



## President's Message

# It's a Whole New World!

By WIA President Mike DiGilio, C.P.

Wow, how things have changed in the past few months! Just a few short weeks ago, we were working too many hours. We never had any extra time. We forgot to return that one phone call, that one email, that one text. Traffic was horrible and there were Starbucks open on every corner. Not so much anymore. Now our time is taken up with sheltering in place. We are keeping track of our kids online schooling. Our spouses and partners are working from home. Some of us have been working and keeping our social distancing just to pay to the bills.

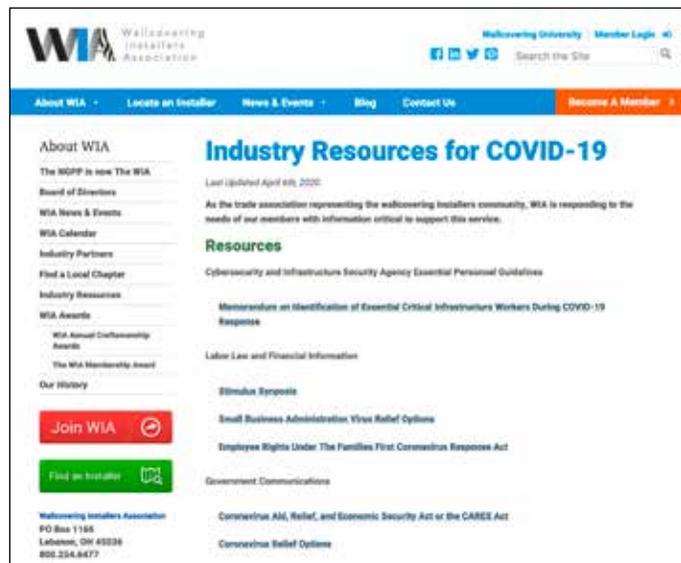
It's a whole new world. I hope you are all well.

The WIA has been working very hard at solving some of our own issues. We have recently instituted our new online payment plan. Members can now pay their dues online with options for a monthly payment plan. Our website now contains an "Industry Resources Page" at <https://www.wallcoveringinstallers.org/covid-19/>. On this page you will find information on stimulus packages, SBA relief options, and even links to video conferencing that members can use to stay in touch with each other.

A few chapters have held their monthly meetings online using the Zoom app. It's a great way to stay in touch with other members. Members should contact their chapter presidents to learn when their meetings will be held. Minneapolis and Chicago have already held theirs. The Northern California Chapter has had an online option for some time now. I'd like to encourage at-large members to group together and hold some online meetings. Zoom is easy to use and it's fun.

By the time you read this, the WIA has probably already announced that the board of directors made the difficult decision to reschedule the annual convention, originally scheduled for September, to July of 2021. We want to ensure the safety of all our members. Since we are unsure of what will happen in the fall due to the current pandemic, we thought it best to postpone the convention. The convention committee will continue to work very hard to bring the best convention we've ever had. The location will be the same: New Orleans! I know I speak for many of us when I say that since we have more time to plan, we will have more time to enjoy ourselves.

Since we will not be meeting in New Orleans this year, we will announce some big news coming for all paperhanger members and non-members alike. Please watch your emails and announcements on social media. Until next time, please stay home, stay safe, and stay healthy. ■



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## Haute Couture Echoes: Interior Color Trends for 2020

The great benefit of paint is that, unlike wallpaper, plaster, or tile, it can be changed as often as desired. Nothing freshens a room like a new coat of paint. Compared to other means of updating a room, paint is both cheap and easy. Contrast the cost of painting a room to replacing all the furniture and installing new flooring.

With the change of the seasons from dreary winter to the promise and passion of spring and summer, doubtless clients will want to update their décor. Good Housekeeping polled prominent interior designers to get their take on the hottest colors for 2020. The general trend for this year favors strong colors, with the exception of blush.

Interior design trends in colors may be related to the fashion runway where top couture designers influence what we wear. This year's haute couture colors include many of the same colors hot for interior design, even if they

don't use the same terminology. Who What Wear offers a list of this year's color favorites on the haute couture scene. Many echo and complement this year's interior design color trends.

The number one color for this year is navy blue. This classic color works beautifully as an accent as well as an all-around surround. Add white for a crisp, fresh touch or contrast with other colors to add verve or coziness. The beauty of this classic color is that it's classic. It functions as a neutral without being bland or boring like beige or gray. On the runway, faded denim makes a softer statement.

