# THE



Volume 44, Issue 3 July 2018



President's Message

# The WIA is Calling YOU!

By WIA President Mike DiGilio, C.P.

Summer's here and the time is right for dancing in the streets!

Everyone I talk with – painters, carpenters, tilers and all of our wallcovering installers – are all very busy with work. When I think back about how things were 10 years ago, there really is a world of difference. How the landscape has changed! Many installers are booked for months in advance. One of my favorite members is taking on work for October. A commercial installer I know is looking at bidding 56 stores for this year alone. We haven't seen this much wallpaper work available in years. It's time to truly enjoy what we do.

It's also time to network with your fellow paperhangers. Our yearly convention is right around the corner. This year it will be held in Denver, Colorado on September 13, 14, and 15. The mountains will be in full color

# WIA New Members

**New Members June 2018** 

# Professional Wallpaper & Paint

Tim Bodine St. Charles, MO prowallguy@msn.com

#### Female Decorator Warrington

Cheyvonne Bower Warrington, UK cheyvonnebower@gmail.com

# Renovart Ltd

Dorian Burcus-Coman London, UK dorin@renovart.co.uk

# D & L Wall Design and Painting

Gerardo Gonzalez Miami, FL wallpaperservices@gmail.com

### **DAS Wallcovering**

David Smith Glenside, PA daswallcovering@yahoo.com

#### **Revolution Wraps**

Ryan Stara Lincoln, NE ryan@revolutionwraps.com

# Stewart & Son Wallcoverings

John Stewart Monkton, MD cbjstewart@yahoo.com



by the time we get there. The crisp fall air will be exhilarating. This year's convention, or "Unconventional Convention" as we are calling it, will last a full three days instead of the 2-day events of the past. The program will have two learning tracks for installers, but you can attend any seminar you wish. There will be panel discussions, table top videos, and streaming Q&A from a boutique wallcovering manufacturer.

One of my favorite things about our convention is meeting and talking with all the installers. We come from all over the world to learn from each other. Here we get a chance to talk with other installers face to face. We discuss business and installation techniques. We can pick up all sorts of the tricks of our trade to take home and utilize in our own installs. We see the craftsmanship award winners and truly celebrate our craft. Attending associates and vendors talk about their products: you can even purchase products if you like.

If you have never attended a convention, I urge you to come. You may start out not knowing a soul, but I guarantee you that, by the end of those three days, you will have 200 friends and fellow wallcovering compadres. Anyone who has been to a convention already knows what I am talking about.

I hope to see you all in September!

# **INSIDE THIS ISSUE**

Better Than the Beatles: Lincrusta Workshop	2
Unconventional Convention	4
Central Region Workshop	6
What Do I Do Now? Dealing With an Extended Layoff	8
Wallcovering Trends	10
Giving Is Its Own Reward	12

# Better Than the Beatles: Lincrusta Workshop

By Shelly Wilkins-Hayes

Well I've never been to England, but I kind of like the Beatles. Those were my thoughts (and I could not get that song out of my head!) when, in early February, I received an invitation from Lincrusta about a complimentary 2-day workshop, complete with hotel and meals included. So I booked my flight and made reservations for the workshop which took place March 21 and 22 in Lancaster, England.

Let's go back in time for a bit. I first hung Lincrusta in the mid-1980s and probably installed three or so friezes between then and the early 1990s, then nothing since. In 2014, I heard about a Lincrusta training course offered at the WIA convention in Louisville. Course completion promised to make me a certified installer and help me advertise by putting my contact info on the Lincrusta website. I always loved the look of Lincrusta and the fun ways in which it could be painted, so I took the course.

One of the first things mentioned in the Louisville course was that, as certified installers, we were a part of the "Lincrusta family" and would receive a lot of support from them. They weren't kidding!

Let's move back to the present and the workshop. I had guite the adventure getting to Lancaster! I flew out of Dulles to Iceland where I caught the flight to Manchester, England. I was disappointed by the heavy fog in Iceland, since I had always wanted to see it. Oh well. It was, of course, a red-eye flight, so I got into Manchester with only a catnap. I had reservations on the afternoon train to Lancaster—first class, why not? It was a holiday for me. What a train ride! It was about 40 minutes to Lancaster, and we were offered food the entire time: tea or coffee, lunch sandwiches, and dessert. I had no idea if the food was included in the ticket price, so I declined all of it. But, go figure, no one was billed for anything. That surprised me, as the ticket was only about \$20.

