

## For Immediate Release:

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### LANARK Wallcovering REACTION Collection 2nd Quarter 2010 'Harvest Blend' and 'Hashi' TwistCard Updates

The 'Harvest Blend' TwistCard update to the REACTION Collection adds a decorative coordinate to the 'Harvest' texture which was recently introduced in the LANARK Box. Nine of the 'Harvest' ground colors were selected to use as the base colors for the new 'Baronet' design.

'Baronet' stylist, Anya Larkin, shares these thoughts about her newest design for LANARK Wallcovering:

"'Baronet' is an aristocratic design of a Celtic Knot which is elegantly spaced and printed with metallics on a grasscloth background. By altering the scale and spacing of this motif the pattern becomes contemporary even though it harkens back to ancient times. The juxtaposition of the metallic "knot" against the dry natural quality of the "grasscloth" holds the interest of the eye.



< HARVEST BLEND



HASHI >



"'Hashi' is inspired by the simplicity and directness of a horizontal chopstick. We used a chopstick to print this pattern. As a printmaking major in Art School I became fascinated with the aspect of making marks using wood blocks and block printing techniques. Although using the same motif each image slightly varies because of the distribution of the ink and the pressure applied by hand. The variety and spontaneity of the image is arrived at by the difference of each printed application. The effect is very fresh and spontaneous, simple and organic, not contrived or formal."

- Anya Larkin

'Baronet,' 'Harvest' and 'Hashi' are all 20.0 oz. Type II constructions with palettes of nine colors each (and an additional 11 colors for 'Harvest' can be found in the LANARK Box TwistCard.)

A few additional comments from Anya Larkin regarding the colors she selected for LANARK Wallcovering:

- "I always use what I call "antiqued colors" which consist of softening the primary colors of red, blue and yellow with the color on the opposite side of the spectrum. Most paint companies would do this with black which kills the luminosity of the color."
- "Natural colors are complex, meaning they comprise many different hues. These colors produce an enriching and luminous atmosphere and recreate the full spectrum of light."
- "These colors create an architecture all its own that conforms to both nature and history."

Other important performance features of these new introductions include:

- RECORE Recycled Wall Technology™
- 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
- Class A fire-ratings



With 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



LANARK Wallcovering featuring RECORE Recycled Wall Technology can be used with the Leadership in Energy and Environmental Design (LEED) rating system for both new construction (LEED-NC) and commercial interior (LEED-CI) projects. No construction materials, including RECORE wallcoverings, carry their own LEED rating. However, the use of RECORE wallcoverings can contribute towards up to six LEED points in the following categories:

Category: Materials & Resources:

- M.R. Credit 2.1: Construction Waste Management, Divert 50% From Landfill.
- M.R. Credit 2.2: Construction Waste Management, Divert 75% From Landfill.
- M.R. Credit 4.1: Recycled Content, 10% (post-consumer + 1/2 pre-consumer).
- M.R. Credit 4.2: Recycled Content, 20% (post-consumer + 1/2 pre-consumer).
- M.R. Credit 5.1: Regional Material: 20% Manufactured Locally.

Category: Indoor Environmental Quality:

- E.Q. Credit 4.1: Low Emitting Materials: Adhesives and Sealants.

Please visit [www.lanark.com/products\\_recore\\_recycled\\_wallcovering.aspx](http://www.lanark.com/products_recore_recycled_wallcovering.aspx) for additional information regarding RECORE Recycled Wall Technology.



### **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 (New Castle, IN)  
[www.dlcouch.com](http://www.dlcouch.com)
- Eykon Wallcovering (Memphis, TN)  
[www.eykon.net](http://www.eykon.net)
- TRI-KES Wallcovering (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.

For a current listing of LANARK Wallcovering international distributors and their contact information please visit

[www.lanark.com/map.aspx](http://www.lanark.com/map.aspx)

### **< International Distribution**

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

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