Used without subtlety, white brings to mind a cold, sterile environment. Used with skill and accented with pops of color, layers of white add depth and mood without drowning a room in an off-putting chill. The subtlety of white restores freshness and brightness to formerly dark and

*Fashionable colors in interior design often echo the haute couture fashions appearing on the runway.*



dreary spaces, making them seem more spacious and inviting. Add interest to white with varying tints and textures, just like the designers do in their runway fashions.

Soft, pretty, and feminine, blush takes the childishness off generic pink and makes it sophisticated. Less glaring than a certain, over-the-counter liquid medication for upset tummies and more subtle than a gender reveal, blush combined with jewel tones “brings a chic feel to any room.” Its fashionable sister is coral or salmon, that warm color somewhere between orange and red but without the harsh intensity.

Fast food restaurants use orange to hasten diners away from their tables. Construction crews use orange to alert drivers of road hazards. It’s a strong, powerful color that grabs the eye and won’t let go. For that reason, it’s best used in moderation. As an accent color, burnt orange can’t be beat. It injects energy and catches attention. Use it for focal points, like doorways, where you want to draw the eye. The correlating color on the runway is scarlet.

In 2020, jewel tones take their cue from birds, specifically peacocks. That brilliant, scintillating peacock blue drenches a room in luxury with an effect that both calms and invigorates. Combine with gold to recall the sumptuous environs of an exotic palace. Or pair with ivory, white, or gray for modern sophistication. A softer, milder version called Biscay green or mint green refreshes with cool, aqua shades in haute couture.

Another timeless classic, hunter green or forest green, joins navy blue as a strong, clean color that works like a neutral without being bland or boring. Think of the fire of emeralds or the lush serenity of a forest, this deep, glowing green pairs beautifully with soft colors like



sand, blush, or ivory to create a calming, relaxing ambiance that allows the mind to relax and open to new ideas. Herbaceous and rich, the correlating color on the runway

is called chive. Add a bold contrast with the runaway runway favorite of saffron, a bold, rich yellow that exudes optimism.

Reminiscent of burnt orange, the terracotta color of clay adds warmth and stability. It’s a grounding color that complements just about every other color just like a terracotta pot does the plants growing within it. Like the rich earth it resembles, use clay to complement biophilic design. ■



## New Members

New Members March – April 2020

### Installers

**All-American Wallcovering, LLC**  
Monte Villarreal, Houston, TX

**CS Wallcovering, Inc.**  
Christopher Santos, Orlando, FL

**Nels F. Andersen Decorating**  
Nels Andersen, Duxbury, MA

**Randy Wages Installer**  
Randy Wages, Rosenberg, TX

**Takeform**  
Thomas Oliver, Medina, NY

**The Wallpaper Guy, LLC**  
Gary Whitham, Otsego, MN

**Zion Wallcovering and Painting, LLC**  
Hector Ramirez, Norwalk, CT

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# Decoding the Color Wheel

Some folks just have the knack for putting together complementary colors, hues and shades that just work really well together. The rest of us have to refer to a color wheel, which shows the relationships between primary, secondary, and tertiary colors.

## Pigment Versus Light

Pigment and light work differently. Artists and those working with paints, stains, textiles, dyes, inks, etc., should understand the difference. To begin with, a mixture in equal amounts of the three primary colors in pigment creates black; the same mixture in light creates white. This crucial and basic difference shows in the center of the color wheel. From there subtleties abound.

## History of the Color Wheel

Credit (or blame) English philosopher and scientist Sir Isaac Newton (1642 - 1726) of apples and gravity fame for creating the first color wheel in 1666. His original color wheel illustrated a rule for the color of mixtures of lights and includes no purples. The divisions between the colors in Newton's scale are based on the intervals of a Dorian musical scale. Later color scientists manipulated the color wheel to include purples and have equal-sized divisions among hues. Many also use additive primary colors such as red, green, and blue and refer to their arrangement of colors as a circle rather than a wheel.

