



President's Message

Welcome to 2020!

By WIA President Mike DiGilio, C.P.

Welcome to 2020! It's a new year and we have much to celebrate and look forward to.

Worth celebrating in style is WIA's strong and active members. Many members joined through WIA-hosted events, showing both a desire and need for these types of workshops.

Speaking of workshops and something to look forward to, March Madness is weeks away. This annual event just keeps getting bigger and better. This year, the seminars and camaraderie will make it a great time. I encourage anyone with the time to attend this 1-day event. If you can get there early, I'm sure there will plenty of "shop talk" all weekend. This year's event will be held at the Holiday Inn Express and Suites, 21 New Boston Road, Sturbridge, MA 01599 on Saturday, March 28, 2020 from 8:00 AM to 4:30 PM.

The WIA Board of Directors will be meeting on Saturday, March 14. In the past, the board met at the convention site to visit the facility and tour the area. To save on costs, we have decided to skip the travel and embrace modern technology. We will hold an online board meeting as we do for the other two of our four annual board meetings.

I remember when board meetings would last two full days. The first board meeting I ever witnessed included the entire executive board, all the regional directors and alternates, and all chapter presidents. Sometimes, it took two hours just to take a vote. Nowadays, attendance is a trimmed-down board of the executive board and regional directors. Alternates may join in via the video link, too. Technology and financial stewardship have combined to produce a streamlined board that makes association business much easier to conduct.

Elections this year will include all regional directors and their alternates. I not only

encourage the existing regional directors and alternates to continue if they wish to serve, but also invite any member who would like to volunteer to run. Nominations are open to any and all who would like to serve.

Our online education committee is looking forward to a great year. Last year at our convention in Cincinnati, they rolled out our first online class. It focused on installing metal wallcoverings. Both a pre-convention workshop as well as an online course, it was a great success, especially for those who couldn't attend the convention. The class is available at our online university at <https://www.wallcoveringuniversity.com>. This year, our education committee will roll out a residential installation class followed by a commercial installation class.

This year's convention will be held September 23 – 26 in New Orleans, Louisiana. It promises to be a great one, so plan ahead. More details will follow soon. The beautiful Crown Plaza Hotel on Bourbon and Union Streets offers easy access to the city's legendary French Quarter. Aside from the convention, New Orleans always proves to be a great destination for food, music, and culture. We hope to see everyone there. ■

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Bespoke Wallpaper: The Ultimate in Custom Wallcovering

The wealthy have always flaunted their affluence through the quality of their environment, from prime bloodstock to sumptuous garb to lavishly appointed houses. Beyond gilded furniture and Persian carpets, handpainted murals gave credence to a homeowner's affluence and social status, while serving their origin, practical purposes.

Rumaan Alam states, "Historically, wallpaper has been screen- or block-printed; manufacturers could offer a pattern in multiple palettes, but truly unique coverings were painted entirely by hand." That really hasn't changed. The single term that denotes such custom made luxury, whether applied to clothing, furniture, and wallpaper, is "bespoke."

However, today's digital technology enables anyone to customize any product, wallpaper being no exception. Alam refers to Trove, founded by Randall Buck and Jee Levin in 2006, as bespoke wallpaper producers who crank out top quality designs tailored to a particular project's requirements. Besides acquiring a unique decor, bespoke wallcovering

also reduces waste: "Consumers don't have to worry about buying an entire roll when all they need is a few more inches." In short, the customer only buys what they need.

Today's digital technology can combine handpainted images with digital images. There's an inherent distinction between paint and pixels which many people unfamiliar with graphic design do not understand. Block printing cannot duplicate the soft, seamless blending that paint achieves. Digital images can replicate that blending, but reduce pictures to finite blocks of color called pixels; however, they cannot add three-dimensional texture.

