

## For Immediate Release:

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### LANARK Wallcovering Redefines Sampling in the REACTION Collection of Decorative Prints

- reaction \rē-ak'-shən\ n : a response to some phenomenon, force or influence
- **LANARK Wallcovering "REACTION." An updateable collection of coordinated prints that can respond to the phenomenon of trends, the forces of design and the influences of color.**

MT. COMFORT, INDIANA, NOVEMBER 2008. The Wallcovering Source Group is excited to launch another ground-breaking sample vehicle for a new collection of decorative prints in the LANARK Wallcovering brand. The "REACTION" collection sampling borrows the same innovative multi-functional container from the current LANARK Wallcovering "Box System." Not only can the new highly-styled, coordinated patterns be easily accessed with a revised and expanded 'TwistCard' format, but this new sampling vehicle will also allow the brand to react to trends, designs and colors with greater speed and more frequency than traditional bound commercial wallcovering sample books.

We anticipate nothing less than an outstanding REACTION from the design community!

- "REACTION's" revised 'TwistCards' are rotated 90 degrees from those found in the LANARK "Box System" creating larger canvases to illustrate a variety of coordinated decorative commercial wallcovering groupings.
- Each 3-gate "REACTION" 'TwistCard' features two or three coordinated patterns with as many as 25 color selections for each series.
- Other features of the "REACTION" Collection sampling include:
  - Large swatch sizes to view the mid-large scale patterns.
  - Multiple photographs to illuminate product scale.
  - 'Envirocons' to highlight key performance features.
  - Key product specifications are simple and easy-to-read. (Additional detailed specification information for each pattern can be found at [www.lanark.com](http://www.lanark.com) under the "REACTION" collection 'Pattern Profiles.')



The Verdant Garden Series of Coordinated Prints

The thoughts behind and inspiration for developing the "REACTION" collection designs and their color palettes are shared by LANARK Wallcovering Stylist, Kathy Wisniski:



Joy, Bliss, Delight

#### <BLISS BOUTIQUE

Inspired by modern circular designs and optic art found in contemporary architecture and fashion. The Bliss Boutique designs are futuristic, ethereal and soft. Useable modernism for a spa-like environment. The sheer layers of color are translucent, yet bold, from a classic black Onyx to a bold blue Spark. With coordinating designs in three scales, the Bliss Boutique provides a unique choice for a variety of environments.

#### CHARISMA SUITE>

Inspired by antique scrolls, lattice-like carvings and classic stripes, the Charisma Suite designs reinterpret the past into a contemporary and elegant present. A crisp silk finish recreates French fabrics found in haute-couture fashion houses. The colors are both luxuriously rich, from a gold/red Gem and a deep-hued Monarch, to light and calming with colors such as Halo and Mink.



Charisma Scroll, Charisma Stripe, Charisma



Euphoria

#### <EUPHORIA DUET

Inspired by the classic imagery of the leaf crafted with a painterly hand, Euphoria is a merging of a soft watercolor ink print with a refined silk finish. This creates a luminous effect with sheer metallic and opaque color combinations. From the spa-like Aquarium to the sophisticated Twilight and Sea Coral, Euphoria Duet is a return to nature, bringing the outside in, in a luxurious and relaxing way.

### **RAPTURE GALLERY >**

Inspired by woven ethnic fabrics and Ikat prints from Indonesia and India that embody current global fashion trends, Rapture Gallery is a contemporary take on the handcrafted beauty of this traditional craft. The palette is rich and spicy. It creates depth with multi-colored strands and accents of gold and copper. The results perfectly meld sophistication with an alluringly exotic mood.



Rapture Ikat, Rapture, Rapture Silk



Regatta Curl

### **< REGATTA CLASS**

Inspired by the art of script translated with a sense of whimsy, the Regatta Class designs are playful, fun and light. With a hand-carved block print effect, the Regatta colors are sheer and layered with a natural seascape finish. From colors such as a bright Sunshine to a modern grey Storm, the Regatta Class designs cast a modern twist with an artistic hand.

### **RESERVE FLIGHT >**

Inspired by the Tuscan countryside and classic wines, the Reserve Flight patterns are a beautiful take on the classic Italian printed and embossed leather designs found in fashion and home. Just like the Italian sketchbooks found in Venice markets, Reserve Scroll brings an old world elegance to the wall. From the printed finish of copper and gold on the Vintage and Currant colors, to the traditional leather hues of Tuscany and Rhone, Reserve Flight is a rich translation of the classic leather. Coordinating with Reserve Scroll is a Milan-like clean and modern stitched Reserve Block with a soft suede-like finish.



Reserve Scroll



Verdant Leaf, Verdant, Solitude

#### < VERDANT GARDEN

Inspired by hand-made papers, silhouette leaf patterns and block print designs, Verdant Garden is an oasis of nature with a modern edge. Sheer layers of clean colors mixed with pearlescent hues create a healing and relaxing effect. From a green-leaf Fiddlehead to a soft yellow Sunflower, Verdant Garden brings the gardens indoors with a grouping for all environments that want to project a natural world within.

All patterns in the “REACTION” collection are a Type II, 20.0 ounce weight with either a polyester/cotton osnaburg or non-woven backing. Additionally, each new pattern features:

- 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. Class A fire-ratings

All specifiers and purchasers of commercial vinyl wallcovering products can view these new patterns by contacting their LANARK distributor. To locate your distributor or for more information about LANARK Wallcovering visit [www.lanark.com](http://www.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. Crafted to meet the diverse and changing aesthetic requirements of today's commercial interior spaces, LANARK products blend distinctive 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) [www.dlcouch.com](http://www.dlcouch.com)
- Eykon Wallcovering Source (Memphis, TN) [www.eykon.net](http://www.eykon.net)
- TRI-KES Wallcovering Source (Dallas, TX) [www.tri-kes.com](http://www.tri-kes.com)

Collectively, WSG is committed to providing a comprehensive offering of high-quality commercial wallcoverings supported by experienced and responsive sales and service professionals to ensure their client's satisfaction with every project specification.

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