



A.S. Création Press Release  
Heimtextil 2012 (11.01.-14.01.)  
Frankfurt am Main  
Standort / Stand location: 3.1 C91A

### **Innovation as programme**

#### **At the Heimtextil 2012 A.S. Creation presents exclusive wallpaper designs and intelligent solutions for the POS**

The best comes right at the beginning; immediately in the entrance hall of the 'Wallpaper Hall' 3.1, A.S. Creation sets off a firework of creative wallpaper coverings with new livingwalls collections amongst others for Esprit home, Schöner Wohnen and BRIGITTE Home. The Gummersbach manufacturer once again demonstrates its international trend and design competence and presents itself as an important partner for lifestyle brands and international designers. Matching home textiles from indes and Fuggerhaus complement the exclusive wallpaper designs. In addition Lucene, the French subsidiary of A.S. Creation is present on the trade fair stand.

The highlights of the 400 square metre trade fair stand include the Architects Paper Collections. The premium brand from A.S. Creation for architects and the contract business created, with its new partner Porsche Design Studio, the innovative AP 1000 Collection - designed by Porsche Design Studio. Together with the international lighting designer, Ingo Maurer, Architects Paper presents an exclusive spectacular LED wallpaper which brings to the wall various lighting patterns in differing colours.

Innovative POS solutions for dealer partners form the second focal point of the trade fair presence. Dealers can order, on the spot, good value trade fair packets of the collections and view the new store construction and presentation solutions as well as the A.S. Creation shop concept. The centre of attraction is the new version 3 of the Wallpaper Ordering Shop which scores on numerous innovative functions: different wall designs can be simulated as well as differing light moods or XXL digital prints. With a cordless scanner all the wallpapers on the stand can be captured and included in the functions of the Wallpaper Ordering Shop.



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

A.S. Creation 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 pleased to be at your service**

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Further information as well as pictures 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)

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