Resolution matters and large format images like wallpaper panels require high resolution images. Discourage anyone tempted to strip a pretty picture off a website: that violates copyright law. Besides, web-based photos are low-resolution images. Simply increasing the number of pixels does not increase resolution: you cannot increase the resolution of a "low-res" image. One can, however, reduce the resolution of a "high-res" image. Then one gets into the



Wallpaper image for mural by Atul Vinayak via Unsplash.com.

variations of bitmap and vector images, the latter of which are composed of curves and lines and can be scaled to any size without loss of resolution.

Photowall offers some guidance to those who want to use a particular photo for a custom wallcovering: “Bear in mind it’s only possible to print your photo or illustration as a wall mural if the image is at least one pixel per half inch of wallpaper. This means that the image must be at least 4000 x 2500 pixels if you want to order a wall mural that is 157.5 x 98.5 inches.” Mr. Perswall explains the necessity for high-res images in another way: “The amount of pixels an image contains gives an idea of how sharp the image will be. An image with a high number of pixels will be sharper than one with fewer pixels. Therefore, to cover an entire wall, you will need a photo of a much higher quality and with many more pixels than you would need to cover a smaller surface.”

This brief discussion of resolution does not touch upon such issues as bitmap versus vector images and lossy versus non-lossy image files. For more detailed information, speak with a professional graphic designer who deals in both printed and digital media.

Ordering bespoke wallpaper online presents some difficulty with regard to knowing what the customer will get. For the Floor & More states that bespoke wallpaper must be of higher quality than off-the-shelf products. After all, the customer is paying a premium for custom wallcovering, so that the cost should include best quality materials. They suggest requesting samples, as “any reputable supplier” will provide.

For customers seeking to design their own wallpaper, whether murals or patterns, Houzz.com offers a quick tutorial. The caveat to designing one’s own wallpaper is that reputable companies do not allow for reproduction of copyrighted images. So, unless your client has a signed letter of permission from his favorite sports team, using the team logo is verboten. This means that any artwork or photographed image must be work-for-hire or created by the customer. In other words, the customer



Wallpaper pattern of water droplets on a dark background by Mathieu Bigard via Unsplash.com.

must own the copyright or hire someone to create the design.

Custom wallpaper’s main advantage as a wallcovering, other than being custom, rests upon its durability. Kimberly Leiter states, “For every 1–2 years, you will certainly be expected to retouch wall surface paint. When it comes to wallpapers, it could occupy to 5 years prior to any replacement. It is very important to additionally know that custom mural wallpapers include a replacement warranty when the colors begin to fade.” Leiter also notes that bespoke wallpaper is less time-consuming the applying custom paint schemes. Once the material arrives from the manufacturer, it only needs to be hung. Custom effects with painting require multiple applications of paint to the walls, plus whatever other manipulations the client wants to add texture.

Whether your client wants to transpose a favorite photograph to a wall as a mural to create a design unlike anything anyone else has, correct wall measurements are critical. Persuade your client to rely upon the accuracy of your measurements to ensure that the proper amount of material is ordered and the design fits the dimensions. The results will please your client in a project in which you can take professional pride. ■

Introducing Biophilic Design

No one denies that our environment affects us. Indeed research proves that human beings experience greater productivity and less stress when surrounded by nature. Of course, in this age of technology, nature sometimes seems far away and inaccessible. Wallcovering installers can do their part to bring nature closer to homeowners and office workers through biophilic design.

Writing for Metropolis Magazine, Stephen R. Kellert states that “Biophilic design seeks to connect our inherent need to affiliate with nature in the modern built environment. ... [Humans] are biologically encoded to associate with natural features and processes.” The “fundamental goal” of biophilic design, says Kellert, is “to create good habitat for people

as biological organisms inhabiting modern structures, landscapes, and communities.” In short, this design philosophy “focuses on those aspects of the natural world that have contributed to human health and productivity in the age-old struggle to be fit and survive.”

That goal encompasses the entirety of a structure, meaning it’s integral to the built environment, not in addition to or used as an accent. Popping a potted fern in the corner of an office is not biophilic design. Writing for Fast Company, Katherine Schwab states that biophilic design has its roots in “the early 1980s, when the biologist Edward O. Wilson outlined his philosophy of biophilia, hypothesizing that humans have an innate, biological affinity for the natural world.” Biophilic design, she says, is



Biophilic learning space.