Andy Sarson, a.k.a. Mr. Lincrusta, picked me up at the train station and drove me the mile or so to the hotel, which was, oh, so British with cobblestone floors in the attached pub and old wooden tables and chairs. After a brief rest, Michael, another Lincrusta employee, picked me up. We met up with Andy and a few other installers for dinner, compliments of Lincrusta.



The following morning two other installers and I toured Lancaster Castle (circa 11th century) for a glimpse into the area's history.

The first day of the workshop, we talked about some new happenings:

Lincrusta is no longer distributed in the USA by Brewster. Instead, it will be sold through Wallpaper Direct, or a certified installer can purchase directly from Lincrusta in England.

Lincrusta has developed a new primer (made in the USA, water-based, \$95 per gallon) that eliminates the degreasing that we always had to do in the past. Hallelujah!

Lincrusta wants photos of projects and may provide a professional photo shoot for worthy projects. Selected photos will then be published in magazine(s)! How cool is that?

There was a lot of roundtable discussion, as anyone who has ever been to a convention or workshop can attest to. We installers can talk about our jobs forever! Afterward, there was a contest for the most impressive job. Needless to say, I did not enter because my 30-year old photos of my jobs didn't last for 30 years. There were some very good entries. We also had a continental breakfast and buffet lunch.

After a short break, we were loaded onto a couple of mini vans and taken out to dinner. I made some new friends and enjoyed myself thoroughly – and was completely exhausted that night after no sleep the night before.

The following morning, we went to the Lincrusta factory to see how it's made. It's surprisingly simple, but very exacting. Raw ingredients are measured and mixed, then put into a machine that presses the mix into the final design. It's very soft and pliable and slowly hardens as it dries. For those of you who don't know, the date of manufacture is stamped on each box of product. It should be used within two years of that date.

If you have installed Lincrusta that had the consistency of shoe leather, you probably had outdated material. Fresh material cuts better and does not crack as easily as old.

After the factory tour, we learned a little bit about restoration of Lincrusta. This is done if an historic building has a pattern that is no longer available. Apparently, England takes its

historical buildings much more seriously than we do here in the USA. Restoration is done way more there than we would expect to see it here. Not to mention, Lincrusta was used much more in England than here, and there are many more historic buildings there.

Restoration involves creating a mold from an undamaged area and letting it dry. Then a mix of product is used to fill the newly created mold and positioned on the wall where the damaged piece(s) was(were). One can become a certified restorer, and there was some talk about where those classes might be offered. The USA was a possibility. After another buffet lunch, the workshop was over and we said our goodbyes.

Andy offered to take me on a tour of the Lake District, which is slightly north and west of Lancaster. We passed through some cute little villages, one of which had the "World's Best Gingerbread." After sampling it, I agreed with that statement.

Then came the mountains. I really didn't expect much. At 3,000 feet, they were about the size of the mountains in my home area of western Maryland. What a difference! Because the area is so much more north than where I live, the mountains were above the treeline. I assumed this, because there were no trees or vegetation of any kind, except for grass.

We stopped at a lakeside inn for tea, so I got to experience teatime in England. Tea, for us, involved scones with jam. And whipped cream – real – not from a plastic tub. Mm. Another installer and his father, both of whom were a lot of fun, accompanied Andy and me. After the tour, we had a final dinner before I left in the early morning to go home.

I want to thank Andy Sarson and Lincrusta for their wonderful hospitality. Lincrusta or Andy covered all meals – drinks, too!

And guess what? Iceland was crystal clear on the way home, as was Greenland, which I flew over as well. I got photos of glaciers and beautiful snow!

For your information, I just finished my first Lincrusta job since the certification in Louisville. I got the job because of being listed on their website as a recommended installer.

# **Unconventional Convention**

By Terri Trapp

Why this title for Denver 2018? We are changing and rearranging our standard convention format to encourage our installers to participate and be inter-active. This year's program features networking with your peers, learning new skills and tricks of the trade, and enjoying the benefits of WIA membership.

