



Wallcoverings Association

## MEDIA ALERTS

News from the Wallcoverings Industry

The Wallcoverings Association sends Media Alerts out 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.

### Winter 2018

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#### Texture & Geometry

Wolf-Gordon's Contract Wallcovering 03 collection introduces a variety of geometric, heavy-embossed designs intermixed with luxe woven looks. Consisting of 15 Type II wallcoverings, the collection's bolder motifs juxtapose deep and micro-embossing to create a distinct dimensional quality, while the fabric-inspired offerings elegantly illuminate walls. [Contact](#)



#### Cool Topography

Named for a vast and monumental landscape, Icelandic is an elegant abstraction of meandering mountains and interlaced valleys. The Type II Class A wallcovering from HD Walls is available in 3 colorways - Brass, Gold and Gray. HD Walls studios offers its own designs, works with the customer's design or creates from scratch. Concept, design and production are under one roof. [Contact](#)



#### Lattice Looks

Lanark's Diamante (left) offers a light and airy geometric diamond that is both spatial and structural. Vivid in form and clear in shape, it's a fresh lattice design. Its companion, Diamante Linen (right) is an exquisite take on a larger modern textile. Gilded with subtle metallic threads, Diamante Linen is a new refinement in both aura and touch. [Contact](#)



### All That Glitters

Coupe, a textile interpretation with metallic accents, showcases Source One's Performance Glass Fiber, a new category of wallcovering derived from glass. The 100% woven glass fiber is surface printed and comes with CleanAir technology that absorbs, neutralizes and permanently captures up to 50% of harmful VOC formaldehyde. Coup is low-VOC and IMO certified. [Contact](#)



### New Industry EPDs

The Wallcoverings Association in conjunction with IGI-The Global Wallcoverings Association has released industry average Environmental Product Declarations for vinyl wallcoverings made with woven and nonwoven backings. Accepted globally, the EPDs are ISO 14025, Type III, third-party certified. Look for information and links soon on [wallcoverings.org](http://wallcoverings.org). [Contact](#)



### Goovy Gradients

Inspired by an artist's canvas, Ink'd brings dramatic painterly influence to the wall. Multi-color ombre effects create a mural-like statement. New from Symphony, Ink'd comes in 7 colorways including unique blends of smoky neutrals and vibrant hues. For added pop, coordinate Ink'd with its companion, Ink'd Linen. Ink'd is low-VOC and contains recycled content. [Contact](#)



### New Leaf on Life

Delicate skeletal leaves line the wall in Newmor's Leaf. This large-scale design is printed on a subtly textured fabric-backed vinyl base with hints of mica shining through. Choose from a shadowy palette of nine inky blues, autumnal coppers, organic greens and versatile neutrals. [Contact](#)



### Sky's the Limit

Inspired by waves of color drifting across the sky, Versa's Atmosphere brings large-scale statement art to the wall, featuring ethereal whites, gray and blue, bold green, burnished copper and black with gold. Allowing for ease of installation, it features a built-in seam at 27" that creates a random panel effect. The Type II, 20 oz.



### Soft Stripes

Artesia combines the warmth of a woven blanket worn over time with a slight pearlescent horizontal thread to capture the light. The ombre shading softens the vertical stripe, bringing just the right amount of drama to a project. The Len-Tex wallcovering is SCS Indoor Advantage Gold certified. A

wallcovering is available in 10 colorways. [Contact](#)

v2.1 HPD is available. [Contact](#)



### Crisscrossed

Arc-Com's Crossfield showcases a mid-scale woven textile-inspired design with a realistic background linen texture. It's overlaid with an interspersed, 2-color tape yarn element. Thirteen colors include a range of understated neutral tones juxtaposed with bold, rich accent colors. The Type II vinyl wallcoverings is on woven Osnaburg backing with 10% post-consumer recycled content. [Contact](#)

### New Digital Media

GreenScape from CLI is an eco-friendly, direct-printable media used for printing digital wallcoverings. GreenScape is compatible with most latex, UV and eco-solvent inkjet printing systems. The finely finished coated surface is ideal for wallcovering, interior wall art murals, marketing and branding graphics. It is available in a 54' width on 50 or 100 yard roll lengths. [Contact](#)

### Into the Woods

From Koroseal comes a specialty wood product called Arbor Wood Wallcoverings. Offered in 3' x 10' sheets, the AA-Architectural grade veneer installs like contract wallcoverings. Less expensive than millwork, Arbor Wood delivers the look and feel of natural wood. The Arbor Encounter design (shown) comes in 14 stains. [Contact](#)

