



Rooted in Nature

French designer Catherine Filoche explores the link between nature and timeless design in the Novelio Nature collection from Saint Gobain ADFORS. Four designs come in 32 colors with performance benefits suitable for commercial and residential applications.
[Contact](#)



Catch the Wave

Interlude from Versa Wallcovering casts the look of rippling waves, undulating sand dunes or meandering tree branches onto the wall. The proprietary embossing reflects light and projects a 3-D effect. Sixteen colors range from tonal treatments to rich earthy hues.
[Contact](#)



All that Glitters

Source One Exclusive's Gilded is an affordable alternative to a gold-leaf wallcovering. Gilded has a subtle blocking that captures the handmade process of applying an authentic gold leaf. The Type II vinyl is available in six colorways and is 52 inches wide.
[Contact](#)



Stacked Stone

Reminiscent of stacked stone walls and tiered landscapes, Plateau by Len-Tex is embossed to deliver depth and texture. Available in 16 colors, it is at home in traditional to contemporary spaces. It is NSF 342 certified and has a Health Product Declaration. [Contact](#)



LEED Pilot Credit

Wallcoverings certified to the NSF 342 Sustainability Standard are eligible for credits under LEED® v4. Certified products qualify for a possible one point under the Pilot Credit entitled Certified Multi-attribute Products and Materials. For information, go to [USGBC](#). [Contact](#)



Classic but Current

Classic linen meets mid-century colors in Vycon's Panache. A fresh take on this popular texture, Panache comes in multiple hues and pairs with coordinate Panache Plaid. Pattern selection for adjoining areas is a breeze with this long color line. [Contact](#)

