



President's Message

8 Reasons to Head to the Heartland

By WIA President Mike DiGilio, C.P.

When considering destination vacation sites, the Midwest doesn't normally feature in visions of exotic locales. However, those who ignore the vast expanse of the Midwestern states miss out on a lot of great places and experiences. Following, in ascending order, are some options that make the heartland truly the "heart of it all."

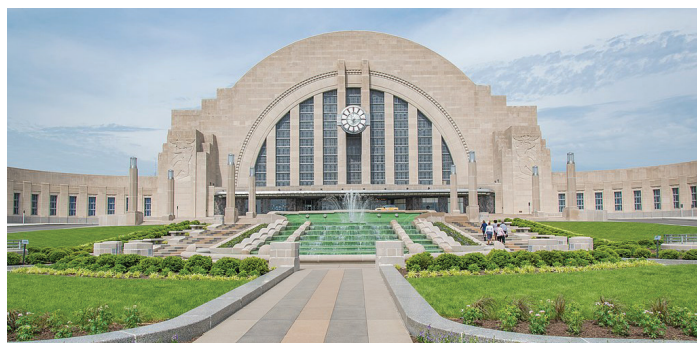
8. Sports. You've heard of the **Cincinnati Reds** (first professional baseball team in the USA) and the **Cincinnati Bengals**. Who hasn't? Whether you cheer **professional or collegiate sports**, you can find it here: NASCAR, soccer, horse racing, hockey, and more.
7. Artwork. Few other cities add color and verve to their exterior walls like Cincinnati. Through public service ventures like **ArtWorks Cincinnati**, downtown has over 100 murals contributing to 12,000 public and private art projects. While you're visiting Cincinnati, sign up for one of the popular mural tours and maybe find some inspiration you can apply to your clients' walls.

6. Beer. The craft brew trend is nowhere more evident in the nation than in Cincinnati, nicknamed "the Beer Capital of the World" in 1890. While Prohibition and other social engineering initiatives nearly decimated the brewing culture, it's back on the rise with over 50 local breweries catering to every taste. You can even **tour the lager tunnels** where barrels of beer were stored before the advent of modern refrigeration.
5. Food. Sure, every big city has gastronomic delights, but Cincinnati boasts **goetta**, **Skyline Chili**, and **Graeter's** ice cream. If you're more into pastries, check out the baked goods from **Busken Bakery**, **Taste of Belgium**, and **Brown Bear Bakery**. Or imagine yourself accompanying Willy Wonka with a factory tour of **Doscher's Candy Co.**
4. The Hall of Justice...er...**Union Terminal**. If you were a cartoon-watching kid in the 1970s, then you remember the Justice League and the imposing edifice from which they operated. Apparently, that was in a former train station built in the iconic Art Deco style. Today it's a fascinating museum

INSIDE THIS ISSUE

Color Psychology Part 1:	
The Best Colors to Generate Sales	3
Tips for Handling Digital Communication With Clients.....	5
Exotic Wallpaper Sources	6
Where is the Wallcovering Industry Heading?	7
New Members.....	8
Becoming That Trusted Wallcovering Mentor	9
Things to Consider Before Buying Wallpaper	10





paying tribute to the legacy of transportation and showcasing galleries of world class art. The Art Deco feel isn't your imagination, either. The sleek style permeates buildings like Carew Tower and The Palm Court throughout Cincinnati.

3. **Rookwood Pottery Company.** Products made by this 130-year old company showcase factory-scale artisan pottery that make antique dealers drool. If you haven't seen an episode of **Antiques Road Show**, tune in. You'll surely find a mention of Rookwood Pottery. You might even be able to turn it into a drinking game.
2. **Cincinnati Zoo and Botanical Garden.** Founded in 1873 on just 65 acres, the Cincinnati Zoo has become a world-class conservator of endangered wildlife while educating and informing 1.5 million visitors

every year about the many species that share our planet. The zoo currently exhibits more than 500 animal and 3,000 plant species, making it one of the largest in the USA.