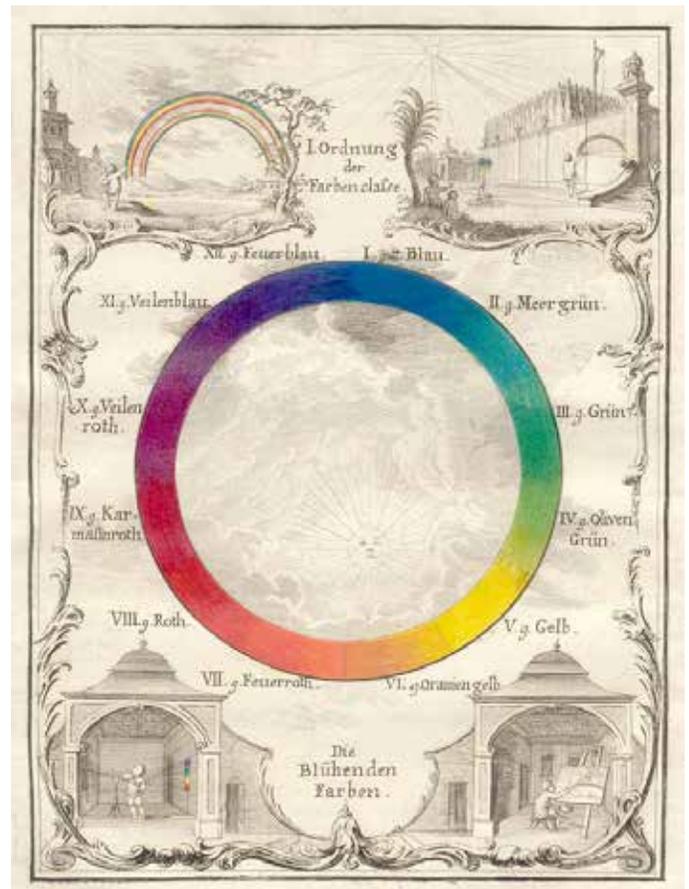
## Color Theory

The color wheel provides the basis for color theory, which creates a logical structure for color based on the primary colors of red, yellow, and blue. Red, yellow, and blue are considered primary colors because they cannot be created by mixing any other combination of colors and all other colors are derived from these three. Mixing the three primary colors in equal amounts results in secondary colors:

green, orange, and purple. Mixing primary colors with secondary colors results in tertiary colors: yellow-orange, red-orange, red-purple, blue-purple, blue-green, and yellow-green. From there, the possibilities are endless as concentrations of colors are adjusted.

## Color Harmony

Color theory leads to color harmony. Complementary colors are located opposite each other on the color wheel. Analogous colors are any three colors located close in sequence on the color wheel. Triadic colors – three colors equally spaced around the wheel – show balanced combinations of colors. Tetradic color schemes echo the idea, but with four colors comprised of two complementary pairs. A square color scheme brings in four colors evenly spaced around the color wheel. Pure



*Color wheel from Versuch eines Farbensystems (Vienna, 1772) by Ignaz Schiffermüller.*



colors or primary colors are dominant and may be best used as accent colors. Putting two pure colors in equal amounts in the same room creates a visual clash that's hard on the eyes.

The intensity of effect also depends upon the sequence of color arrangement as well as the colors used. According to Worqx.com, "Advancing hues are most often thought to have less visual weight than the receding hues." Color science also refers to colors as warm and cool, active and passive. Warm (active) colors impart a sense of liveliness, energy, and light; cool (passive) colors lend a calm, soothing, and relaxed feel. Tint and shade refer to the color saturation: add white for lighter tints, black for darker tints. Adding gray creates tones.

