PRESS RELEASE

**Boråstapeter focuses on patterns from all corners of the world**

**Ornament, Boråstapeter's new, elegant collection of wallpapers, has a decorative range of patterns for your walls that add a unique touch to your home and are not afraid to speak out in earthy hues. The collection brings an exclusive style to the homes of those who are bold enough to put global travel on their walls**.

This collection appeals to people interested in culture and design, who are not afraid of letting wallpaper make a decorative statement in a room.

"Travel is a large and exciting part of our lives and we want to give people the chance to show this on their walls," explains Hanna Wendelbo-Hansson, head of design at Boråstapeter. We are defined by the experiences in our lives and we think that an individual's personality should be reflected on their walls.

Ornament has drawn inspiration from the East and West, with everything from tiny patterns to massive medallions. The colour range is muted with hints of metallic and looks best on several walls in a room.

Boråstapeter wants wallpaper to be more prominent and not relegated to the background in favour of other features. The collection has been designed to make a statement on walls and complement otherwise stylish furnishing.

Boråstapeter's Ornament collection will be on sale in stores from 23 May.

This collection has 35 wallpapers, three Plain, seven Sand and seven Metallic.

For further information or samples of wallpapers for photographic purposes, please contact:

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**Facts about Eco-Boråstapeter**

Eco-Boråstapeter AB produces 12 collections each year. These are available in stores throughout Sweden. Our production facility in Borås is accredited to quality standards and is part of the WA WallVision AB group of companies. This is a collection of EasyUp wallpaper.