1. **2019 WIA Convention.** This year's convention pays tribute to the strong and still-thriving tradition of arts and craftsmanship by heading to the heart of the arts and crafts culture at the **Hilton Netherland Plaza** in Cincinnati, Ohio. Luxuriate in 1930s French Art Deco, dine at the Orchids at Palm Court (Ohio's only AAA Five-Diamond and Forbes Four Star-rated restaurant), and explore all that Cincinnati's vibrant downtown has to offer. While you're soaking up the best of the Midwest, immerse yourself in 50- and 25-minute sessions focusing on the skills wallcovering installers need to operate as both craftsmen

and businessmen. Topics range from social media to pasting machines. Attendees may select one 50-minute and two 25-minute sessions per day. Download the **agenda** for more information.

I can't stress enough how excited we are to host the 2019 WIA Convention in Cincinnati, Ohio. Combined with an incredible program featuring the very best installers in our trade and hands-on workshops to send attendees home with new skills – not just knowledge – this convention will make everyone glad they headed to the Heartland. Feel free to contact me with any questions or the WIA office at info@wallcoveringinstallers.org. ■

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Color Psychology Part 1: The Best Colors to Generate Sales

With Karen M. Smith

The 4th quarter (November 2019) issue of The Installer will continue this topic with Color Psychology Part II. Stay tuned!

According to consumer psychology, colors highly affect your mood. Remember the last time you saw a rainbow? Did you stand there in awe of one of nature's greatest miracles? How did you feel? Happy? Sad? Excited? Calm? Relaxed? You probably felt different emotions at the time.



excitement. It's the number one color for holding a person's attention and generating sales. To support that statement, retail financials show that sales on red roses and red boxes of candy go through the roof on Valentine's Day. Restaurants are filled to capacity, and liquor store owners smile all the way to the bank.

Each and every one of the colors inside a rainbow is significant. Significance is what motivates a client who requests a specific color and/or pattern for a certain room for a unique purpose. Colors and wallcovering go hand in hand.

While some people may think colors have nothing to do with influencing human emotions, research shows color has a strong influence on altering a person's mood, holding their attention, and generating sales.

Following are some interesting facts on color mood changes:

- Colors influence the perception of authority and trustworthiness. Black represents authority; blue connotes trustworthiness. Priests wear black and the WIA banner uses blue.
- Colors make us more powerful and quicker. Runners who wear red have greater wins than those who wear different colors.
- Colors provoke physical responses. Seeing that red or neon yellow fire truck coming your way gets your heart racing.
- Colors change your perspective on times and dates and influence buying habits. Think about the colors associated with liturgical seasons and holidays. Valentine's Day is a good example.

Speaking of banks, Bank of America uses a combination of red and blue in their logo. Moreover, high-end wallpaper manufacturers like Borderline and Baker-Lifestyle use gray on their websites: gray signifies formality, sophistication, and a conservative attitude. Light grays contain some of the character traits of white. While others, such as Amara and Armani-Casa, choose only black. Boussac takes the approach of the combination of black and gray on their website.

Colors are significant when it comes to increasing revenue. The top color for holding a person's attention and generating revenue is red. Maybe this is why "Things Go Better with Coke." Coca-Cola reported a whopping \$8.020 billion in revenue as of March 2019, a 5.17 percent increase year over year.

Blue confers trust. U.S. Postal Service workers, and many policemen wear blue uniforms, signifying trust. It's the second best color to use for holding people's attention and generating revenue: it signifies loyalty and trustworthiness. Ever wonder why Lowe's, Citibank, Progressive Insurance, and LinkedIn chose the color blue as the background for their logo? Their sales figures support that decision:

- Lowe's net earnings for 2018 was reported at \$1.5 billion. As of June 2019, Citibank capital stands at \$3.95 million.
- The annual 2018 report for Progressive Insurance reads \$31.979 billion, a jump of 19.15 % from 2017.

What Colors Signify

Red signifies passion, strong desire, and

- During 2018, data shows that LinkedIn earnings increased during the second quarter in a row and totaled \$1.46 billion.

The third best color for holding a person's attention and generating sales is pink.

According to experts, pink signifies having fun and being completely female. Many craftsmen use battery operated hand tools, and Everready batteries represented by the pink-furred Energizer Bunny are considered to be top-of-the-line.



