



Wallcoverings Association

## MEDIA ALERTS

News from the Wallcoverings Industry

The Wallcoverings Association sends out Media Alerts three times a year to editors like yourself to provide a snapshot of new products and news in our industry. Contact email addresses are included.

### Summer 2018



#### Over the Top Tropical

Boasting a super-sized repeat and playful hits of fuchsia and violet, HD Wall's Tarma is anything but your classic tropical. Painterly and rich, Tarma adds drama and interest to any space. Tarma is available in three colorways: White, Storm and Marine. It is Type II Class A Wallcovering.

[Contact](#)



#### Visit WA on Social Media

Visit some of the Wallcovering Association's online hot spots and keep up with industry news.

Twitter: @TheWA\_Tweets

Instagram:

WallcoveringsAssociation

Facebook: Wallcoverings

Association

Pinterest: The Wallcoverings

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#### Handcrafted Appeal

Versa introduces Balliano, an organic style wallcovering with a handcrafted and hand-painted effect. The reimagined, stylized geometric features a new silk embossing that's at home in a multitude of interiors. The soft, aged fabric aesthetic comes in 12 colors from cream, taupe and silver to aqua, indigo, black and raspberry.

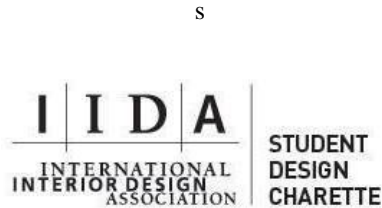
[Contact](#)



### Jungle Fever

From Source One comes Inked Kingston, a 27" paper design that incorporates a raised print technique, bringing a textural hand and artistic look to the pattern. This same raised print technique embellishes Source One's Kingston design, which is a wider width, vinyl product.

[Contact](#)



### WA Partners with IIDA

The WA is teaming up with IIDA to sponsor a Student Design Charette at NeoCon. Sixty students in 12 teams will concept a showroom using wallcoverings as a design criteria. Observe the design competition 9 a.m.-3 p.m. Tuesday, June 12 in Suite 622. Design boards will be displayed Wednesday, June 13 at Herman Miller, Showroom 321.

[Contact](#)



### All That Glitters

Wolf-Gordon introduces three new wallcoverings to Contract 02, a collection of designs inspired by textural and architectural elements. Cascade and Cascade Ribbon employ metallic inks to reflect the influence of silken materials. They utilize dimensional embossing for a depth that reflects their geometric intricacy.

[Contact](#)



### Hurray for Parquet

Len-Tex starts with a classic parquet geometric wooden mosaic, then applies a deep custom emboss to create facets that capture and reflect light. The result? Stixx delivers drama, movement and warmth in just the right proportions. It's available in 18 colors.

[Contact](#)



### Beautiful Basketry

Resting atop the northern edge of the Philippines, Luzon is an island hub for hand-crafted basketry. Koroseal's Luzon takes inspiration from the area's skilled artisans who are experts at their trade. The palette of 13 colors includes warm and cool neutrals with a hint of island flare.

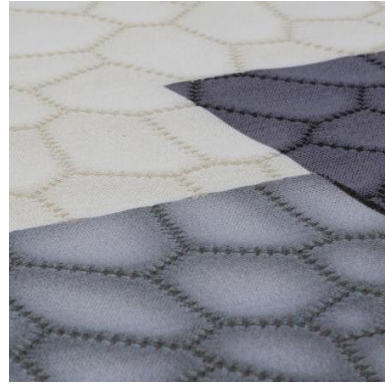
[Contact](#)



### Industry Sample Book

To help specifiers and students learn more about wallcoverings, the WA has developed a tri-fold sample book that includes samples of various wallcoverings materials and backings, and suggestions for applications. These will be available for \$10 each beginning July 2018.

[Contact:](#)



### Spark of Shimmer

Hytex has taken an ultra-modern approach to wallcovering design, and the result is Altai. Constructed with an abundance of tape yarns, Altai has glitter and shine for ballrooms, banquet halls and other glamorous spaces. And Altai is tough enough for operable walls. [Contact](#)

### New Wallcovering EPDs

The wallcoverings industry has released five industry average Environmental Product Declarations that were developed by IGI-The Global Wallcoverings Assn. The EPDs are accepted internationally and cover five constructions of typical and specialty commercial and residential wallcoverings. [Contact](#)

### Continuous Digital Workflow

Saueressig services the wallcovering industry with digital design and laser/direct engraving. With a blend of modern technology and traditional craft, specially designed and developed wallpaper is printed three-dimensionally in a continuous digital workflow. Tool-less engraving based on digital data ensures perfect reproducibility. [Contact](#)

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