The new 2-track agenda directs information to two levels: "apprentice" and "guru." Installers encounter a variety of technical challenges to install the products that

designers, architects, general contractors, and homeowners request. This is your opportunity to learn how to deal with all of them.

New this year:

**Voting App.** Install the app on your smartphone and vote to determine the winner of the regional contest for best video table tops.

**Best Practices Tables.** Six topics distributed among six tables and six hosts will greet you at 8:00 a.m. on Saturday. Fill your coffee cup, share your experience, and learn with others at the topic table.

The Mentor Project. This panel discussion will kick start the conversation on how to enable "newbies" to learn our trade. It is no secret that we are "aging out," and we must entice people to learn a skilled trade as well as how to run a business. The Education Committee will take this input from membership and develop a program. The project will continue after this convention

As always, we will have work table time to practice what you learn. The vendor showcase will run on Thursday evening from 5:15 to



7:00 p.m. Enjoy the opportunity to speak with manufacturers' representatives.

Friday afternoon, we can tour Four Mile Historic Home, Denver's oldest home built in 1859 – with original wallpaper. It is located in a 12-acre historic park a mere 0.7 mile from the convention hotel and accessible by Cherry Creek Trail. This paved walking and biking path will take you from the hotel to the park. Get your fresh air and exercise, plus tour a unique Denver institution. For those not choosing to walk, the hotel shuttle or ride-share services can get you there. For an added bonus, Crazy Mountain Brew Pub is just a short hop from the park for those who want to quaff a pint of Colorado brew after a beautiful September walk.

Look forward to seeing you in Colorado! ■



Here are a few of the opportunities but be sure to visit the WIA website for the most current agenda:

# APPRENTICE LEVEL

### **GURU LEVEL**

# **JOINT SESSIONS**

Everyone is welcome to any session. This agenda breaks the sessions out in to Apprentice Level and Guru Level if you want to focus on learning from where you are in your career.

### How to Use WIA in Your Career

Someone that may be new to WIA or considering joining, learn ways WIA can help you grow your business, stay involved in the wallpaper installation industry and make lifelong friends.

Lillian Weist

Learn the art of the importance and

technique to prepping the foundation to your

installation.

Shelly Wilkins

Vinnie LaRusso | Shawn Lawler Veronica Leal | Phil Reinhard

4 Installers / 4 Solutions /

4 New Materials

Learn about 4 new materials with 4 solutions

to installing from 4 long time installers

### The Art of Wall Prep

See how a skilled carpenter and a skilled installer each approach the installation of the same two rigid wallcovering panels. Learn tricks from another trade to master

# All About Those Primers

Learn about the different primers we use in our industry from the people that create them

### Wallcovering Adhesives -Make it Stick

Learn what adhesives are best to use in specific situations allowing the installation to go smoothly and stick.

Michelle Corl

#### Grow your Business Via Feature Walls

When offering a "Featured Wall" service, you may get that one customer you didn't think you would. Learn how to grow your business with upscaling with a featured wall.

Phil Reinhard

#### Ask a Wallpaper Guru Panel

When at the beginning end of your career, it's always nice to have some longtime gurus in the industry to ask random questions of. This is your opportunity. Bring your questions and get some answers.

Mike Digilio | Rich Bauer Karen Arnold | Moderated by Steven Kaye

#### Preparing for a Commercial Job

A commercial job and residential job are very different. Learn how you'd prepare for a custom job differently and what the correct questions are to ask your potential client.

Gary Stanley

### Your Inner Carpenter

this business!

#### **Using Unconventional Adhesives**

You've heard talk of unique and different types of adhesives, now you can learn about them and when to use them.

Denis Picard

### Designer Panel

This is your opportunity to ask a designer the questions you've always wanted to ask. Learn about what they look for in an installer and the most productive ways to work together

> Gwen Smith-Ehrlich - Designer Susan Macuna - Moderator

#### **Best Practices**

We will be offering 6 different topics that are important to your industry. You will have the opportunity to sit down at 3 different topic taables and share your insights as how to best handle a situation. This is a great opportunity to learn from each other.

### The Mentoring Project

Mick Wells | Donna McCoy Jack Egan

#### Known Delicates - Products to Know

Not all wallcoverings are equal. Some are more delicate and need to be handled differently. In this sessions learn about some of the delicate materials on the market and how to handle them.