Energizer battery sales went from \$1,516.7 million in 2015, to \$1,612.7 million in 2019. Another place pink is displayed is the Dunkin Donuts logo. How many cups of coffee have you enjoyed from Dunkin Donuts? In 2018,

Dunkin Donuts sales were reported at \$1.322 billion, a 3.61 percent increase from 2017.

Yellow ranks as the fourth best color to maintain a person's attention and to generate revenue. Yellow signifies confidence. Sprint is a prime example of using yellow to inform their customers that they can be confident of receiving quality phone and internet service. In 2018 Sprint's annual revenue was \$32.406 billion compared to \$33.6 billion in 2019, 3.68% percent increase.

The fifth most important color in wallcovering, holding a person's attention, and generating sales is green. Green signifies being relaxed and welcome, generating feelings of warmth and goodwill. How relaxed and welcome do you feel when driving to Starbucks in order to get your favorite coffee or latte? You're not alone. Starbucks' annual revenue report for 2018 reads \$6.3 billion, and its reward system membership in the U.S. increased to 15.3 million.

Purple carries its worth in wallcovering, keeping a person's attention and stirring their emotions by invoking feelings of royalty, prestige, and elegance. Companies that distinguish themselves on superior quality often choose purple for the logos: Hallmark,

Yahoo!, Cadbury, and FedEx. Sometimes famous, high-end paying clients will order customized wallcovering from Italy, which may arrive by FedEx which reported gross earnings of \$65.5 billion for 2018.

Now gold, the seventh color in paperhanging, mesmerises its onlookers and rakes in sales. It symbolizes



wealth and pedigree. Imagine the royal crown of a famous king or queen. The most popular dog breed in the world is the Golden Retriever, noted for stellar qualities of intelligence and loyalty. McDonald's is renowned for its golden arches, hot coffee, and fast food. Forbes reported McDonald's worth at \$21.03 billion, with earnings up by \$7.50 as of January 2019.

Orange ranks as number 8 in keeping a person's attention and generating sales. It signifies energy. Home Depot uses orange on its logo and stocks many tools and supplies for the wallcovering trade. You feel like you're dealing with a front-line company when you go into Home Depot. Forbes Magazine reports Home Depot as generating \$108.2 billion as of May 2019, and it's considered the best employer by state.

Many of you are familiar with United Parcel Service (UPS). That company has adopted brown as a background color to distinguish themselves from its competitors. Brown signifies being relaxed and grounded, solid and dependable. CNN Business Magazine listed UPS as generating \$100.9 as of June 11, 2019.

Black imparts drama and adds mixed emotions to any occasion. The famous tool company, Stanley Black + Decker, uses black as its background color in its logo, mixed with a hint of dark orange. Stanley Black + Decker reported sales at \$14.0 billion as of January 2019.

People may think that colors have nothing to do with influencing emotions; however, colors have a strong influence on altering mood, holding your attention, and generating sales. ■

Tips for Handling Digital Communication with Clients

By Karen M. Smith

No one denies that the bulk of client interaction occurs via digital means these days. The convenience of digital communication cannot be understated. The older crowd who matured in an era of paper and telephones might default to the formality of the business conventions they learned way back when. Millennials and younger adults who grew up with instant messaging may not realize that their “text speak” is too informal for professional communication.

Although wallcovering installers don’t wear suits and ties to work, they do need to conduct their business in a professional manner. That extends to their online communication, whether they tappity-tap-tap a quick message with their thumbs on a smartphone or submit formal business proposals via email attachment.

