

New wallcovering: tactile and architectonic

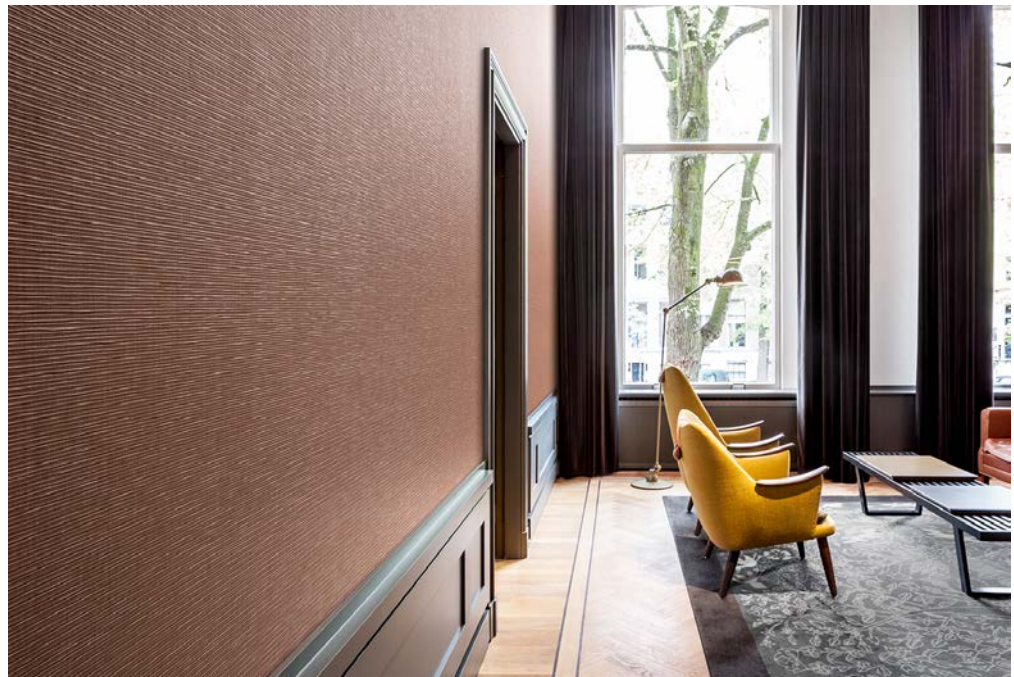
From eye-catching simplicity to heavy duty

Press Release

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Vescom took up the challenge of adding more richness and even more textile feel to its collection of vinyl wallcoverings. The outcome was a success, thanks to new, innovative technologies. And what a success indeed!? Here are the four designs that showcase Vescom's DNA better than ever before.

Vescom proudly presents vinyl at its loveliest. Two new luxurious designs and the renewed development of two classics. Florence, Ketoy and the recolouring of Tonga and Larak are tactile, displaying excellent colour and layering. In keeping with Vescom's proud reputation for the finest quality, Vescom have made sure that the products possess the usual positive properties: strong, durable, fire-retarding, lightfast, colourfast, scratchproof and impact-resistant.



wallcovering – Ketoy design

Ketoy is characterised by a horizontal structure with a silk-like panel effect and a metallic sheen. The material displays a combination of texture and print design. Despite the horizontal structure, the design has a subtle join that makes the most uniform wall placement possible. Ketoy (23 colours) comes in a colour palette that includes soft naturals as well as dark tones: ranging from off-white to lavender and from ice blue to cinnamon and misty grey. These properties make Ketoy a stylish wall solution.

Florence is beautiful in its simplicity and gives every wall an exclusive textile look. With its silk-like appearance, the wallcovering unveils a shiny effect full of richness and layering. The colour palette includes fairytale-like tones: from emerald to blossom to tropical and enchanting greens. The large colour range (30 colours) makes Florence so widely useable that no space needs to be left out.



wallcovering – Tonga design

The recolouring of **Tonga** showcases the architectonic DNA better than ever before. Tonga is Vescom's heaviest quality vinyl wallcovering, also known as 'heavy duty'. The design classic (19 colours) was expanded to include neutrals and tones like creamy white and wool white. Matte greyed tints and an impressive range of metallic colours also give the product a complete upgrade. The special thing about Tonga is that the material breaks light and shadow which gives the optical illusion of several colours. This, in turn, gives the wallcovering a rich and architectonic feel. The metallic tints like copper, bronze and silver add to the 3D effect and highlight the multicolour optical illusion.

Vescom expanded the colour chart for evergreen **Larak** (23 colours) with colours that work beautifully for this modern product. Soft naturals, pastels and cooler tints like blue-grey, watercolour tints and fresh grey tints are all represented. Larak's soft, organic character corresponds with Vescom's popular Onari, Greenbo and Millwood wallcoverings. It is a classic with a refined textile feel and a friendly, soft, almost meditative character. The designs refer to organic materials and influences from nature, ensuring a peaceful, harmonious effect. Therefore, it should come as no surprise that Larak is popular in the care and wellbeing sector. With Larak, Vescom proves once again that functionality and appearance can be very closely linked.

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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 State of America. Vescom works with distributors in other parts of the world. Vescom (1971) is part of the Vescom Group.