

FOR IMMEDIATE PUBLICATION

Perswall heralds a Wallpaper Renaissance with the Installation of Xeikon's CX500 dry toner press

Lier, Belgium, 02 July 2021 – Perswall, part of the Embellence Group and a pioneer in digital wallpaper construction is leading a wallpaper renaissance supported by the installation in 2020 of a Xeikon CX500 dry toner digital colour press. The company today is described as a lifestyle brand for the career minded who wish to improve their individual and genuine self-expression. Perswall was rebranded and re-launched in March 2021 and at the same time released a new collection of designs called 'Serene Beginnings' signed by celebrated designer Sarah Widman with 11 wallpapers in Scandinavian tones with bohemian elements.

Fredrik Larsson Larsson, COO of public held Embellence Group states, "With our 115 year heritage of wallpaper production, our company has the experience, understanding and knowledge to create unique designs to suit today's consumer requirements. After years of paint playing a leading role in interior decoration, it is time for the wallpaper renaissance. With digitally printed premium wallpaper, a self-developed e-platform and fast delivery service, Perswall is attracting design interested and quality conscious customers around the world. With our new Xeikon printing press we can now produce around 2000 sq.m (21,000 sq.ft) of designer wallpaper every day.

Moving forward with Digital

In 2020, Perswall installed the Xeikon CX500 dry toner digital colour press for digital wallpaper production to increase capacity. Replacing a previous Xeikon press, they chose the CX500 as part of Xeikon's highly productive Wall Decoration Digital Production Suite, to not only increase capacity but to increase their capabilities to compete in a growing marketplace. Larsson explains, "Our ambition is to grow and fill the Xeikon machine with more and more jobs. The competition in the digital wallpaper production arena is growing but our strength and advantage is in having been early into this market. Also, we now have a seamless workflow from web order to printer. With the efficiency, quality and flexibility of the Xeikon CX500 machine, this eco-friendly solution will enable us to quickly and simply produce fully finished rolls on the broadest range of substrates in short runs with fast changeovers and minimal waste. Our designer wallpapers use a non-woven material, a cellulose-based paper with polyester fibers."

Perswall creates designer wallpaper to attract style conscious consumers looking for high quality and unique interior design environments. Perswall produces wallpaper 'on demand' for both the Perswall and Boråstapeter brands. Customers are able to upload their own pictures or design and define the precise size of the final result. Delivery can be done within four days of ordering. It is also possible to order through a reseller, where customers can go to collect the final product. The Perswall brand is geared to be 'right in time' with the company communicating directly with its customers to build relationships based upon cooperation and the development of creative and interesting wallpaper products.

Covering the whole of the Nordic region, the Perswall production facility is situated in Borås, a city, one hour into the country from Gothenburg, Sweden and famous for its textile tradition. The factory in Borås still uses old techniques for printing wallpaper, such as the original glue printing technique Collagraphy. 150 staff in total work for both the Perswall and Boråstapeter brands. 50 of those staff cover production and design at the Borås headquarters facility. 80 per cent of production goes to the Nordic market while the rest is distributed around the world, from North America to New Zealand.

Niche Products

In production other methods are represented apart from digital. At Perswall they utilize gravure, screen, flexo and collagraphy. Defining the two brands one could say that Boråstapeter approaches the broader market while Perswall serves the niche and 'on demand' markets. The company group also comprises an Italian production unit focused on exclusive products under the Wall & Deco brand. These products can be used outdoors and in sanitary rooms and are printed using inkjet technology. Larsson comments, "So what is popular right now? What motifs are most liked by the consumers today? The answer is - all kinds of flowers, small and large. Among the bestsellers we find romantic large flowers and a pruning pompous greenhouse, wallpaper with a world map and images of Central Park and New York skyscrapers. Trends in interior decoration have changed throughout history. Through time wallpaper has had glory days and difficult days. Painted walls dominated 20 years ago and the norm in construction was to deliver white painted walls - a non-choice that gave a rather sterile environment."

Planning for growth

Perswall has a vision to grow its market share and is leaning on its long history and the diversity of skills of the company plus its partnerships with leading designers. Perswall's new collection 'Serene Beginnings' signed by Sarah Widman follows an ongoing strategy. Every year the company releases and presents between five and ten different collections. The launch plans can span between two and five years and at present there are more designer co-operations in the pipeline. The Embellence Group has set a target of doubling its turnover to 120 million euro in the next five years. The target to be reached is planned with a continued focus on the premium end of the markets plus growing turnover in international markets - also through acquiring other international players. Founded in 2006 by Irene and Christofer Gimmersta, the company was one of the pioneers in digital wallpaper production. Earlier called WallVision, the Embellence Group has a turnover of € 57million. In March the Group was listed on Nasdaq First North Premier.

Larsson concludes, "Today wallpaper is back in vogue and interior decorators are looking out for unique and exceptional creative designs for walls and other surfaces. More and more people are now seeing that it's not boring anymore to put up wallpaper, but rather a simple way to improve their standard of living and stimulate their personal environment. At Perswall, we demonstrate our wallpapers as an exclusive design product, not as a construction piece. Xeikon's CX500 digital wall decoration press is a key asset in our plans for the future."

ABOUT XEIKON

Xeikon, a division of Flint Group, is a long-standing leader and innovator in digital printing technology. Grounded in the principles of quality, flexibility and sustainability, Xeikon designs, develops and delivers web-fed digital colour presses for label and packaging applications, document printing, and commercial printing. These printing machines work with different imaging technologies, open workflow software and application-specific consumables.

In 2015, Xeikon joined Flint Group to create a new “Digital Printing Solutions” division for the leading global print consumables and solution provider to the packaging and print media industries. Flint Group develops and manufactures an extensive portfolio of consumables for the printing industry. These include a vast range of conventional and energy-curable inks and coatings, press room chemicals, printing plates and equipment, printing blankets and sleeves, and pigments and additives for use in inks and other colorant applications. The Flint Group is based in Luxembourg and employs around 7900 people. On a worldwide basis, the company is the number one or number two supplier in every major market segment it serves.

For more information about Xeikon, visit www.xeikon.com and for Flint Group, visit www.flintgrp.com or contact:

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