Gerri Beauvais

### Live Video Link from a Wallpaper Vendor

Learn the creative process and manufacturing of a wallpaper. You will have the opportunity to ask questions of the manufacturer

### Bradbury & Bradbury

Bradbury is an amazing product to install. With the huge variety borders, fills, dados and enrichments it can be daunting to figure out where to begin. In this class we will focus on learning how to measure and, more importantly, balance the ceiling, and then continue working our way down the walls. We will be concentrating on balance and alignment through out the class. We will also briefly touch on how to successfully paste this material for the best install. Never installed Bradbury? This class is still for you. The skills to layout a ceiling and balance pattern will enhance any job in your future.

Heidi Wright Mead

**Marketing Your Business** Learn some tips and tricks to marketing your small business online.

#### Turning It All In to Wallcovering

Designers often want a non-wallcovering to be turned into wallcovering. Let an industry expert whose company does that everyday guide you through the process in a live video session.

Tim Little

# Financials & Succession Planning for Your Business

Knowing your financials is crucial to being successful in business. Learn from Susan some quick tips and how to keep your financial straight. She will also discuss the importance of succession planning. What will you do with your business once you are ready to retire?

Susan LeTerneau

#### **Online Reputation Management**

We will discuss the frustrations, solutions and best ways to handle your online reputation. Your online reputation can make you or break you. Learn the best practices for responding to negative comments/reviews and how to increase your digital likability factor.

> Kelley Alexander -Head Go-Getter at Kelley & Co

# **Central Region Workshop**

By Susan Macuna, Cental Region Director

The Central Region's second annual workshop was held on May 5 in Indianapolis this year. Members from Missouri, Minnesota, Wisconsin, Illinois, Michigan, Ohio, and Kentucky attended. Our at-large members got a day to hang out with other hangers, sharing stories and tips and doing some problem solving even as we gathered to learn.

We started with coffee, a necessary component in our lives, with bagels and fresh fruit. By 9:30 a.m. we were off and running with Steve Terra Nova from Ohio, who led with covering cold air returns to match the wallpaper around them. Everyone received a vent to play with. His use of wax paper garnered quite a bit of attention. The spray table witnessed strong discussion about technique and preferred spray adhesive.

Next up was Phil Curtis from Chicago, Illinois, who challenged us with 3D lettering and as rub-on letters, their difficulties, and their issues. Multiple people stepped up to practice this skill, new for some of us. We reviewed placement issues, reading the instructions provided, and how to address on-the-job salvaging of

broken patterns. We came away with a better understanding of how to find that kind of work and how to deal with the issues so we can better price such work. Noon brought us a lovely buffet that celebrated Cinco de Mayo with a mix of salads and tacos. We talked about wallpaper while we ate and got better acquainted with members we don't see often enough.

After lunch, we spent an hour talking tips and tricks of the trade, ranging from what blades to use in a seam buster to glue sticks to the basic "read the directions!" I find this to be very useful, as what is obvious to one may not be to another member. I have added a glue stick to my work bag. Thanks, Shawn!

Kevin O'Donnell, from the Miami Valley in Ohio, brought us all paper mustaches to wear as we delved into multiple drop papers, how to recognize them, cut them, and lay them out in correct order on our tables without too much suffering on our part. I think the mustaches helped our thought processes! We worked with two different kinds of multiple drops. One had an A and B roll with a drop match added and the other was a "simple" drop match.



Our last project of the day focused on self-stick murals and getting around inside corners. Susan Macuna taught this portion, as she has had the joy of hanging them in closets. Everyone got out of their chairs to learn, some adding to



their experience. Self-stick is here to stay; we need to be able to handle it and make money doing so.

Everyone pitched in for clean-up – a tremendous help. We handed out raffle prizes and raised \$283.00 for the WIA Fund.

I thank Steve Terra Nova, Kevin O'Donnell, and Phil Curtis for sharing their knowledge. Thanks also go to the Miami Valley Chapter for building our practice wall and donating it. Murals Your Way donated the self-stick murals and smoothies. They are a great supporter of the WIA, always willing to recommend us. Hirshfield's of Minnesota donated Olfa knives for everyone. Jane Wilson and Bob Macuna staffed the registration desk. Our home office manager Nancy Terry helped make the workshop a reality. Thanks to you all!