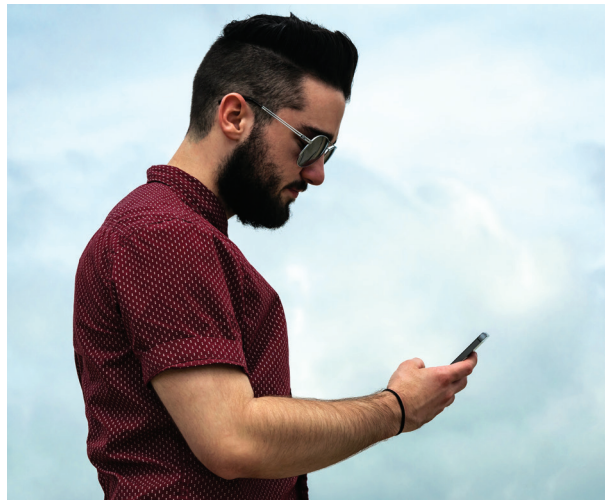
No less business authority than Forbes opines on the do’s and don’ts of digital communication. One such tip is “‘knock on the door’ even if that door is figurative and virtual.” Nonstop messaging not only disrupts your day, but it also annihilates deep thought. Messages need not be answered immediately; generally 24 hours is sufficient. If you are sending the message, be considerate of that person and inquire if now is a good time to address your question or concern.

Writing in any form usually does not adequately convey emotion. That’s why we have emoticons. That “winky face” might alert the person reading your message that you’re being ironic, but it’s also tacky and unprofessional. Text makes it easy to take offense, particularly in the current climate of emotional triggers and political correctness. Especially when texting,

state what you mean in clear and simple terms.

Remember that whatever you type and fling into the ether lasts forever—even if you delete it or lose it. Nothing online is truly private. Understand when communication should be conducted privately. This also requires awareness of and sensitivity toward security issues, such as leaving your email open for anyone to read or using “reply all” when unwarranted.

Remember, the recipient of your message is a human being, a real person with feelings.



When something goes wrong on the job, the client is upset, and you want to resolve the situation quickly, it’s important not to miss details. While it’s easy to tap out a quick nastygram to something you perceive as an attack, wait. Move on to something else until you calm down and can respond in a considered,

rational manner. Customer Think advises “[B] lock out the noise and focus entirely on the query at hand; have a pen and paper handy to help you make notes.”

Use analogies to help the recipient of your message understand what you’re trying to convey. This entails delivering explanations in non-technical terms and simple language. Again, remember that you’re communicating with another human being. Macquarie advises, “Ultimately you’re one person talking to another and reminding a client they’re dealing with a human being helps break down a barrier.”

Even so, face-to-face communication trumps digital communication for effectiveness. When dealing with a customer, save digital communication for targeted messages. ■

Exotic Wallpaper Sources

Wallpaper isn't indigenous to Europe or North America, nor is innovative design or great style. Each country and culture has its own stylistic preferences and historical patterns, from the Middle East to the Pacific Rim. Manufacturers in many countries serve clients throughout the world and produce wallcovering products. Here's a quick look at sources beyond the familiar.

India

Wallpaper is a relatively recent import into India. Marshalls, which labels itself as "India's No. 1 Wallcoverings," tells the tale of a "visionary" named Baldevkrishnan Sharma who traveled to the United Kingdom in 1975 and fell in love with wallpaper. This densely populated country has a ravenous appetite for wallpaper with preferences ranging from elaborate patterns to three-dimensional textures. Excel Wallpapers offers more than 5,000 patterns from modern chic to traditional opulence.

Russia

Russians have long understood the value of insulation against cold, which makes Russian households a prime market for wallpaper. Although decades of oppressive rule and an unstable economy wreaked havoc upon the average householder, wallpaper remains a viable industry, especially among the well-to-do. The Moscow Wallpaper Factory demonstrates its innovation: "We not only maintain age-old traditions, but also skillfully combine [sic]

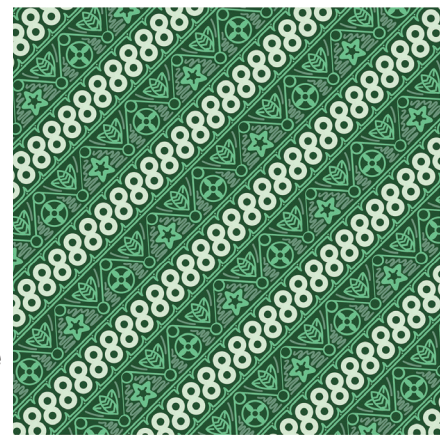
them with new technology, using modern imported equipment and materials that allows [sic] the wallpaper of European quality." Palitra echoes the growing global concern for environmental protection in its production of fashionable wallcovering.

