LANARK Wallcovering 4th Quarter 2011
New Pattern Introductions: ‘Baccarat’ and ‘Code’

Beginning with the introduction of ‘Baccarat’ and the aptly named ‘Code’ pattern, LANARK Wallcovering sampling will include a new feature on the specification panel of each TwistCard. A QR Code for each pattern will allow you and your customers to immediately access the individual ‘Pattern Profiles’ found at www.LANARK.com.

As explained at the website www.Google.About.com, "The QR Code is a two dimensional barcode that is ideal for use in mobile phones. Codes can be scanned from more than just printed products. QR codes can be scanned from any object visible to a cell phone camera, including computer screens, T-shirts, and billboards.

The QR Code was patented by the Japanese company Denso Wave. Rather than strictly enforcing the patent, they chose to create an international standard with the QR Code and allow anyone to use or generate them without requiring a license or fee.

QR Codes can be used to store all sorts of information including website URLs, map locations, contact information, text notes, and product identification.”

The LANARK Wallcovering Pattern Profile QR Codes will simplify and speed access to all the specification and technical information that is available for our future new pattern introductions.

The LANARK Wallcovering ‘Pattern Profile’ is a printable one page document (two pages for the REACTION Collection coordinate groupings) that includes:

- Vignette photo
- Complete product construction
- Product use advisory
- Detailed specifications
- Fire classification data
- Environmental features
- Custom options and minimums
...and much more
Baccarat

‘Baccarat’ is a design that transforms the wall into a luxe prism of textural hues. Inspired by the classic casino card game, ‘Baccarat’ is a cosmopolitan silk texture designed for depth and substance. Similar to the play of light on water, ‘Baccarat’ shimmers with a subtle luminosity. The palette both soothes and energizes with elusive contrasting prints of color. From a suede Cassis to a glimmering gold Bellini, the ‘Baccarat’ colors are striking in variety and interest. Let our brilliant horizontal silk texture become a designer’s favorite for all your interior projects.

-Kathy Wisniski

< Code

To “Code” is to transform one form of information into another form or representation. Hence, coding something enables communication in places where it would be virtually impossible. At Lanark Wallcovering we wanted to create a texture that would be the elegantly perfect “Code”. A design that could work everywhere and anywhere. Our ‘Code’ design is a refined linen effect that is modern and precise in tactile form and strength. By adding subtle hints of metal pigmented flecks we highlighted the multifunctional rich hues. Ranging from a neutral Digital shade and a golden Beacon to a cool Circuit grey and zesty Infrared, ‘Code’ just works! Let our ‘Code’ design be a classic, yet new, staple for all your interior design creations.

-Kathy Wisniski

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

Visit www.lanark.com/products_recore_recycled_wallcovering.aspx for additional information regarding RECORE Recycled Wall Technology™
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- 20.0 oz Type II construction
- 16 - 20 colors in each palette
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- High durability
- Comprehensive raw material recycling manufacturing
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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
- Eykon Wallcovering Source (Memphis, TN)  
  www.eykon.net
- TRI-KES Wallcovering Source (Dallas, TX)  
  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

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