Photo by Ohalo123 via Wikimedia Commons.



garden, anyone?

Wallcovering installers aren't hired to redesign spaces, but to enhance them. As such, installers can suggest the indirect experience of nature through intentional use of natural wallcoverings, colors and patterns reflecting the outdoors, murals that evoke scenes of nature, and textures that alleviate the sterility of a plain, flat wall. In addition to that, Building Design & Construction offers suggestions for other decor elements to help business owners and homeowners bring the great outdoors inside.

For even more specific

suggestions, read "14 Patterns of Biophilic Design: Improving Health & Well-Being in the Built Environment" by Terrapin Bright Green. ■

Wallpaper mural of bamboo forest.

Photo by Marianne Courineau via Wikimedia Commons.

reaching peak influence now.

The biggest supporters of biophilic design are, to no one's surprise, interior designers who focus on office spaces. Such design elements go beyond festooning walls and terraces with plants to mitigating straight lines, incorporating natural light, and using natural materials. Some designers go further by mimicking the complexity of nature in avoiding mind-numbing repetition: they vary the chairs, desk lamps, and other accoutrements necessary in the office environment.

Of course, not every company can build new or rebuild from the ground up. Therefore, they make do by tricking human minds into thinking they're in touch with nature. Such tactics include video screens displaying nature scenes or reworking outdoor spaces overlooked by office windows. Zen rock



European wallpaper mural with 3-D wallpaper leaves.

Photo by Halar Khan via Flickr.com.

License, Bond, or Insurance

State and even municipal requirements vary, but many require contractors to be licensed, bonded, and insured to conduct business. Businesses display the terms “licensed, bonded, and insured” like banners, but they don’t mean the same thing.

Licensed (not) to Kill

James Bond puns aside, “licensed” merely means that your business has obtained official permission to conduct business. In some states, licensing requires passing a test or meeting specific qualifications, especially those that pose the risk of personal injury or security of clients or have adverse environmental impacts.

Understand the difference between professional and trade licensing. Typically, states issue professional licensing to individuals who meet certain criteria, usually pertaining to education and qualification through testing. Understand, too, the subtle difference between a business license and a business permit. A license is general: it’s the government’s permission to use or do something. Permits usually apply to safety issues and may require inspection before approval. Government agencies may impose the increased burden of permits in order for a licensed individual to carry on with his business.

Certification does not equate to licensing. A quick distinction: the government requires a license, certification is voluntary. To determine whether your business requires a license for legal operation, check with the attorney general’s office in your state.

Bonding, not Bondage

Although local and state regulations may make you feel as though their only purpose is to strangle your business, no ligatures are involved.

“Bonding” refers to insurance and comes in two general categories: surety bonds and fidelity bonds. Surety bonds protect customers and fidelity bonds protect companies. Fidelity bonds protect companies internally from their

own employees’ dishonesty. If your company risks embezzlement by an employee, then it needs to be insured from that risk with a fidelity bond.

Most contractors purchase surety bonds. The state of business operation determines the bond amount required to ensure a customer need not haggle with an insurance company to receive compensation for incomplete work, or stolen items. Any business with employees who enter into customers’ homes or workplaces should protect those customers (and themselves) by becoming bonded.

Which Does Your Business Need?

Some areas may not require bonding or may only require bonding for certain types of projects or for projects exceeding certain monetary values. Every state’s website posts the regulations governing the various businesses conducted within its borders. Some may not require additional licensing or bonding for those crossing state lines into their jurisdiction. Check also with your municipal government. Some cities require licensing and/or bonding at local as well as state levels.

For both licensing and bonding, consult with a competent business attorney who will help you ensure all legal requirements are satisfied, determine your bonding requirements, and protect your interests.