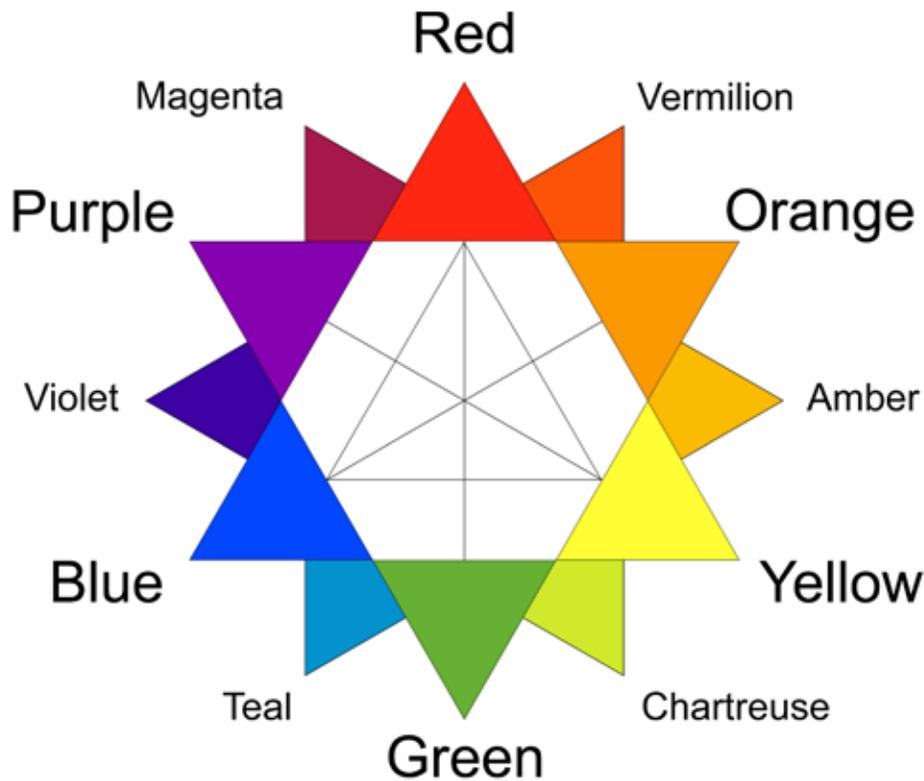
Value refers to lightness and darkness: a high-value color is dark and a low-value color is light. Intensity refers to how strongly the color commands attention; in other words, colors that are muted or subtle are low-intensity.

Color harmony can be illustrated through color relationships. A common tool is a painter's triangle, a printer's triangle, or the 9-part harmonic triangle invented by German philosopher and novelist Johann Wolfgang von Goethe (1749 - 1832). Their subtle differences have enormous impact upon the end result of whatever is being colored.

**The Impact**

When a client mentions that she envisions "blue" wallpaper or paint, there's a limitless range of blue from which to choose. Does she mean a true, unfiltered blue? Navy blue? Aqua blue? Robin's egg blue? More discussion is warranted before purchasing paint or wallpaper.

For instance, trial and error led to the understanding that adding a bit of indigo to the



*Color star using the red, yellow, and blue color model. Courtesy of Kwamikagami, via Wikipedia.*

whites in the laundry somehow made those whites seem brighter and whiter. In the mid-19th century, French chemist Michel Chevreul (1786 - 1889) experimented with and recorded the visual effects that occurred when colors were placed next to each other: white placed next to purple took on a yellowish cast, yellow being opposite purple on the color wheel. He called that effect simultaneous contrast.

The human eye can see 7 million colors. The actual range of possible colors exceeds 100 million colors. Some colors irritate the eye, cause headaches, and hurt human vision. Combine those irritants into obnoxious patterns and you've got a room everyone avoids. Color psychology delves into the colors that appeal the most and best suit different applications and intentions.

Use of a color wheel takes the guesswork out of mixing and matching colors for a harmonious palette of color in a client's home or workplace. Speaking with the client, determine the mood to set and any prevailing color preferences, then go from there. ■

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# Surviving the COVID-19 Recession

Small businesses, especially contractors operating one-person enterprises, are especially vulnerable to the devastating financial wallop packed by COVID-19, also known as the novel coronavirus. Amid lockdown orders, memes, and political sniping, small business owners face a real crisis. Writing for Make It, Tom Huddleston, Jr., reports predictions that “the disruption to

businesses from coronavirus could lead to 15,000 permanent retail store closures in 2020, with the Economic Policy Institute predicting that the disease outbreak could potentially wipe out three million jobs from the U.S. economy before this summer.”

If you remember the Great Recession (2007 - 2009), then you know what’s coming. How can you weather the pandemic and the economic fallout?

## **Take Care of Yourself**

Many small businesses don’t have the resources to stay afloat for more than a few months without incoming revenue. Bitter jokes about hoarding milk, bread, and toilet paper notwithstanding, try to maintain a positive attitude. This, too, shall pass. Eat properly and try to stay active, especially if the weather permits venturing outdoors. Nature is a great healer of mind, body, and mood. If you have employees, encourage them to do the same and avoid doomsday conversation. By staying calm and taking care of yourself, you put your company on the track to survival.

## **Take Advantage of Resources**

Federal and state legislators are working to help small businesses maintain some critical cash flow. Keep abreast of developments to see what disaster relief programs, such as new unemployment allowances for the self-employed, are becoming available – then

Photo courtesy of Anna Shvets via Pexels.com.



