

## For Immediate Release:

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### Voilà! New Designs from LANARK Wallcovering Are Simply Out of This World

MT. COMFORT, INDIANA, JANUARY 2009 – From France’s countryside and The Champs-Élysées to the Milky Way, the most recent pattern introductions from the LANARK Wallcovering® brand have a universal appeal. The Wallcovering Source Group (WSG) continues to offer a galaxy of exciting new commercial wallcovering designs with the launch of ‘Estate’, ‘Glitz’ and ‘Sun and Moons.’ These new 54” wide contract vinyl wallcovering patterns extend the horizon of decorative categories and design influences found in the LANARK Box Sampling System. LANARK Wallcoverings are found in commercial interior spaces requiring the highest levels of quality and aesthetics.

LANARK Wallcovering Stylist, Kathy Wisniski, shares her thoughts and inspiration on each of the three new designs and their color palettes:

**ESTATE>** “Inspired by the rustic warmth of a natural cork and the classic texture of washed limestone, ‘Estate’ is a step back in time to the French countryside. With a nod to the land of castles and vineyards, ‘Estate’ transforms ordinary walls into a most elegant and regal environment with a soft finish and subtle block pattern. The colors are richly earth inspired; from a deep *Truffle* and a spicy *Saffron* to a warm *Coppertina* and sea-inspired *Vizcaya*. A unique finish with a timeless quality, ‘Estate’ will add impact and artistry to every interior design creation.”





<**GLITZ** “Inspired by the rich pearlized effects found in the luxe haute couture fashion trends, ‘Glitz’ creates a luster of shimmer on the wall. Like the reflections on a beaded evening gown, ‘Glitz’ is a posh design that goes for the glamour. With a focus on the deep saturation of color pigments mixed with metallics and pearls, the colors are deep, bright and fashion forward. From a classic black *Mink* and a bubbly *Champagne* to a bold *Electro Blue* and a zippy *Neon*, ‘Glitz’ is a chic choice for all environments seeking a shimmery twist. Upscale any project with a classic basic, a pearlized wash of color to cocoon your clients in a blanket of comfortable richness.”

**SUN AND MOONS**> “Inspired by the simple shapes found in the celestial world, ‘Sun and Moons’ is an ethereal pattern that is both fresh and calming at the same time. Taken directly from a watercolor I created in my sketchbook, ‘Sun and Moons’ is a playful interpretation of the glowing constellations that surround us. To create a subtle flow of movement, similar to the ocean and tides, I kept the transparency and linear details of the watercolor sketch in the final design. This allows the colors to flow like sheer layers of sunlit reflections. Combinations of different hues create the bright and lively palette. From a cool *Lunar* and a deep sea *Tides* to a hot *Pink Planet* and a soothing *Orion*, the colors are hip, yet classic. Just like the swirls of stars found in the stellar galaxies outside our planet, the ‘Sun and Moons’ design flows like the Milky Way in our cosmic universe.”



'Estate', 'Glitz' and 'Sun and Moons' are all 20.0 ounce Type II constructions and feature a palette of 16 or 20 colors each. 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 <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. 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) <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 supported by experienced and responsive sales and service professionals to ensure their client's satisfaction with every project specification.

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