

For Immediate Release:

LANARK WALLCOVERING Corporate Backgrounder

About LANARK Wallcovering

LANARK® Wallcovering...an industry-leading 54" width commercial vinyl wallcovering brand since the 1980's...features a comprehensive selection of decorative prints and textures. Crafted to meet the diverse and changing aesthetic requirements of today's commercial interior spaces, LANARK products blend distinct and original design with long-lasting quality and easy maintenance.

Working closely with architects, interior designers, facility managers, painting/wallcovering contractors and other commercial building professionals, LANARK Wallcoverings are commonly specified and installed in a wide range of market segments, including:

- Corporate Offices
- Healthcare
 - Hospitals
 - Medical Buildings/Offices
 - Assisted Living
 - Congregate Care
 - Nursing Homes
- Hospitality
 - Hotel/Motel
 - Casinos/Resorts
 - Restaurants/Fast Food
- Retail
- Schools/Universities
 - Classroom
 - Office
 - Dormitory
- Apartments/Condos
- Government/Institutional
 - Offices
 - Airports
- Entertainment
 - Movie Theatres
 - Legitimate Theatre
 - Amusement Parks

Always based on excellent design and superior quality, LANARK Wallcovering was initially sold through independent regional distributors throughout the U.S. until national distribution rights were transferred to the Wallcovering Source Group (WSG) in late 2000. The continuing natural evolution and consolidation of the wallcovering industry led to WSG's purchase of the LANARK brand in late 2005.

Product Portfolio

The extensive portfolio of LANARK vinyl wallcoverings includes over 40 core patterns in the master collection, ranging from soothing to stunning textile, silk, faux, and architectural effects.

A wide variety of supporting patterns can also be found in the "Lighten Up" Type I collection and the "Elite" series of building-standards. LANARK products range from high-end style to cost-efficient pricing.

To help specifiers determine the best options for their needs, LANARK introduced an innovative, boxed portfolio in 2006 that features all the master collection designs in "TwistCard" and "TwistDeck" formats. Averaging from 12 to 24 colors per pattern, the LANARK master collection "Box" offers patterns to meet every design criteria.

LANARK Wallcovering products feature:

- Type I and Type II constructions (per GSA Fed. Spec. CCC-W-408A,B,C & D)
 - 15 to 23 oz. weights
 - Polyester/Cotton, 100% Polyester, Non-Woven and Scrim backings
 - High durability
- Water-based inks and coatings
- Fade and alkali-resistant pigments containing no cadmium or mercury
- UL listed Class A fire ratings
- ISO9001 U.S. manufacturing certification
- Comprehensive raw material recycling
- Low VOC: GREENGUARD Indoor Air Quality Certification®
- Micro-venting/perforation options for breathability

Ownership & Distribution Network

Wallcovering Source Group (WSG) acquired the LANARK Wallcovering brand from OMNOVA Solutions Inc. in November 2005. Formed in 1998, WSG is a partnership of the three distributors that represented the LANARK brand throughout the U.S. since the 1980's.

Today, WSG is establishing worldwide distribution channels for LANARK, and is represented in the U.S. by the following:

- 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/>

Wallcovering Source Group offers the benefits of national distribution, including collaborative product development, market testing and resource sharing, such as joint sales and marketing efforts.

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

LANARK Wallcovering

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