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For Immediate Release

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WA RELEASES NEW STANDARD FOR POLYMER COATED FABRIC WALLCOVERING

CHICAGO, IL, - September 8, 2010 – The Wallcoverings Association (WA) recently announced the release of W-101, WA Quality Standard for Polymer Coated Fabric Wallcovering. This standard is designed to ensure a consistent performance and quality for all polymer coated fabric wallcoverings in a wide variety of settings.

W-101 replaces a previous industry standard, CFFA-W-101D, maintained by the Chemical Fabrics and Film Association (CFFA). This older CFFA standard was limited to commercial wallcoverings. The WA standard applies to a broader range of polymer coatings, including vinyl alternatives. The Technical Committee of the WA, whose members have extensive experience in the performance and use of wallcovering products, drove the update of this standard.

“We are excited to be the stewards of this important standard,” said Jerry Mason, WA Director. “With the recent increase in use and variety of polymer coatings in wallcoverings, the CFFA agreed that the WA is in the best position to maintain and uphold the standard, while supporting those companies and products that meet its requirements.”

The new WA standard covers such attributes as weight, physical strength, tear properties, flammability, UV fade resistance, stain resistance, and scrubbability. W-101 will be incorporated into the upcoming WA sustainability standard for wallcoverings, NSF 342.

Manufacturers of polymer-coated fabric wallcoverings interested in becoming certified in the W-101 standard can contact the WA headquarters. Dealers and customers interested in finding manufacturers and products that meet the W-101 standard are encouraged to include a requirement of compliance.

For further information on W-101 and other Wallcoverings standards, contact WA Headquarters at 401 North Michigan Ave, Suite 2200, Chicago, IL 60611, phone 312.321.5166, or visit www.wallcoverings.org.

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About Wallcoverings Association:

The Wallcoverings Association is a member-based not-for-profit organization, focused on the manufacturing, distributing and over-all sales within the wallcoverings industry. The WA advances the welfare of members engaged in the manufacturing, distribution and sales of wallcoverings, with the vision to have residential and commercial consumers think of wallcoverings as their interior product of choice. WA adds value to the wallcoverings industry by improving the performance, perception, participation, alliances, and regulation for its members.

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