# The INSTALLER

Volume 43, Issue 3 • July 2018

The Installer is published bi-monthly by the Wallcovering Installers Association.

### **Contact the WIA:**

(800) 254-6477

info@wallcoveringinstallers.org www.wallcoveringinstallers.org

# **EXECUTIVE VICE PRESIDENT**Nancy Terry

### THE INSTALLER EDITOR

Nancy Proctor, C.P. Jennifer Curtis, C.P.

#### OFFICERS

President: Michael DiGilio, C.P. Vice President: Steven Kaye, C.P. Treasurer: Heidi Wright Mead, C.P. Secretary: Gary Lucas, C.P. Past President: Vincent LaRusso, C.P.

NATIONAL ASSOCIATE CHAIR Greg Laux, MDC Wallcoverings

#### **REGION DIRECTORS**

Central: Susan Macuna, C.P. West: Dennis George, C.P. Northeast: Jack Egan Mid-Atlantic: Michelle Corl South: Pam McCartney

# NATIONAL ASSOCIATE MEMBERS

When you have a choice of vendors, remember to use WIA Associate Members first.

**Advance Equipment** 

Manufacturing Company
AMBTRA, Inc.
Atlantic Wallcovering and Décor
Bradbury & Bradbury Art
Wallpapers, Inc.
Cavalier Wall Liner
Designtex Group (The)
Experience49
Eykon Design Resources
Fabricmate Systems
Fidelity Wallcovering, Inc.
Gardner-Gibson, Inc.
Heritage Wallcoverings Ltd.
(Lincrusta)

(Lincrusta)
Hytex Industries, Inc.
Jacaranda, Inc.
Jack Loconsolo & Company, Inc.
Koessel Studios
Len-Tex Wallcoverings
LSI Wallcovering
Maya Romanoff Corporation
MDC Wallcoverings
Pacific Laser Systems (PLS)
Painters & Allied Trades LMCI
Phillip Jeffries Ltd.
Presto Tape
R37 Inc.
Roman Decorating Products LLC

Roman Decorating Products LLC Roos International, Ltd.

Wallcovering

Rust-Oleum Corporation, Zinsser Brands

Steve's Blinds & Wallpaper, LLC Textile Wallcoverings

International, LTD (TWIL)
The Paint Store Online
Thibaut Wallcovering

Vahallan Papers Wallauer's

Wallpaper Boulevard Wallpaper Direct

Wallpaper Warehouse
Williamson College of the Trades
Wolf-Gordon, Inc.

York Wallcoverings, Inc.

# What Do I Do Now? Dealing with an Extended Layoff

By Phil Reinhard

I am now at seven

months into a

recovery from a

severe rotator cuff

tear. If it were not for

workers comp, I'm

not sure how I would

have been able to

afford the time away

from work.

The last thing any of us wants to hear from a doctor is, "You need surgery, and the recovery time after is going to be at least six to nine months." So many questions run through your mind that it's almost impossible to focus on the rest of what the doctor tells you about the procedure and recovery. But you focus and hear, "No driving for three months, no this, no

that." Suddenly, your work and personal lives change and fear takes hold.

### **Protect yourself**

Preparing yourself ahead of time for that conversation is one of the most important things you can do, and you should really think about doing it right now. Nobody likes to pay insurance premiums, but disability insurance can be a lifesaver during a long convalescence. Having enough cash flow to

stay afloat while recovering is critical. Check with a good insurance agent about the workers compensation regulations in your state. If your injury is work related, as mine was, covering yourself (if available in your state) makes the financial part of an extended recovery time much more bearable. Expect full medical coverage with no deductible. I am now at seven months into a recovery from a severe rotator cuff tear. If it were not for workers comp, I'm not sure how I would have been able to afford the time away from work.

Every state has different regulations for self-employed business owners. Most allow some form of coverage and the rules can be very complex. It takes a good insurance agent, one focused on business insurance, to know how to best cover yourself. I know that with

this one injury, the surgery, physical therapy, medications, and weekly compensation, I have recovered every dollar I ever paid in workers comp premiums many times over.

