

Vitrulan[®]
TEXTILE GLASS

Media Kit

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Wallcovering Goes Green with Glass

Vitrulan Launches Product New to North American Market

WAYNESBORO, Va. – October 3, 2008 – A well-known product throughout Europe, Vitrulan’s glass deco fabrics now offer an environmentally friendly wallcovering solution for the North American market.

“With the rise in demand for green products, this is the perfect time for us to introduce our glass deco fabric for walls to North American architects, designers and facility owners,” said Gerald F. Griffin, Vitrulan vice president of sales.

An eco-friendly wallcovering, it is chlorine-free, emits low volatile organic compounds and has a high permeability rating, making it the perfect choice for hygiene-sensitive areas like restaurants and healthcare and assisted living facilities. Vitrulan glass deco fabric provides an easy-to-clean surface that offers no pores and pockets in which micro-organisms could accumulate. The addition of a coating including paint and any combination of low VOC epoxies and polyurethanes creates an extremely durable surface that can even be power-washed and scrubbed.

“What started out as a way to beautifully cover aged, imperfect plaster walls in old European buildings has become an ideal option for any commercial setting that demands high-quality, style and durability,” explained Griffin. “Vitrulan products deliver rich textile design, combined with ease of maintenance.”

MORE

Vitrulan Corporation

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Helping reduce maintenance costs for interior walls, Vitrulan glass deco fabric is highly resistant to wear and tear and features excellent reinforcing characteristics. It creates a smooth surface that prevents dry-wall cracks in new buildings and covers existing cracks in older buildings. In addition, its life-cycle cost is extremely low since it can be repainted many times, while retaining its three-dimensional appearance.

The Vitrulan Modern Walls collection of glass deco fabric consists of four main product lines: Phantasy Plus, Aqua Plus, High-Tech Deco Magnet and Non-Woven Liners. All product lines feature glass textiles in unlimited designs and color options – but with different coatings, made to suit specific applications. Coatings include extremely durable epoxies and water-based polyurethanes.

For more information, go online to vitrulan.com or call 888-267-4067.

Founded in 1921, Vitrulan manufactures glass deco fabric for wallcoverings, reinforcing fabric and other technical products made of textile glass. With three plants located in Germany, the company has more than 300 employees. Vitrulan wallcovering products create a smooth, durable and easy-to-clean surface that eliminates pores and pockets in which micro-organisms could accumulate. The company is dedicated to delivering high-quality products and outstanding service, on a global level. For more information, visit Vitrulan online at vitrulan.com or call 888-267-4067.

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