Starting Your Own Wallcovering Installation Business

Chron offers general advice to wallcovering installers who want to go into business for themselves. Learning the trade is, of course, paramount. If you don’t know what you’re doing and don’t have the tools you need, then you won’t stay in business long. Next, check to see if your state actually requires you to have a business license. For instance, Texas doesn’t require paperhangers and painters to acquire a trade license, and California requires wallcovering installers to obtain a C-61 limited specialty classification contractor’s license. ■

Beyond Paint & Wallpaper: Tile

The term “wall covering” encompasses much more than wallpaper and paint. It includes one of the oldest, most enduring materials: tile. The most common tiles are made of ceramic, stone, metal, baked clay, or glass. Its durability makes it suitable for use on floors, roofs, and walls. Unglazed tile typically goes on roofs, while glazed tiles finish walls and floors. Tile installations range from simple, monochromatic fields to intricate patterns and mosaics. They can be used to add color and/or texture while providing a hard surface impervious to water and easy to maintain. Tile may chip, crack, or break, but it doesn't fade.

Ceramic Tile

Ceramic tile use goes back thousands of years to 8000 B.C. The Mesopotamians and the ancient Egyptians used them. The ancient Romans used tile to inform and decorate. To see clear examples, travel to Paestum, Italy on the Amalfi Coast. The citizens of this former, mosquito-ridden swamp used tiles in front of

offices and commercial establishments to inform those who could not read of the business of those storefronts. Lavish mosaics adorned inground pools and the walls of wealthy merchants and nobles.

For millennia, the Middle East, India, and China decorated buildings with ceramic tile, too. Spain and Portugal exported tile and the love of it to the New World where even the exteriors of important buildings were embellished with azulejos.

Glass Tile

Glass tile has been used in mosaics since at least 2500 B.C. The later development of glass tile resulted from the inherently complex nature of glass. Clay is much easier to form and bake. The surge in popularity for glass tile has much to do not only with its durability, but also its intense colors and luminosity. Although extremely durable and impervious to water, glass tile is also more rigid than ceramic tile. The properties of glass tile make it particularly suitable for

use in backdrops to showcase metallic items and add beauty to displays of objets de art. Substrate shifts break glass tiles more readily than ceramic.

Modern Use

Commercial and public properties as well as homeowners use tile for the very same purposes and in the very same ways as did the ancients, although we've expanded upon their use. Tile now makes itself home on the tops and faces of counters, tables, trays, and cabinets as well as floors, ceilings, and walls. Tile lends well to those who favor a clean, Spartan interior and prefer a minimalist, low-maintenance décor. Those who like feature walls use tile



*Tile in the Topkapi Palace, Istanbul, Turkey.
Photo by Peace01234 via Wikipedia.com.*



*Casa de los Azulejos, Mexico City, 18th century.
Photo by Alejandrol Linares Garcia via Wikipedia.com.*

for texture, “creating something with a sense of depth and permanence,” says House Beautiful.

Drury Design states that the customized look tile adds to any home is affordable for “every budget, every area, and every design aesthetic.” Just as every home improvement store offers a variety of paints, they also offer an impressive array of tiles. High-end resources also carry designer tiles, many sourced from overseas. Often more expensive than wallpaper and paint to install, the durability of tile means it’s going to be around for a long time, so design considerations are crucial when deciding which colors and patterns to install. Textured, painted, or printed tiles best suit those who are brave and willing to take risks.

The basic tools and methods of installing tile – glass or ceramic – haven’t changed

substantially in centuries. The important thing is to begin with a clean, flat surface. Modern construction offers self-leveling materials to correct uneven surfaces. If you’ve never installed tile, local hardware stores may offer instruction. ■



*Glass tile backsplash.
Photo by p_kennedy123 via Unsplash.com.*



Wallcovering
Installers
Association

New Members

New Members August – February 2020

Installers

OLBU Construction Inc.