If your state does not allow coverage for sole proprietors, then covering yourself with a disability insurance package is the next best thing. Be sure to choose a policy that covers

> work related injury. Some policies exclude accidents at work and wear-and-tear injuries, as well as excluding re-injury of previously injured areas. Shop wisely.

> If you think insurance is unaffordable, just picture a long recovery time with no income. How well can any of

us afford that?

# Take care of business

The next item on the list of "What do I do now?" concerns how to handle

customers and the business while unable to work. Regarding financials, I spoke with my insurance agent about the safest way to reduce insurance premiums while out of work. We pared down on coverage while retaining the minimum amount necessary to keep policies in force. We reviewed other monthly expenses, and eliminated some. For example, I spoke with my website maintenance firm and suspended updates and maintenance fees for six months. Not every company will do this; but, if yours will, then it may be a good option to cut costs.

Then came the hard part: customers. How do you tell your work sources who all have schedules that can't change because of your injury that you are unavailable for the next half of a year or longer? You must tell them the truth. I have had a few designers postpone

installations on redecorating jobs in which wallpaper is not part of a construction schedule. For residential customers, designers, and builders with basic projects that couldn't wait, I referred them to other installers I know. I had a noncompete agreement with those installers that precluded them from accepting work from my sources in the future. Most of the time, this was a simple verbal agreement, but with one I had a written agreement.

For the clients who could not wait and whose work I couldn't afford to refuse, the WIA saved my business. I networked with installers from around the country and brought them into jobs to keep the work going and keep my clients happy. Seven different WIA installers came to New Jersey and New York to work on my projects. Thanks to Anthony Russo, Cliff Hayes, Bill Armstrong, Mike Digilio, Shawn Lawler, Liz Kelly, and Sammi Dolbec, my main clients all got their work completed and with excellent workmanship. As I look forward, I'm still not cleared to work and there are more projects coming up, so I'm sure that list is going to grow. Who knows? I may be calling you soon.

I did lose a couple of clients who found other installers. Sometimes you must refuse work and sometimes clients cannot wait. But, let's face it, that happens occasionally even when we're working full time and can't get to a client. One of the clients I lost already called back with a new project, because the installer she hired wasn't up to her standards.

# **Remain engaged**

With business taken care of, the hardest part of this layoff has been the inactivity and trying to fill my time. Physical therapy takes up three hours a week. I read a lot. Of course, there is the administrative work of scheduling the jobs I'm giving to others and making sure those jobs are completed on time, etc. But there is still a lot of down time.

WIA President Mike Digilio called me and asked me to work on a video education program for the organization. I happily took on the project. We will be creating a series of videos

on various phases of wallcovering installation and developing a standardized formula to use to build a library of videos on all phases of wallcovering installation. Over the summer we will record our first video which will serve as proof of concept. After review and critique, we will move forward with this exciting program. But I still have time on my hands.

My girlfriend Denise and I decided to run a charity event for the Muscular Dystrophy Association. We invited friends and neighbors to join our committee, and the MDA Eats N Beats Food Truck and Music Festival was born. Building an event from the ground up is a large undertaking that can be done largely with the computer and with a phone. We researched how to plan a food truck event, how many trucks to bring in, what the local health and fire codes are, how to obtain a liquor license, and so many other details. The same was true for the music part of the festival: inviting bands, finding staging and sound systems, working out logistics and so much more. That cured my boredom.

On April 21, the first annual MDA Eats N
Beats Food Truck and Music Festival with eight food trucks, six bands, ten vendors, and a beer garden with eight varieties of beers attracted over 1,700 people. It brought smiles to the faces of six muscular dystrophy children who rode in a parade through town in classic convertibles. The event raised over \$13,000 for the Muscular Dystrophy Association.

#### A final word

Take steps now to protect yourself in the event of an injury or illness. Use the resources provided by the WIA to keep your business going. Take on volunteer work to fill your time. Between covering myself financially through insurance and planning, the help of so many members of the WIA, a committee project for the WIA, and the charity event, the time since my surgery last November has gone by quickly. There is no denying that I'd rather have been at the wall this whole time; but, the time off has been educational, busy, and rewarding in many ways.

