



## **A.S. Création Press Release**

Gummersbach, October 2011

### **Wall decoration to counteract dull days**

#### **A. S. Creation presents its new Autumn Collection**

Lively colours and imaginative designs are the best antidote to grey, dreary days. The wallpapers in the new Autumn collection from A. S. Creation enable walls to gleam with a new radiance and produce a feel good atmosphere for cosy hours at home. Five new collections with 229 wallpapers and 19 borders offer a plethora of decors and colour accents. You can find the fitting individual look for every style and taste whether fresh and young or exquisitely stylish or timelessly elegant or trendy or exotic.

#### **The Collections**

##### **Avenzio 4 - Wellness for the Walls**

When the fourth collection of a wallpaper series appears we can speak of an evergreen. In truth Avenzio counts as one of the most loved A. S. Creation collections. No surprise then when the young collection takes hold of current lifestyle trends and provides wellness for both the walls and eyes - and offers an exceptional value for money relationship. Graphic patterns and floral elements in fresh colours violet, light mustard yellow, beige, coral red, apricot, rose and light grey on a light background. In such a way the current collection provides a serene mood and upgrades every room to an oasis of feeling good. Structural reliefs with mother of pearl lustre as well as flock relief prints ranging from unostentatious to expressive radiate charm and fellow feeling. Borders and elegant single colours invite you to combine them according to the way the feeling takes you. All of that makes Avenzio 4 into a wall hanging for modern living.

##### **Avenzio 4 Collection**

**Brand:** A.S.

**Run until:** 2014

**Number of papers:** 40 papers, 8 borders

**Material:** non-woven

**RRP:** € 20,95 - € 23,95



### **Flock 3 - opulent and splendid**

Opulent decoration, expressive colours and an extravagant 3D optic - the third collection in the successful flock sequence takes you on a time-travel through styles and epochs. Modern interpretations of baroque arabesque reminiscent of brocades rub shoulders with playful rococo tendrils and Japanese inspired chrysanthemum buds. Also classical stripes, fancy graphics and chain patterns, some in gold embossing on a violet background form an exquisite setting for a prestigious stylish ambiance as well as for modern puristic interiors.

The sophisticated look of this sumptuous collection thrives on strong contrasts and powerful colours such as deep berry tones, coffee house colours, flaming orange, luminous pink, petrol and mustard yellow as well as classic black and white which are both trendy and timeless at the same time. Effective matt-gloss embossments, mother of pearl shimmering and plastic flock prints underline the intensive effect of the patterns and create a one-off effect on the room.

### **Flock 3 Collection**

**Brand:** livingwalls

**Run until:** 2013

**Number of papers:** 55 papers

**Material:** non-woven

**RRP:** € 22,95 - € 27,95

### **Sunlight 2 - a precious breath of late summer**

The success of the first sunlight collection called for a follow up. The new wall decorations inspire us with a nifty texture which reminds us of hand-made paper with satin appliqué. Floral elements and delicate stripes as though from Japanese ink drawings accentuate their exquisite character. Single colours with mother-of-pearl or metallic effects complement these noble papers in harmonic co-ordinated warm late summer tones.

### **Sunlight 2 Collection**

**Brand:** A.S.

**Run until:** 2013

**Number of papers:** 61 papers

**Material:** Satin wallpaper on non-woven backing

**RRP:** € 33,95 - € 42,95



### **Zanzibar - For this is Africa!**

Wallpaper design goes African! The new Zanzibar collection impresses through unusual designs and textures. The surfaces are reminiscent of lizard and elephant hide on sand and the rough covering of simple mud huts. Abstract leaves and ornaments inspired by African masks conjure up a breath of Africa on the wall. Warm sand and savanna tones underline the exotic appeal and exude an intensive cosy atmosphere.

### **Zanzibar Collection**

**Brand:** A.S.

**Run until:** 2013

**Number of papers:** 44 papers

**Material:** non-woven

**RRP:** € 24,95 - € 28,95

### **Happy Hour - guaranties a good mood**

Young, fresh, trendy - these wallpapers at a favourable price set up exactly the right background for uncomplicated living. Blooms, lines and retro designs with eye-catching embossed effects which bring a cheerful mood in every room even when it's grey and unpleasant outside. Borders and single colours in fresh, happy colours - for example luminous yellow, red, pink lilac and grass green make you want to find creative combinations.

### **Happy Hour Collection**

**Brand:** A.S.

**Run until:** 2014

**Number of papers:** 29 papers, 11 borders

**Material:** paper/non-woven

**RRP:** € 17,95 - € 23,45



### **About A.S. Creation**

A.S. Creation Tapeten AG was founded in 1974 and is today the largest wallpaper manufacturer in Germany. The company produces wallpapers and borders, in all qualities of material, at its bases in Gummersbach and Wiehl with about 770 employees. The company's own design studio works together with well-known designers such as Lars Contzen, Hadi Teherani or Jette Joop and develops more than 2,000 different wallpapers per year for its own brands A.S. Creation, livingwalls and Architects Paper as well as for licensed brands such as Esprit Home, Schöner Wohnen, and Brigitte Home. The business unit Decorative Materials deals with high value decorative materials which perfectly complement the wallpaper collections. A.S. Creation delivers its products to customers in 56 countries with the support of its subsidiaries in England, France, Russia and the Netherlands.

### **For further information we are always at your service**

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### **Further information as well as pictorial material can be found at:**

[www.as-creation.de](http://www.as-creation.de), [www.tapetenshop.de](http://www.tapetenshop.de) or  
[www.rheinfaktor.de/presse/as-creation](http://www.rheinfaktor.de/presse/as-creation)

**Print-outs without cost. Samples by request.**