

# Vescom introduces vinyl wallcovering with an earthy organic look

## Inspired by natural materials

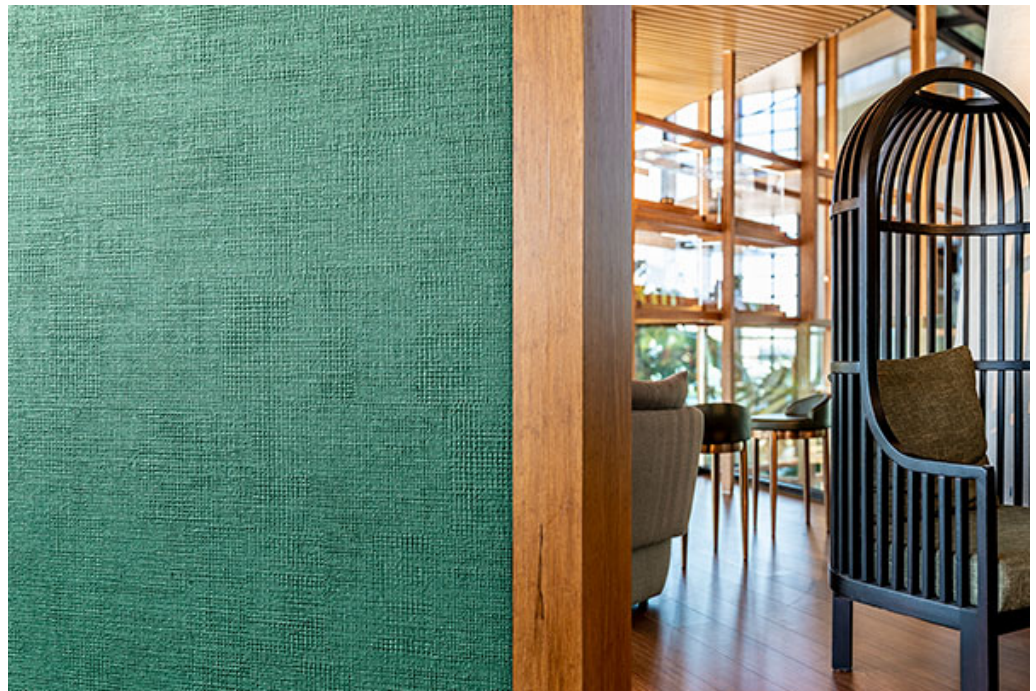
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### Press release

Deurne, September 2019

**For Barkley and Grayson, Vescom's designers drew their inspiration from natural materials such as wood, stone and earth. The two newcomers have a distinct look and feel and create a natural earthy organic effect in an interior. Timeless classic Albert, known for its matte fabric finish, is now available in a new colour range.**

**Grayson** has a coarse irregular canvas texture with a subtle sheen. Materials such as clay, stone and earth served as inspiration and are clearly reflected in the design and colour range. The colour chart includes 29 soft warm earth tones that will give any room a distinct earthy look, no matter what colour you choose.



wallcovering – design Grayson

**Barkley** weathered look and organic bark-like texture create a natural atmosphere in any interior. The 24 natural shades in the expanded colour chart include caramel, honey and brick red. Barkley has a matte finish with a subtle sheen and is ideal for hospitality and healthcare settings.



wallcovering – design Barkley

Timeless classic **Albert**, known for its matte fabric finish, is now available in a fresh new colour range. In creating the colour range Vescom's designers were inspired by appealing warm and neutral tones. The resulting set of 32 colours includes taupe, anthracite, denim blue and natural green, red and yellow.

#### **advantages of vinyl wallcovering**

Vinyl is a material with a range of functional properties. In combination with a cotton backing, it is exceptionally strong, durable, lightfast and colourfast and can resist scratches and impacts. It can be applied seamlessly and is easy to take care of. Vescom's vinyl wallcovering will easily last ten to fifteen years.

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**visual material**

wallcovering – design Grayson

wallcovering – design Barkley

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Vescom develops, produces and distributes high-quality interior products for the international contract market: wallcovering, upholstery and curtain fabrics. Vescom stands for high quality. When it comes to technology, design and service. Distinctive designs and sustainable materials form the basis of our collections. Products produced by Vescom are used in the contract market: primarily in the hospitality, healthcare, office and education sectors.

In addition to the head office in Deurne (the Netherlands), Vescom has a widely branching network of Vescom sales offices. In Europe, Asia, the Middle East, Latin America and the United States of America. Vescom works with distributors in other parts of the world. Vescom (1971) is part of the Vescom Group.