Turkey

Bring the glory of the orient into a home or business with wallcoverings manufactured by AdaWall. Prints and textures range from sparkling finishes that

echo mica and marble to stone and brick to classic shapes to modern abstracts to elegant demasks to embossed textures. Another manufacturer, Halley Wallcoverings promotes itself as "one of the leading manufacturers of Vinyl Wallcoverings and Duplex Wallpapers in TURKEY."

Homeowners may be interested in reflecting their ethnic heritage with wallcoverings that echo the designs and styles of their ancestors. Add a touch of exotic tradition or sleekly modern to residential and commercial decor. To source more wallcovering manufacturers on all five continents, go to IGI, the Global Wallcoverings Association, which is a global, nonprofit organization serving wallcovering manufacturers and distributors. Most allow for online orders or have distributors that ship to or are located in the USA. ■



Where Is the Wallcovering Industry Heading?

Humankind benefits from many creative gifts, not the least of which is wallpaper. Throughout history, various types of colorful wallpaper have been discovered in various parts of the world.

The Beginning of Wallpaper

According to Rebecca Schunk writer of the Wallpaper Installer, the Ancient Egyptians were the first known users of paper, called papyrus, around 4000 B.C. She also suggests wallpapering began in China about 200 B.C. The Chinese glued rice paper to their walls.

Modern-day paper making as we know it today was coined by Ts'ai Lun, a Chinese official in 105 A.D. Ts'ai Lun created his supplies from old rags.

During the 8th century, Arabs captured Chinese prisoners who were skilled in papermaking. These same prisoners shared their knowledge with those living in the Middle East. In the 10th century, the Arabs utilized bamboo and wood, creating a very high quality of paper.

The art of papermaking gained new ground in Europe during the 12th century with prints commonly featuring religious themes and were called "helgen." Before and after that, the wealthy hung tapestries over their walls to ward off cold drafts and add color and beauty to their dwellings. The oldest sample found of helgen dates back to 1418. In 1481, King Louis XI of France gave wallpaper a shot in the arm with his commission of 50 rolls that he had transported from castle to castle.

Wallpaper as we consider it, however, did not exist until after the invention of the printing press in the mid-1400s. Still, it soon became apparent that hanging wallpaper was a skilled trade and, like all skilled trades, the workers needed a guild to represent their collective interests. The first recorded trade guild for paperhangers was formed in France in 1599.

Wallpaper Arrives in America

Wallpaper's popularity continued over through the mid-1900s.

Schunk states that America experienced the arrival of wallpaper in 1739. It was first printed

by Plunket Fleeson in Philadelphia. Trunk lining and bandboxes become the patriotic norm after the Revolutionary War (1781 – 1783).

Back in Europe, royal favor for wallpaper continued. King Louis XVI made a decree that wallpaper rolls were to be 34 feet in length in 1788. The measurement stuck. Today, rolls of wallpaper typically measure 33 feet.

Business owner Charles Harold Potter from Lancashire England, owner of the printing firm Potters & Ross of Darwin, devised a 4-color printing machine that could produce 400 rolls daily in 1839. Almost 50 years later, Ferdinand Sichel developed read-to-use wallpaper paste.

Paperhanging in the USA reached new heights after War War II with stain retardant wallpaper coated in plastic resins that increased the material's durability and strength.

In 1974, paperhangers formed their own U.S.-based trade guild, the National Society of Professional Paperhangers which expanded focus to include paint and other wallcoverings and became the Wallcovering Installers Association in 2016.

Pointed Toward Future Viability

Remembering the slump in wallpaper from the early 1980s to recent years, some people may think the wallcovering trade has a bleak future; however, wallcovering remains a thriving business. Experts predict it will continue to grow because home and commercial interior decorating is in high demand. Market Watch Magazine lists the top manufacturers in the wallpaper industry, according to production, price, revenue, and market share:

- Walker Greenbank Group
- Brewster Home Fashions
- Zambaiti Fashions
- Shin Han Wallcovering
- Marburg
- Lily Color
- York Wallpapers
- S. Creation
- Sangetsu Co., Ltd.
- Asheu.