Oleksandr Buynovskyy, Surrey, BC

Paperhanging Unlimited LLC

Ellen Comeau, South Euclid, OH

Wallpaper By Sheree

Sheree Lewis, Seminole, FL

Perleberg Painting and Decorating

Kelly Perleberg, Minneapolis, MN

Cut & Paste Wallcovering

Jill Plumer, Chattanooga, TN

Interior Décor Trends for 2020

Something about the beginning of a new year inspires homeowners to revamp their interior décor. They may want something fresh and exciting or prefer the nostalgia of days gone by. Regardless of the motive, the annual desire to update and refresh their homes often conflicts with uncertainty. These clients look to their expert contractors to advise them.

House Beautiful focuses upon the living room as the most likely space to be updated. Writing for House Beautiful, Jayne Dowle states that “the most influential interior trends of 2020 promise to bring mellow warmth to our homes.” She foresees the incorporation of “bold shades of terracotta, burnt orange, ochre and buttery tan” to veer away from the cool sophistication of a neutral palate.

Collected Interior Design offers mild disagreement, predicting that neutrals will remain a strong preference for interior design, although they envision a tilt toward neutrals with warm undertones. They note that 2020 will extend the continuing trend for feminine tones in variations of pink in subtle shades of blush, bronze, and other light hues. And, once again, black is back – as a strong accent color.

Dowle also predicts a “strong organic vibe” that uses “simple, natural forms offering a luxurious yet inviting retro look.” Integral to that is texture, which she predicts will incorporate a lot of bouclé. Rather than the nubby texture of bouclé, Collected Interior Design predicts that velvet will reign supreme for texture, “the perfect blend of both luxury and comfort.” Be2Adorn also envisions velvet as a trend for 2020. Look to textured wallcoverings to update a room.

Florals and paisleys may never fade entirely from popularity, but the trend for 2020 will be balanced geometric patterns. These bold patterns will make equally bold statements when paired with solids or monotone geometric patterns. Addressing wallcovering installers directly, Collected Interior predicts that floral fabrics and wallpaper will make a comeback in 2020 as part of a “throwback-turned-



*Geometric pattern in warm neutrals.
Photo by Robert Horvick via Unsplash.com.*

contemporary” trend. They also suggest that such floral prints will favor “vibrant colors like yellow and contrasting colors that make your walls pop.” More color will hit kitchens and bathrooms in the form of boldly patterned and colored tiles and backsplashes.

Remember the 1970s? Break out the foils and metallic shades, because the popularity of gold, silver, tin, and copper will shine. Collected Interior Design warns against using more than three metallics in a room and notes that brown and silvery metals complement each other well.

The “organic” and “retro” parts of design predictions involve maximalism. Less is no longer more. After a couple of decades of restraint, interior designers are succumbing to



Floral fabric print. Photo by George Bosela via Freelmages.com.

their urges to mix lush, bold colors and patterns. Juxtaposed against natural materials, these really make a design statement.

Biophilic design incorporates all of the above preferences for color and texture and lushness. Wallcovering applications can contribute to both maximalism and biophilic design with textures, colors, and prints that recall the soft silver of aged wood, the verdant foliage of a summer garden or jungle, and the edgy precision of geometric patterns.

Taking into account a client's color preferences and style, wallcovering installers can suggest appropriate color and texture combinations that will refresh an interior environment without looking dated. ■

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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.
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Rust-Oleum Corporation, Zinsser
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Vahallan Papers
Wallauer's
Wallpaper Boulevard
Wallpaper Direct
Wallpaper Warehouse
Williamson College of the Trades
Wolf-Gordon, Inc.
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A Handy Tool for Estimating Cost

“How much?”

That’s the question pertinent to every person who wants a product or service. As such, those who buy and those who sell often find themselves diametrically opposed. The customer wants the absolute lowest price that can be squeezed from the contractor and the vendor wants the highest price that can be squeezed from the customer.