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take advantage of them. Begin your search for government programs with the U.S. Chamber of Commerce which offers advice on federal small business stimulus aid programs, emergency payroll protection loans, Small Business Administration disaster assistance loans, and other economic relief programs. According to Brookings per their article posted on March 25, “the Senate is on the verge of passing a relief package of at least \$350 billion for small businesses. This federal package is critical, because locally led capital support will only take local economies so far.” Remember to check your state’s relief programs, too.

On a smaller scale, many banks and landlords are exercising social responsibility with temporary waivers, deferrals, or discounts in rent, loan payments, and utilities. Sure, they’re doing it mostly for the good press, but that doesn’t mean you shouldn’t benefit from it. Ask and it’s likely ye shall receive.

### **Use Downtime Wisely**

If you have employees or apprentices, consider using the lull in business to advance their training and improve their skills. Perhaps build practice walls and use leftover wallcovering materials or paint for training outdoors on a back patio or screen-in porch where you can work in the fresh air with plenty of space to exercise social distancing. Or capitalize on an employee’s particular affinity for some task, such as accounting or website coding, and invest in some online training or funnel some extra cash to that employee to use his or her talents to the benefit of your business.

### **Update or Improve Your Business Model**

The enforced lull in business makes this a perfect time to review your current business model. Take a critical look at your marketing efforts and note what can be improved, what’s not working at all, and adapt to strengthen your promotional effort. This may mean building a website if you don’t have one, adding a blog if you don’t have one, purchasing advertisements or taking your advertising online. Many savvy marketing companies are offering free digital marketing courses. Now is the time to take advantage of them.

Consider intensifying and improving your social media marketing: LinkedIn, Facebook, Instagram, YouTube, etc. Consider subscribing to platforms previously ignored. Remember MySpace? It’s still alive with over 50 million subscribers. Perhaps post your own tutorials on YouTube. Use the available and easily accessible social media networking resources to build and maintain awareness: clients and potential clients are still out there.

Review your invoicing and collections protocols. Do you have clients who haven’t paid? Call them – don’t text – to negotiate payment and revise your billing practice to better insure incoming cash flow. Perhaps administrative procedures are cumbersome and could be made more efficient, which frees time for you to do other things – like install wallpaper or go fishing.

### **A Final Word**

With the pandemic’s economic fallout of friends and family members losing their jobs, don’t lose your voice. The hardest hit businesses are small businesses just like yours. These are the businesses that contribute the most to local economies. Remain cognizant of political developments as legislators work to provide relief. The need is immense and large corporations speak loudly, but don’t let your voice be lost. The voices of small business owners must be heard: “we cannot leave big business to speak for us when it comes to emergency stimulus or any economic policy that impacts [small businesses],” notes Catherine Monson in the *Harvard Business Review*. ■

**Consider intensifying and improving your social media marketing: LinkedIn, Facebook, Instagram, YouTube, etc. Consider subscribing to platforms previously ignored. Remember MySpace? It’s still alive with over 50 million subscribers.**

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# Installing Wallpaper in a Humid Environment

It never seems to fail. A homeowner installs a foolproof wallpaper on the bathroom walls and shortly thereafter the wallpaper begins to peel. Nothing, apparently, can make it stick to a surface in a room regularly drenched in high humidity. Even worse, suggestions of wallpapering a humid room are met with urban legends of toxic mold.

Seasoned installers know that hot, moist air is the enemy of wallpaper. Hot air holds more moisture than cold. Moisture attacks wallpaper in a few basic ways: condensation, rising damp, and penetrating damp.

Splashing doesn't normally occur except in kitchens and bathrooms. Condensation and damp occur in humid climates, whether the climate is generated by a steamy shower, a tropical location, or a more temperate environment like the British Isles or the Pacific Northwest where the weather is cool and often rainy.

Savvy, experienced installers know that a humid climate merely requires prudent adaptation, which means choosing the proper materials.

## **First, choose the right wallpaper**

Not all wallpaper is created equal. Certain types of wallpaper withstand humidity better than others, with the prize going to vinyl. Writing for Houzz, Caroline Chin-Geyler recommends fabric-backed or paper-backed vinyl wallpaper for durability and mildew resistance in a tropical environment. Fabric- or paper-backed wallpaper costs more, but the results are worth it. Consider recommending a wallpaper specially designed for use in high humidity areas. Installers in

Florida and other subtropical and tropical areas may be familiar with "micro-vented" vinyl.

