

Architects Paper®, a brand of A.S. Création Tapeten AG

Heimtextil 2012 (11.01.-14.01.)

imm cologne 2012 (16.01. – 22.01.)

Frankfurt am Main

Köln

location 3.1 C91A

location 4.2 C-027

Wallcoverings to talk about

Unusual and high-value: digital prints from Architects Paper

Architects Paper, the premium and object trademark from A.S. Creation AG, doesn't just produce exclusive wallpapers and handcrafted single runs for sophisticated tastes but also high value digital prints for hotels, gastronomy and shops. In the case of boutiques; concrete, stone and rust structures are very popular as an attractive background to the presentation of goods. The format can be individually determined; by request the motives of clients can be applied.

At the Heimtextil trade fair and at the imm Cologne 2012 Architects Paper presents for the first time a comprehensive collection of digital prints for individual wall design. *AP Digital* entuses with a wide spectrum of motives amongst which are spectacular (typo-) graphic designs, kaleidoscopic pictures in the style of MyLumi as well as landscapes, aerial shots, animal motives and industrial photography in the classic modern style. For special effects we take advantage of a particular process for printed artistic graphics in which flowers, objects and drawings team. The individual elements superimpose themselves in different colours and levels. According to spectral colour density, a different colour level becomes dominant. As the Sales Manager, Martin Hisge, puts it: "The trend goes more and more towards large format, individually-customized murals. Our *AP Digital* collection shows what is possible with digital printing. With our creative design team and the latest techniques we can prepare for each client a unique object or a small run of the highest quality. And in so doing we match the requirements of the place because we print on material free of PVC with odourless latex colours on a water basis which emit into the air no volatile materials."

Odour-neutral prints are optimal for a sensitive exhibition room setting. The combination of latex tints and PVC-free, non-woven wallpapers which Architects Paper utilises, creates odour-neutral wall decoration in interiors which match the low-emission GREENGUARD Children & Schools Standard products for use in educational environments. In addition, they also are in line with the VOC emissions of the 'Regulations for general entry requirements for health-related evaluation of building products in interior spaces*'

* die AgBB Zulassungsgrundsätze zur gesundheitsbezogenen

AP Digital Collection

Contents: 120 motives

Material: various non-woven qualities

Properties: difficult to combust, good light resistance, washable, environmentally friendly, can be removed dry without leaving remnants

Format : can be individually determined, deliverable in drops or on the roll

Standard width: 100 cm

About Architects Paper®, a brand of A.S. Création Tapeten AG

Architects Paper, founded 2008, is the international operational premium and object brand of Europe's largest wallpaper manufacturer, A.S. Création AG. Architects Paper stands for exclusive, individual wall solutions such as handmade single runs for architects, designers, interior fitters, developers and property planners. In this process, the atelier of Architects Paper works alongside renowned designers like Hadi Teherani, Ingo Maurer or the Porsche Design Studio. The innovative wallpapers, digital prints and wall panels (which are all CE approved according to EN 15102) for example are used in hotels, company HQs, high-value gastronomy in shops or in care areas. The vast majority of the collection is finished by means of costly and elaborate special processes at the company and production locations in Gummersbach, Oberberg. In addition to the innovative production range, Architects paper supports its clients with professional colour and furnishing advice as well as training.

For further information we are pleased to be at your service

rheinfaktor – Agentur für Kommunikation GmbH, Christina Wontroba, Zollstockgürtel 57, 50969 Köln

Tel. +49 (0) 221/88046-190, Fax +49 (0) 221/88046-200, E-Mail: wontroba@rheinfaktor.de

Further information as well as pictures can be found at:

www.architects-paper.com, www.rheinfaktor.de/presse/architects-paper

Copies are free of charge. Ask for specimen copies.