Most customers accept that contractors factor in materials and labor into their fees, even if they don’t quite understand what tasks are involved in the labor portion of the quoted fee. For customers who want to get a ballpark idea of what that paperhanging job will cost them, Homewyse offers a free, online wallpaper hanging cost calculator that includes the following items:

- **Materials cost:** This assumes non-discounted pricing for vinyl coated wallpaper, including typical waste overage, material for repair, and local delivery.
- **Basic labor cost:** This assumes favorable site conditions and includes planning, equipment, and material acquisition, area preparation and protection, setup and cleanup.
- **Supplies cost:** This includes masking tape, primer, solvents, adhesives, and other supplies for preparation and cleanup.

Cost to Hang Wallpaper				
Updated: December 2019				
Wallpaper Hanging Calculator		Zip Code	Square Feet*	
		45502	300	
		<input type="button" value="Update"/>		
Item details	Qty	Low	High	
<input checked="" type="checkbox"/> Wallpaper Cost Non-discounted retail pricing for: Vinyl coated wallpaper. Prepasted and paper backed. Washable and paintable. Quantity includes typical waste overage, material for repair and local delivery.	321 SF	\$216	\$671	
<input checked="" type="checkbox"/> Wallpaper Labor, Basic Basic labor to hang wallpaper with favorable site conditions. Lightly clean surface. Apply, activate adhesive and apply to walls. Pattern match and press seams. Trim at edges. Includes planning, equipment and material acquisition, area preparation and protection, setup and cleanup.	19.1 h	\$638	\$1,553	
<input checked="" type="checkbox"/> Wallpaper Job Supplies Cost of related materials and supplies typically required to hang wallpaper including: masking tape and paper, surface repair and preparation material, primers, and cleanup supplies.	321 SF	\$113	\$128	
<input checked="" type="checkbox"/> Option: Remove Wallpaper Score wallpaper surface. Apply wallpaper paste/remover solvent. Scrape paper from surface.	24.0 h	\$453	\$1,946	
Totals - Cost To Hang Wallpaper		300 SF	\$1,419	\$4,298
Average Cost per Square Foot			\$4.73	\$14.33

Image 1: Snapshot of the Wallpaper Hanging Calculator estimate the cost of a paperhanging project within ZIP code 45502.

- **Wallpaper removal cost:** This is optional on the calculator and focuses on labor.

Homewyse’s online calculator offers a fee range, low and high estimates. It can be tailored by ZIP code and square footage to adjust estimates for the project location. For instance, the cost to hang 300 square feet of wallpaper in ZIP code 45502 could be as low as \$1,419 or as high as \$4,298. (See image 1.) For a customer located 20 miles away in ZIP code 43078, the calculator adjusts the range accordingly: \$1,412 to \$4,277. (See image 2.) It offers a breakdown of each of the four variables, showing the ranges of low and high for each. In southern Brooklyn, New York (ZIP code 11223), the same variables result in a low of \$1,910 and a high of \$5,858. (See image 3.)

The calculator is easy to use and instructions on the site advise that the estimates cover basic work with mid-grade materials. It does

not factor additional work, premium or custom materials, project supervision, or the labor of certified craftsmen – all of which add to the project cost. Homewyse collected the data used in its pricing calculator from sources that include Home Depot, Menards, the Manual of Standard Estimating Practice, and the HUD PATH Rehab Guide.

By no means definitive, the calculator offers helpful guidance to homeowners and businesspeople who hire wallcovering installers to establish a realistic budget for improvement of their interior décor and avoid sticker shock when they request an estimate. The next time you're on the phone with a prospective customer and the inevitable question of cost comes up, direct them to this handy tool or use it to help you figure your own project estimates. ■

Cost to Hang Wallpaper
Updated: December 2019

Wallpaper Hanging Calculator

Zip Code: Square Feet*:

Item details	Qty	Low	High
<input checked="" type="checkbox"/> Wallpaper Cost Non-discounted retail pricing for: Vinyl coated wallpaper. Prepasted and paper backed. Washable and paintable. Quantity includes typical waste overage, material for repair and local delivery.	321 SF	\$230	\$715
<input checked="" type="checkbox"/> Wallpaper Labor, Basic Basic labor to hang wallpaper with favorable site conditions. Lightly clean surface. Apply, activate adhesive and apply to walls. Pattern match and press seams. Trim at edges. Includes planning, equipment and material acquisition, area preparation and protection, setup and cleanup.	19.1 h	\$912	\$2,222
<input checked="" type="checkbox"/> Wallpaper Job Supplies Cost of related materials and supplies typically required to hang wallpaper including: masking tape and paper, surface repair and preparation material, primers, and cleanup supplies.	321 SF	\$120	\$137
<input checked="" type="checkbox"/> Option: Remove Wallpaper Score wallpaper surface. Apply wallpaper paste/remover solvent. Scrape paper from surface.	24.0 h	\$647	\$2,785
Totals - Cost To Hang Wallpaper	300 SF	\$1,910	\$5,858
Average Cost per Square Foot		\$6.37	\$19.53

Image 2: Snapshot of the Wallpaper Hanging Calculator estimate the cost of a paperhanging project within ZIP code 43078.

Cost to Hang Wallpaper
Updated: December 2019

Wallpaper Hanging Calculator

Zip Code: Square Feet*:

Item details	Qty	Low	High
<input checked="" type="checkbox"/> Wallpaper Cost Non-discounted retail pricing for: Vinyl coated wallpaper. Prepasted and paper backed. Washable and paintable. Quantity includes typical waste overage, material for repair and local delivery.	321 SF	\$216	\$670
<input checked="" type="checkbox"/> Wallpaper Labor, Basic Basic labor to hang wallpaper with favorable site conditions. Lightly clean surface. Apply, activate adhesive and apply to walls. Pattern match and press seams. Trim at edges. Includes planning, equipment and material acquisition, area preparation and protection, setup and cleanup.	19.1 h	\$634	\$1,544
<input checked="" type="checkbox"/> Wallpaper Job Supplies Cost of related materials and supplies typically required to hang wallpaper including: masking tape and paper, surface repair and preparation material, primers, and cleanup supplies.	321 SF	\$113	\$128
<input checked="" type="checkbox"/> Option: Remove Wallpaper Score wallpaper surface. Apply wallpaper paste/remover solvent. Scrape paper from surface.	24.0 h	\$450	\$1,935
Totals - Cost To Hang Wallpaper	300 SF	\$1,412	\$4,277
Average Cost per Square Foot		\$4.71	\$14.26

Image 3: Snapshot of the Wallpaper Hanging Calculator estimate the cost of a paperhanging project within ZIP code 11223.

Another Tool for Your Toolbox: INSTAGRAM

By Diana Halverson

After attending my first WIA convention in Fort Worth, I met Dave Adams. Dave expressed how important it was to set up a business instagram account to tap into a network of potential & returning clients, designers, manufactures, WIA members and the general public. It allows you to create a visual platform to showcase your business and put a face to the service you're providing.

Your effectively engaging with customers on a daily basis, depending upon how often you post. Relationships are key in our industry, this allows us to connect with people & make long lasting impressions! I'm no expert on this as I was not on social media 3 years ago but I have come to embrace the concept of what it can do for a business & why it's important to utilize this technology we have at our fingertips! If you're new to this, it could feel like a daunting task at first but if you have a plan to use it to its full potential it will pay off quickly in your favour. A few of my highest paying jobs came directly from Instagram, here are some tips & information that may be helpful to you and your business!

Be creative, share your installation projects to make your business relatable. Show pictures of how you're set up is professional, clean and tidy, capture photos of you at work by using a tripod and self timer on your phone, create a time lapse video on your phone of your installation, share the before and after photos or take a photo of the wallcovering laying out on your table with the pattern information slip on top of the paper. Keep it interesting! You have the option to use a single photo, a collage of photos, video's, live posts & stories. Keep in mind, if you're posting a photo, take the time to edit it and ensure it's level, cropped & looks professional. Ensure you "tag" other



businesses you are working with for example, the designer, construction team, clients, product your installing etc. Everyone tagged will then be notified of your post and the content is then easy to re-share. If you have quality content, whether it's tips, a trick you used, why you like this product they are going to be more likely to re-share your post.