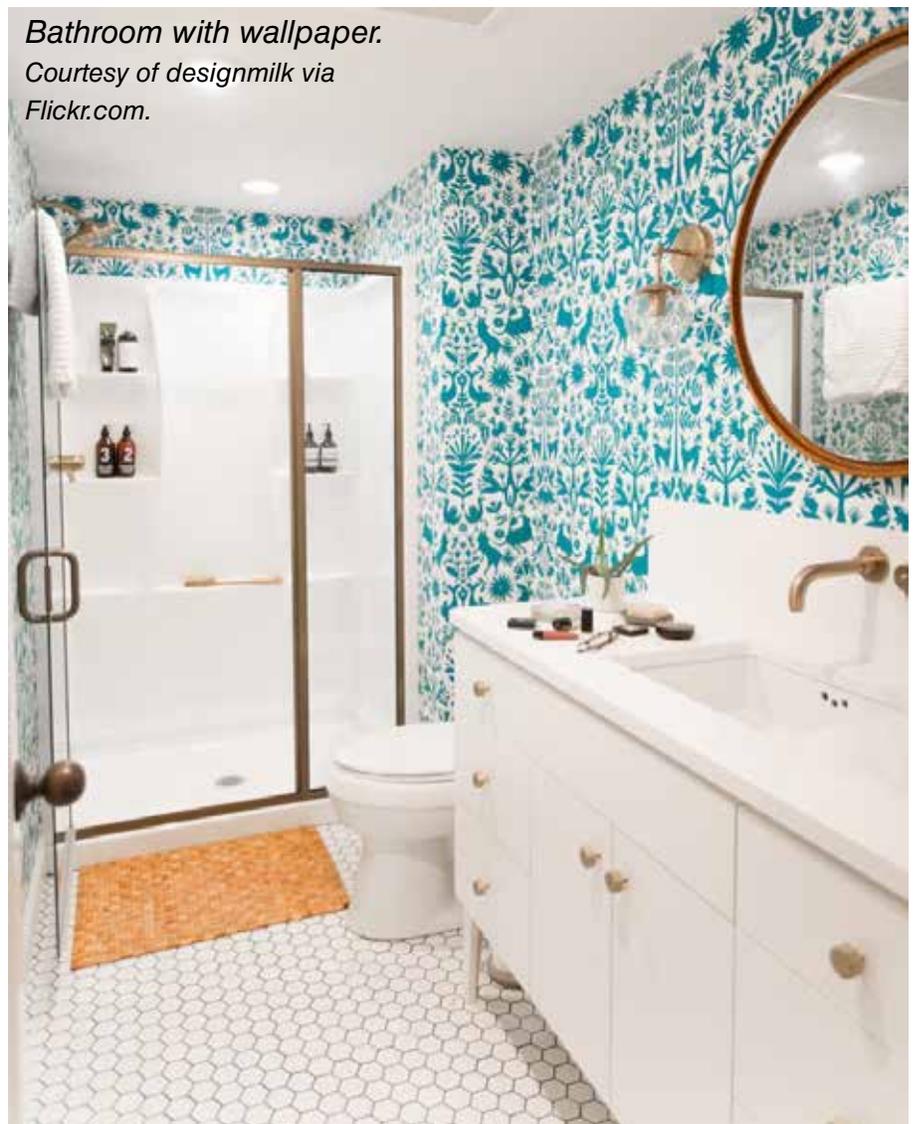
Writing for Bob Vila™, Manasa Reddigari echoes the recommendation for vinyl, because "Traditional cellulose-based wallpaper isn't designed to fend off the water droplets and steam kicked up regularly by the tub and/or shower. Moisture and humidity can seep through to weaken the paste that bonds the material to the wall." Once the adhesive begins to fail, the only thing left to do is replace the wallpaper.

## **Second, choose the adhesive that suits the wallpaper**

It's the wallpaper's job to protect the adhesive

*Bathroom with wallpaper.*

*Courtesy of designmilk via Flickr.com.*



from unnecessary moisture so it can do the job of keeping the wallpaper stuck to the wall. Of course, proper wall preparation cannot be avoided to achieve best results. The proper adhesive makes the best adhesion chain, the link that connects the wallpaper to the wall without ripping off the paint or drywall paper behind it.

Every adhesive requires time to cure, so it also helps to understand that hot, humid environments extend the time an adhesive needs to cure. To hasten curing, consider using an exhaust fan. Some adhesives are promoted as resistant to mold and mildew and come with “no-mold” guarantees. These offer a good choice for clients worried about toxic mold.

