

For Immediate Release:

Bill Wrobel
LANARK Wallcovering Brand Manager
P: 440-582-5587
F: 440-877-9930
bwrobel@wallcoveringsource.net
<http://www.lanark.com/>

'Element' and 'Elite 4' - Exciting New Enhancements to the LANARK Wallcovering Ensemble

MT. COMFORT, INDIANA, JULY 2009 – The latest product launch from LANARK Wallcovering runs the gamut... from a contemporary texture and finish found in the LANARK Box System pattern update, 'Element,' ...an easy-to-specify collection of high-volume textural prints in 'Elite 4,' the newest addition to the LANARK Wallcovering *Elite* series of building-standard collections, ...to one of the most exciting eco-friendly developments in commercial wallcovering history, the introduction of RECORE™ Recycled Wall Technology* to the LANARK Wallcovering brand.

The Wallcovering Source Group addresses customer demand for unique new embossings, light reflective surfaces and recycled content with the 'Element' design, while continuing to embrace the time-honored value of contract wallcovering building-standard collections. The 'Elite 4' collection's new waterfall swatch-card concept takes building-standard sampling to the next level. Viewing the entire range of wallcoverings offered in a building-standard collection and selecting specific patterns and colors has never been easier.

With the addition of **RECORE** Recycled Wall Technology, LANARK Wallcoverings manufactured to this standard, like the new 'Element' pattern, are now the best choice for an eco-friendly wall surfacing solution. Featuring 30% recycled content in a Type II, 20 oz. construction, **RECORE** gives specifiers the opportunity to reduce the environmental impact of all of their upcoming interior projects.

- Recyclable
- Low VOC emitting/GREENGUARD Indoor Air Quality Certified®
- Eligible for LEED credits



Please visit http://www.lanark.com/products_recore_recycled_wallcovering.aspx for additional information regarding **RECORE**.

* **RECORE** is manufactured exclusively by OMNOVA Solutions Inc. – our manufacturing partner for LANARK Wallcoverings. **RECORE** is a trademark of OMNOVA Solutions Inc.

ELEMENT >

LANARK Wallcovering Stylist, Kathy Wisniski, shares her thoughts and inspiration on the new 'Element' design and color palette:

'Element' is a geometric grid design inspired by modern fashion, art and architecture. The classic block design is timeless and lends a structured aesthetic to the wall. Rendered in mineral-inspired colors such as the earthy *Woodshadow* and an opalescent *Origami*, 'Element' is a luxe design with an ultra-modern edge. With its subtle metallic and rich pearl effects, 'Element' is a new true contemporary finish for all interior environments.'



Element features:



< ELITE 4

'Elite 4' extends the LANARK Wallcovering portfolio of building-standard pattern options with the addition of these nine new and best-selling designs:

- Bistro
- Euphoria Brushed
- Lotus Silk
- Rapture Silk
- Regatta
- Reserve
- Seagrass
- Solitude
- Tableau

Like the innovative LANARK Box System sampling, these 54 water-fall swatches on a 2-gate sample card make 'Elite 4' another designer-friendly sampling tool.

'Element' and all of the 'Elite 4' building-standard patterns are a 20.0 oz., Type II construction and feature a palette of twenty colors for 'Element' and six colors for each of the nine patterns found in 'Elite 4.' Additionally, all of these patterns 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. Class A fire-ratings

All specifiers and purchasers of commercial vinyl wallcovering products can view these new patterns by contacting their WSG/LANARK distributor.

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.

International Distribution

For a current listing of LANARK Wallcovering international distributors and their contact information please visit <http://www.lanark.com/map.aspx>.

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