# **Wallcovering Trends**

By Jason Krajci, Roman Decorating Products, Calumet City, Illinois

At Roman, we receive dozens of emails and calls daily from first-time home buyers and remodelers regarding wallcovering projects. We have a front row seat to emerging wallcovering trends.

The popularity of HGTV stars like Chip and Joanna Gaines, Nicole Curtis, and Property Brothers Drew and Jonathan Scott is driving growing interest in wallpaper. Some stars have launched their own wallpaper collections, such as *Magnolia Home* by Joanna Gaines and *Nicole Curtis Home*, featuring looks made popular by their shows

The increasing popularity in residential wallcovering is not limited to television. Bold geometric patterns, natural grasscloths, and

vibrant digital murals are popping off the walls on Pinterest, Instagram, interior design blogs, and myriad other social media forums. Wallpaper in trend-worthy colors, such as Pantone's color of 2018, *Ultra Violet*, Sherwin-Williams' blue-green *Oceanside*, and PPG's deep blue tinged *Black Flame* are regularly featured in publications, such as *Architectural Digest, Vogue*, and *HGTV Magazine*. Images of wallpapered nurseries, laundry rooms, and accent walls are shared regularly across the internet and social media. In October 2017, Brooklyn-based wallcovering maker *Flavor Paper* was featured in a video on Facebook that garnered over 4.5 million views.

A new generation of homeowners are ready





to experiment with design, color, and texture on their walls. Millennial-focused retailers, like Anthropologie, CB2, and West Elm, offer curated lists of patterns from a variety of wallcovering manufacturers designed for these customers.

Digital murals continue their rapid popularity growth. *Nuvole*, a stormy, black and white cloud





filled sky mural by Cole and Sons, has become one of the most shared patterns online. Other, more whimsical murals like *Enchanted Forest* and *Night-Fall on the Moor* by artist Rebecca Rebouche, regularly receive top ratings from Anthropologie customers.

Fresh, emerging wallcovering trends also influence the commercial and hospitality worlds. New trends in commercial wallcovering can be seen in hotels across the United States. Construction continues to boom in cities like Nashville, New York, and Dallas. To differentiate themselves from other chains and renters such as Airbnb, hotels incorporate specific design, color, and texture in wallcoverings to provide an authentic local experience. The recently-opened Cambria Nashville Downtown Hotel features a trendy, live music venue, locally themed art installations, and digitally printed wallcovering from Astek in their guest rooms. The Wall of Sound wallcovering plays up the Music City theme with a pattern that dominates the guest room walls.

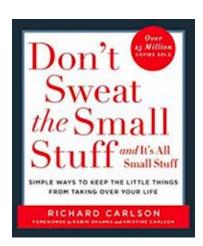
Other upcoming trends in commercial wallcovering include large scale geometric patterns, rich textures, and natural materials. For a glimpse at some of these patterns, visit: http://www.interiordesign.net/videos/14703-trend-report-wallcoverings-association-2018/

It is a great time to be a part of the world of wallcovering! ■



# Giving Is Its Own Reward

By Jerry Russo



Giving brings "Great Contentment and Peace" into your life. It's amazing, but if giving is done randomly and with nothing expected in return, your reward is even more profound. These are bits of wisdom from a book I have read

multiple times, "Don't Sweat the Small Stuff, and It's All Small Stuff" by Richard Carlson.

We have opportunities every day to be of help or to be a blessing to many individuals. This is your opportunity to give to your sister or brother paperhangers who are in distress. This fund's credo is to help those paperhanger family members who have fallen on tough times.

Distributions are given anonymously only

under serious circumstances, and in the past have included helping those affected by fires, hurricanes, and tornadoes. Mostly, however, this fund has helped those affected by illness or personal injury.

These gifts have an impact in two ways: first, the assistance helps mitigate the financial impact. Secondly, and just as importantly, it conveys the feeling of being part of a community of sisters and brothers who are saying, "We've got your back." This random act of kindness brings "Great Contentment and Peace" to all who contribute.

Footnote: The book, "Don't Sweat the Small Stuff, and It's All Small Stuff", was given to me by my brother and has impacted my life dramatically. I have given 15 copies to other who have also benefitted from it. So, consider this a "random act of kindness" in suggesting you read this book.