To give the adhesive a little extra oomph, use a primer made for humid environments. Mildew-resistant primer, writes Erin Carlyle for Houzz, reduces the risk of moisture accumulating behind the wallpaper.

### What else?

What if a client insists upon a specific wallpaper not well suited for a humid climate? Carlyle comes to the rescue with this recommendation: use a clear varnish over the paper to seal it from moisture. She advises doing that in conjunction with using a mildew-resistant adhesive. Another suggestion for smart wallpaper installations in bathrooms is to install it where water is unlikely to splash. That won't save the wallcovering from humidity, but it will spare it from an unintended deluge.

Regardless of where the wallpaper goes, standard advice mandates following the manufacturer's instructions for installation. ■

## 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)  
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  
Roos International, Ltd.  
Wallcovering  
Rust-Oleum Corporation, Zinsser  
Brands  
Steve's Blinds & Wallpaper, LLC  
Textile Wallcoverings  
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The Paint Store Online  
Thibaut Wallcovering  
Vahallan Papers  
Wallauer's  
Wallpaper Boulevard  
Wallpaper Direct  
Wallpaper Warehouse  
Williamson College of the Trades  
Wolf-Gordon, Inc.  
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# The INSTALLER

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# Decorative Painting Techniques

The versatility of paint enables a wallcovering installer to do more than merely slap a field of color on a wall. Skillful use of complementary and/or contrasting colors can utterly transform a bland room into something amazing without encroaching upon floor space. Decorative painting techniques add depth, subtlety, interest, sophistication, and style.

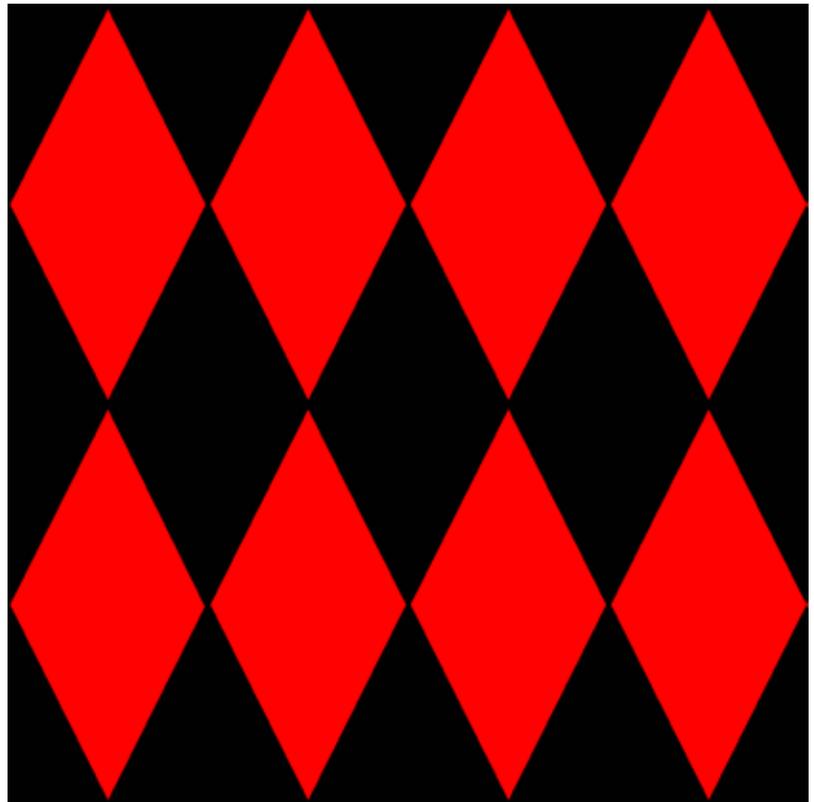
## Patterns with precision

Stencils allow for precision. Use stencils to create patterns ranging from simple to intricate in a range of styles from geometric to floral. By using a range of colors, stencils can embellish a plain field with all the intricacy of printed wallpaper. A simple pattern that adds life and movement to a room's design is the harlequin or diamond pattern. A variation of that is an argyle pattern. Colors with subtle contrast impart a sophisticated look and bolder colors with high contrast create a vibrant, contemporary feel.

For something requiring greater skill and patience, try a checkerboard pattern resembling plaid or gingham. Precision is needed with regard to both color and pattern.

