



Wallcoverings Association

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Electronic photo file available upon request

WALLCOVERINGS ASSOCIATION TO HONOR JOHN BAECHLE WITH 2014 ALLMAN AWARD AT 2015 ANNUAL MEETING

CHICAGO—The Wallcoverings Association (WA) is pleased to announce the recipient of the 2014 Justin P. Allman Award, the industry's highest honor. WA bestows the award to an individual who has made a lasting contribution to the industry over a significant period of time.

WALLCOVERINGS
ASSOCIATION
ALLMAN AWARD

John Baechle is the former CEO and Chairman of RJF International, now known as Koroseal Interiors, one of the world's leading manufacturers and distributors of contract interior products. In March 2014, John sold RJF International and is now focused exclusively on running the company's legacy charitable foundation.

During Baechle's tenure at RJF he has guided the business through successful acquisitions and grew the company organically and by adopting innovative business models. He has proven to be an industry leader and innovator throughout his career in the wallcoverings industry.

"John has developed an innovative business model and is respected by many in the industry for his professional competence and visionary thinking," said Rick Hickman, TRI-KES and 2013 WA President.

Baechle contributed significantly to the industry through his commitment and participation in the Wallcoverings Association. He served on the WA Board of Directors and was instrumental in supporting the initiatives that promoted commercial wallcoverings. He championed projects such as the "Penny Brochure," the special commercial wallcoverings inserts into *Interior Design Magazine*, and a series of brochures that promoted the durability, style and attitude of commercial wallcoverings.

Baechle's contributions extend beyond his own time and energy. He has continually provided key RJF resources and expertise to support WA's technical initiatives such as the studies of mold and mildew in the early 2000s and the development of the NSF 342 Sustainability Standard.

"I am surprised, honored and very much humbled by this recognition. I look forward to the Annual Meeting in February and the opportunity to bid farewell to the many industry friends with whom I have been associated for nearly 25 years," said Baechle.

"John's continued support and great impact on the wallcoverings industry became very apparent to me during the Allman Award nomination process. The nominations for John highlighted the many ways he has contributed to the industry and the decades of commitment promoting the commercial wallcoverings market and WA," said Sean Samet, Executive Director, Wallcoverings Association.

The Allman Award will be presented at the 2015 WA Annual Meeting, on Feb. 9 during the Allman Award dinner and reception. This year's event will be at the Sandpearl Resort in Clearwater Beach, FL.

For more information on WA and the Annual Meeting, visit www.wa.org.

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About the Wallcoverings Association (WA):

The Wallcoverings Association is a member-based, not-for-profit organization, focused on the manufacturing, distributing and over- all sales within the wallcoverings industry. WA is active in developing and maintaining industry standards including the NSF/ANSI 342, a first-of-it's-kind third-party certification for sustainable wallcoverings. WA provides a vehicle for communication across segments of the wallcoverings industry while educating consumers, designers and specifiers about the use of wallcoverings in the commercial and residential marketplace. For further information on the association, contact WA Headquarters at 312.321.5166, info@wallcoverings.org, or visit www.wallcoverings.org.

Enclosure: Photo of John Baechle and Allman Award logo. Email aleslie@wallcoverings.org for an electronic file of these images.