Instagram stories are basically quick snippets of what you want to put out there, you have more flexibility with it & is a place to have some fun! It's great to show your followers behind the scenes the work you do, if you're in a cool neighbourhood take a snapshot of the area. You can set up a short series of stories that cover what happens when you ask for a quote or you can showcase the way you are set up on a job-site by using text, video's, photos, there's lots of space to make it your own. Make a boomerang of the product you are working with and tag the manufacturer & designer in it... You can have the option of putting it out there for a quick 24hours or you can set it up to be on your feed for an extended period of time under the "highlight reels". You can ask questions and use the polls to allow your followers to get to know you better and you can get to know them better. The more people engaged with your posts leads to a higher future engagement where they are more likely to see your future posts.

Instagram is FREE advertising.

By creating an account and actively posing your work this will no doubt put \$\$ in your bank! Instagram's social media presence currently has over 800 million active users, 500 million use this platform on a daily basis, 38% of these people check the site multiple times a day.

This is your wallcovering portfolio! Whether you're on-site with a client or speaking with them over the phone or e-mail they can access your portfolio at anytime instantly by showing or sharing with them your instagram page in a professional and efficient manner. No more fumbling through your personal photos to show your work, everything is in one place & organized. Another tip I received from attending convention was to add the Instagram and Facebook photo links to your business card & add a quick link on your website for easy access. This way, anyone looking at your information it's easily available for them to see.

Hashtags (#)

Hashtags are keywords that summarize what your post is saying. Each hashtag you use (it could be anything but for this purpose we will use the WIA's hashtag for example to keep it simple.) Each time you use #wallcoveringinstallers you open the door for even more eyes to see. When someone is looking for an item on a search engine and they type "wallcovering installers" into a search engine and you have the #wallcoveringinstallers on your post, the search engine will automatically add your photo to this category, this works for every hashtag you use.

#wallcoveringinstallers	#luxuryinterior
#wallcovering	#homedecorlovers
#wallpaper	#paperhanger
#decorating	#(name of your company)
#powderroom	#homedesign
#masterbedroomwallcovering	#officedesign
#featurewall	#funbedroom
#funwallcovering	#floraldesign
#professionalwallpaperinstaller	#grasscloth
#professionalwallcoveringinstaller	#naturalwallcovering
#interiorstyling	#homesweethome
#interiordecor	#homedesignideas
#homedecoration	#commercialdesign
#fashionandinteriors	

The sky's the limit!

Try to add between 10 - 15 #hashtags to each post, be creative & remember your trying

to connect with people in your area looking for installers.

*Try adding your city - #(City you live in) design ie. #vancouverdesign

Here are some examples you may choose to use:

** ALWAYS ensure to ask your clients if it's ok to take photos and if it's ok to use them on your business social media page. I've never had anyone say no but this keeps it professional, typically they're excited to have their installation showcased! Another option to cover yourself is to have a write up in your contract stating you will be using photos on your social media page prior to doing the job, it's up to your own discretion & touch on it when your at the project**

Here are a few resources if you'd like more information on how to set up your own successful Instagram account... see you at this years convention in New Orleans 2020!

<https://business.instagram.com/getting-started>

<https://www.outboundengine.com/blog/how-to-set-up-an-instagram-business-account/> ■

We are having IG Contest and you could save half off your conference registration!

The rules for the Instagram Contest are as follow:

1. Have a business IG page
2. When you post a photo, you must tag @wallcoveringinstallers (NOT WIA)
3. Also tag either a manufacturer, designer or supplier
4. Contest open April 1 - May 15. Winner will be announced on May 20th.

All steps need to be followed for each entry. You can enter as many times as you'd like during the 6 week period just make sure you follow each step for each photo shared.

Watch your business flourish!