One of the main objectives of commercial wallcovering is to utilize high-quality paper

that is easily washed, tear-resistant, and long-lasting. In addition to those qualities, wallpaper can add tactile dimension and acoustic benefits through a variety of materials. Tri-kes describes the various types of commercial wallpaper: wood veneer, polyolefin, paper-backed vinyl, natural textile laminates, fabric-backed vinyl, cork and cork vinyl, and acoustical materials.

Color, of course, plays a huge role in home decorating. Fashions change every season, so it's important that one choose a color that the homeowner or company management will enjoy for years to come. Home Decor lists the 10 hottest colors for wallcovering in 2019, with an emphasis on clear, clean hues of green and blue.

New Material Comes on the Scene

Jesus Diaz, writer for Fast Company, announced that California designer Mario Romano created a new type of wallpaper made from Corian, produced by Dupont. Corian allows for great texture, it can be touched with your hand, and you can cut out a single uninterrupted design. Essentially its pieces can be carved using a CNC machine along with other procedures to fit precisely like a big jigsaw

puzzle to cover any amount of space.

From bathrooms to kitchens to mansions to company headquarters, Romano's creations offer a "red diamond" effect—simply stunning. The price for Corian is \$35 per square foot in white. Romano's unique piece "The Great Wave," an indoor pool wall, is priced at \$16,000 and covers 450 square feet. According to Diaz, Romano's greatest work includes a 60-foot high wall created for Biolegend, a biotech company in San-Diego, California.

Developments in wallcoverings combined with high-publicity designers foretell an exciting future for the industry: both manufacturers and installers. Angela Lee Wilson, owner of Wilson Lee Interiors located in Richmond VA, has this to say: "The wallcovering industry has a bright future by bringing beauty, balance, and clarity to their clients." Market Watch Magazine notes that the paperhanging industry will increase to \$26,900 million by the close of 2025, which is good news for the WIA.

Wallcovering is a thriving business because home and commercial interior decorating is in great demand. ■



Wallcovering
Installers
Association

New Members

New Members June – July 2019

Installers

John Curran Wallcovering

John Curran, Elmwood Park, IL

Able Painting & Drywall, LLC

Jerry Gorman, Baldwin, WI

Abode Couture, LLC

Olivia Heator, Ypsilanti, MI

Wall Wizard

Scott McConnell, Media, PA

HonBlue

Dave Miklos, Honolulu, HI

Walltech

Robert Perry, Durham, NC

Abode Couture, LLC

Kylee Sena, Ypsilanti, MI

Woodco Paint and Wallcoverings

Christopher Woodie, Austin, TX

Associate Member

Anstey Wallpaper Company

David Hodgson, Loughborough, Leiseshure, UK

Becoming That Trusted Wallcovering Mentor

In order to build a healthy relationship and mentor millennials and Gen Z, you must first establish trust. Trust is defined as the firm belief in the reliability, truth, ability, or strength of someone or something. The “Trust Factor” study revealed that 84 percent of consumers would not engage with a brand unless trust was established.

Some interesting facts about Millennials and Gen Z:

- Student loan debt is a major crisis.
- Student loans rank as number two when it comes to the national debt; home mortgage rank as number one.
- 40% of Millennials will fail to pay back their loans by 2023.
- Loan debt reaches across all demographics and age groups.
- Gen Z planned on living with their parents after college. and 24% of Millennials plan on residing with their parents between the ages of 20-30.
- 82% of parents welcome their children back home after college.
- The average rent for Millennials living with their parents is \$486.00 a month.
- 56% of Millennials intend on staying with their parents for at least a year.
- 31% of youthful Millennials intend to move back with their parents for at least two years.

It seems as if college is not the great milestone that Millennials and Gen Z expected it to be – or were told it would be. With all this crisis going on, how can you build a trusting relationship and fully mentor Millennials and Gen Z?

Major Keys on Building Trust

Know and listen to your students by

engaging. Your trainee needs to feel that you are the one who can solve their problems for engagement to be successful; therefore, they’ll be willing to follow through on your advice or counsel. You must constantly prove that you are open to hear their pain points and solve their problems.

Emulate Valerie Jarret, who was President Barack Obama’s longest serving, trusted advisor. In order to have repeat business, positive word-

of-mouth must travel. For your advice to be valued, the student must trust you.

