

For Immediate Release:

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LANARK Rolls Out Three Fresh, New Vinyl Wallcovering Designs for Commercial Interiors

MT. COMFORT, INDIANA, OCTOBER 15, 2007 – The Wallcovering Source Group (WSG) has unveiled three new patterns in its LANARK® Wallcovering brand -- Horizontal, Reserve and Scandia. The new vinyl wallcoverings were crafted to meet the diverse specification needs and changing aesthetic requirements of today's commercial interior spaces.

HORIZONTAL: Designed by the award-winning styling team of Bob Lehrmitt and Sharon Drinkwine, Horizontal is a free-hand exploration of line, including where to put it and how to draw it.

Bob Lehrmitt explained the design inspiration, "You know how everyone always says to artists and designers that we are so lucky since they can't draw a straight line? Well, drawing a straight line requires only the right tools, not an artistic bent. Where to put the straight line, on the other hand, is an artistic decision."

Horizontal reflects an apparently simple, modern design that can be the most difficult. It has no textural print or multi-colors to attract the eye, only the rhythm of the line. The line itself is treated like handwriting. It varies in angle, thickness and character, yet the pattern remains a unified text.

The color story for Horizontal contains the usual neutrals and tone-on-tones, as well as a few harder-edged modern combinations. All of the colorways have a luster change between the shiny printed ink and the matte ground substrate. Horizontal is a 20 oz. polyester/cotton osnaburg construction available in 16 crisp, clean colors.



SCANDIA. LANARK Wallcovering stylist Kathy Wisniski was moved by her trip to Copenhagen, a design lover's paradise, to create Scandia, a testament to Denmark and its strong design tradition.



Wisniski said, "Scandinavian design, particularly from Denmark, is known the world over for its clean lines, simple classic shapes and sparse, but elegant forms. I created Scandia by merging the two basic forms in design, a circle and a square. Through this process I created a textural and lively combination, rendered with a contemporary finish."

The overall print and small scale of the design creates a surprisingly understated textural finish for the wall. The Scandia colors range from clean neutrals to happy brights that will bring a modern touch to any environment. Plus, the palette of 20 sensational colors utilizes a 20 oz. non-woven backing construction for optimum print fidelity and dimensional stability.

RESERVE. As a fine wine or rich leather gets better over time, Reserve is a testament to that enduring quality and gentle subtleness. There is an art to producing an exclusive vintage wine or tanning luxurious leather.

"Our Reserve leather design has a distinctive vintage look and soft feel that will never be dated. Inspired by a vintage leather handbag I found while traveling in the California wine country, Reserve is a tribute to both the quality and finish of both fine wines and classic leathers," noted Wisniski.

With 20 full-bodied colors ranging from the crisp Riesling and the buttery Chardonnay to the rich Mocha, Reserve is a classic and refined look for all market segments. A special urethane topcoat adds a tactile



quality to Reserve that emulates the real thing. The Reserve bouquet of colors is found on a 20 oz. non-woven backing construction for a smooth finish.

All three new introductions feature:

- Low VOC GREENGUARD Indoor Air Quality Certification®
- Water-based inks and coatings
- Fade resistant pigments and alkali resistance
- No cadmium or mercury-based pigments
- High durability
- Comprehensive raw material recycling manufacturing
- ISO9001 certified manufacturing facility
- Made in the U.S.A.
- Underwriters Laboratories, Inc. classification

Architects, interior designers, facility managers, paint/wallcovering contractors and other commercial building professionals can view the new offerings in both "TwistCard" and "TwistDeck" formats by contacting their LANARK distributor. To locate your distributor or for more information about LANARK Wallcovering visit <http://lanark.com>

About LANARK Wallcovering

LANARK Wallcovering is an industry-leading 54" width commercial vinyl wallcovering brand featuring a comprehensive selection of decorative prints and textures. Created for today's commercial interior spaces, LANARK products blend distinct and original design with long-lasting quality and ease of maintenance.

Wallcovering Source Group (WSG) has owned the LANARK Wallcovering brand since November 2005. Formed in 1998, WSG is a partnership of the three distributors that have represented the LANARK brand throughout the U.S. since the 1980's:

- D.L. Couch Wallcovering Source (New Castle, IN) <http://www.dlcouch.com/>
- Eykon Wallcovering Source (Memphis, TN) <http://www.eykon.net/>
- TRI-KES Wallcovering Source (Dallas, TX) <http://www.tri-kes.com/>

Collectively, WSG is committed to providing a comprehensive offering of high-quality commercial wallcoverings, backed by experienced and responsive professionals to ensure client satisfaction.