



# A NEW WALLPAPER CATEGORY

# Society trends



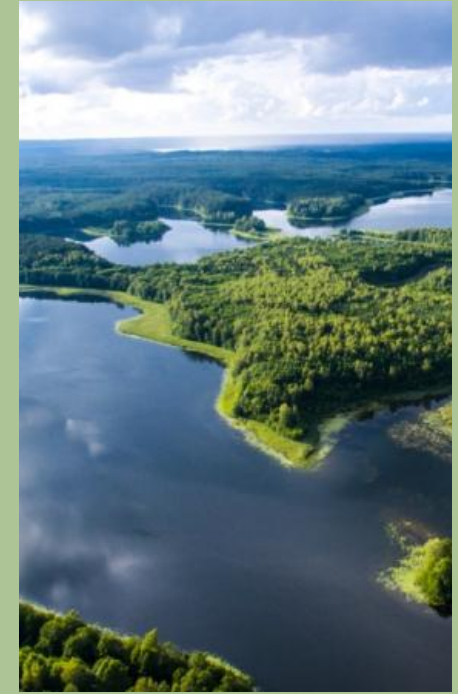
Active lifestyle



Healthy diet

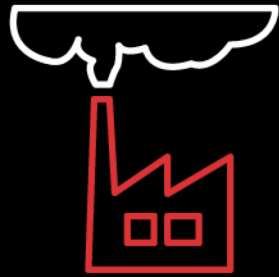


Animal welfare



Care for the  
environment

# Shortcomings of the current technology - PVC



Dirty  
production



Harmful  
migration



Smelling  
wallpaper



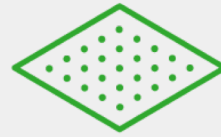
Hardly  
recyclable



Replacement of  
PVC

PVC replacement in wallpaper industry – Ecodeco technology

# Ecodeco – a shift of the technology



Migration-free



PVC-free























Recyclable



Nature-friendly



# Wallpaper categories comparison

	Paper	Acrylic	Vinyl (PVC)	Ecodeco
Structure				
Mechanical resistance				
Ease of installation				
Harmful components: plasticized PVC, phthalates, solvents				
Impact on environment				

# Benefits

## for Retailer:



Attractive  
assortment



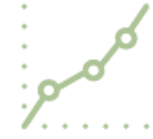
Trendsetter  
position



Better  
product mix



Increased  
consumer traffic



Improved  
profitability

## for Producer:



Clean and odorless  
production



Efficiency



The same  
material costs



No investment in  
production required

## for Consumer:



Healthy



Practical



Same price level





**For a cozy, healthy and happy home!**

- Eco-friendly – PVC-free
- Practical – washable surface
- High quality – easy to apply