Be a good listener. Being a good listener involves being: active and sharing your experiences; incisive, which correlates to being smart and witty; concise; involved; and, interactive. Look for verbal and non-verbal signals (body language). Showing your trainee that you’re an active listener earns you the right to move to the next phase of trust.

Frame the Issue. Before any construction project begins, the architects and contractors review their blueprints to see how they’re going to frame the structure. Framing starts by using problem statements, hypotheses, and points of view. As you’re able to articulate concisely and prioritize your student’s problems, your value as a mentor or trusted advisor stands out.

Envisioning the solutions. The purpose of envisioning is to jointly come up with all the possible solutions to the problem and envision what each would look like. Envisioning will always answer these three questions:

- What are we looking for?
- What will it look like?
- How will we know when we get there?

A good question to ask the trainee at the beginning of the mentoring program is “What is your purpose?” Purpose helps define what you’re looking for by allowing the student to expand on their dreams and skills, focusing on what is it that they do better than anyone else.

Next help them to identify measurable results (i.e, benchmarks and milestones) so you know when you’ve gotten there.

Establish commitment. Make sure to create a roadmap and that you and your trainee follow it step by step. By getting your trainee to commit, you hold them accountable the same way they hold you accountable.

The purpose of the commitment stage is to hold each other accountable so that the vision comes to pass. The commitment stage requires honest conversations and candor, so stand your ground, know when to give a little, be persistent, and understand the risk items involved.

Once your trainee sees those results, you’ve earned their trust. ■

Things to Consider Before Buying Wallpaper

According to John Holland's theory of six work environment types, people who enjoy working with their hands fall under the "realistic" category. This category encompasses tradespeople such as paperhangers, carpenters, bricklayers, and painters.

Throughout history, these professionals created beauty when decorating, using their imagination, striking balance with skill, and adding clarity to various structures. Wallpaper creates beauty, balance, and clarity to a specific space. The idea of wallpapering is to create beauty, balance, and clarity to a specific space.

To satisfy clients, there are things to consider before purchasing wallpaper. Before you decide on a particular pattern, you want to assure yourself that you're doing the right thing. Follow this advice to save time and money and be able to satisfy your clients.

1. The Floor Plan

Amanda Sims, writer for Architectural Digest, suggests you consider both the layout and the windows inside the room before starting your project. She notes that pointed shaped rooms will be the most challenging to conquer.

2. Calculate the Full Wall Size

According to Sims, no project can start without taking the exact measurements of the walls. She suggests being prepared to pay for high-end, quality wallpaper and smaller sheets in order to cover smaller spaces. The bigger the space the more wall you have to cover.

- To gain accurate measurements:
- Record the width by height each wall.
- Add all digits to equal square footage.
- Subtract big openings, doors, and windows.

Examine the roll label for square for coverage and make sure coverage is greater than the total square footage.

3. Choose a Specific Pattern

Allison Lind, writer for The Spruce, argues that when flaws are apparent in the walls and the client requests a level type of paper, it's best to use a wall liner as a foundation to even things out. Lind also writes that paintable wallpaper falls under textured patterns, offering the room a more contemporary feel. Flat patterns are more detailed, giving the room a conservative look.

4. Consider Moisture and Steam Resistance

Sims adds that while water-resistant wallpaper is available, not everyone will make that choice. She states, "Some customers will go for the more confident and jazzy look as it pertains to smaller spaces like powder rooms."

5. What About Children?

Sims notes, when walls are painted, recovering from crayon marks created by small children is easy. If they hang out in a certain room, it's best to use vinyl wallpaper and dark colors. She warns homeowners to be aware "there's no way crayon marks made on elegant antique wallpapers and natural fiber paper – like grasscloth – can be cleaned."

6. Selecting the Perfect Wallpaper

Lind offers some good advice for locating quality wallpaper manufacturers online. She recommends:

- Design Public
- Tempaper
- Ferm Living
- Graham & Brown
- Anthropologie
- Ballard Designs

Lind also suggests checking your local area for quality wallpaper stores.

Following this advice will save you time and money and will result in more happy customers.