## Oh, Shiny!

Whether you make a stylistic statement with a field of your client's favorite metallic hue (copper, silver, gold, bronze, etc.) or whether you apply metallic accents for a layered look, nothing quite says "cutting edge" like metallics. The most sophisticated effect with metallics comes through creating a verdigris finish, which gives an ancient-looking patina to walls with its mottling effect.



*Red and black harlequin or diamond pattern.*



*An argyle pattern overlays a basic harlequin pattern with a larger harlequin outline.*



*Pink melts into blue for a dreamy ombre effect.*

skill, but can add great effect. Sponging and rag rolling work particularly well for small rooms and make them feel less cramped.

**I'm Melting!**

The effect occurs when a single paint color melts into another to create a dreamy, water-color effect. Typically, a rich, dark shade gradually blurs into a complementary lighter shade. Similar effects

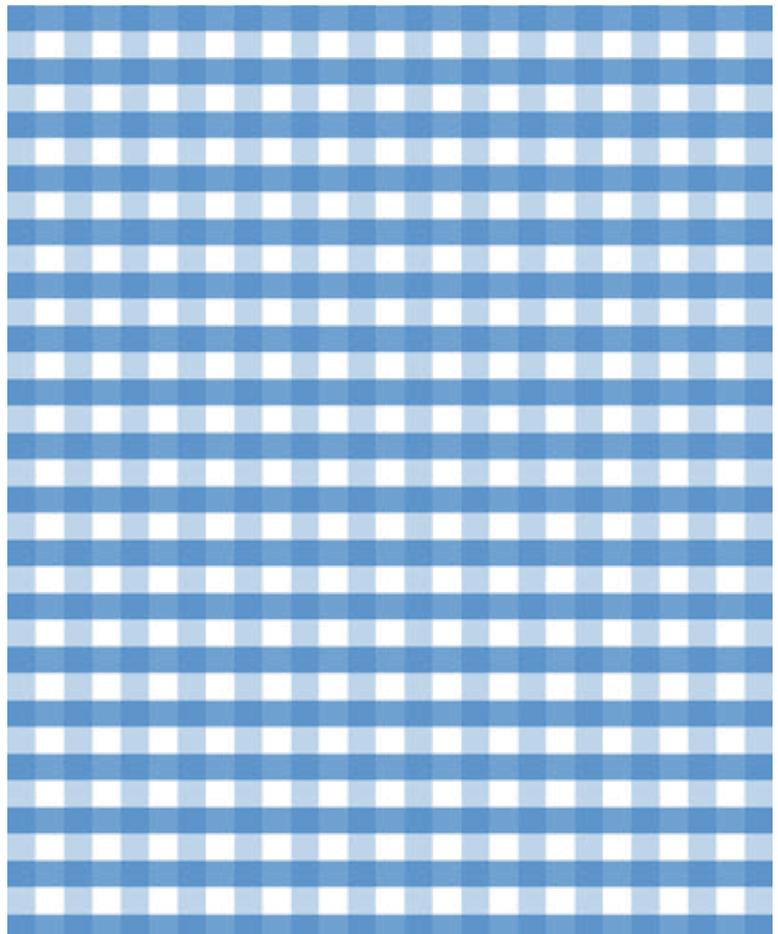
**Does This Make Me Look Fat?**

Bold stripes in strongly contrasting colors catch the eye and work best as focal points within a room. Done well, horizontal stripes make a wall look longer and vertical stripes make a ceiling appear higher. It may be easier to rely on stencils to keep edges clean or feather the edges to blur the lines between narrow stripes for a softer, layered look called a strié and resembling the striated texture of linen. Strié, however, uses a different technique similar to color washing. Add whimsy and unpredictability with polka dots. Cluster them in random groups, alternate in patterns, use a single color or multiple colors. Polka dots add pizzazz and fun and work especially well in children's rooms.

that add instant age to any wall are lime washing and pickling. Lime washing or whitewashing works particularly well for kitchens and porches. Pickling works best on wood surfaces and makes wood appear lighter as though bleached without covering the grain. ■

**Brush, Roll, and Blot**

Begin with a satin base paint then brush over that with a glaze. The splotchy effect can impart depth, texture, and Old World charm without actually adding tactile texture or a broken finish that ruins the surface for future treatments. A related technique is called rag rolling, which can be done just as it sounds. Roll a rag over wet paint to add texture and depth. Similar to rag rolling is sponging which involves using a spongy paint roller or a handheld sponge to add texture. Sponging requires no particular



*Blue and white crisscross in a gingham or plaid pattern.*