PRESS RELEASE

**At last – cool kids' wallpaper!**

**Launch of Boråstapeter's collection for kids' rooms**

**Children's rooms are important. It's where they grow, play, sleep and dream. Their wallpaper should be fun and cheeky. Boråstapeter's collection for children's rooms is called Lilleby and is a playful, imaginative range of wallpaper in endless variations. A collection of classical dots and stripes, digital wallpapers in the new format for doors with designs that enjoy flirting with retro.**

* I have young children myself and have long dreamed of creating a collection for kids, says Hanna Wendelbo-Hansson, head of wallpaper design at Boråstapeter. My personal favourites are the patterns in which I have hidden our Swedish nursery rhymes, Hanna tells us.

Lilleby combines classic tastefulness with playfulness and creativity. The imaginative patterns look great with the plain sheets, and you can create different play areas in your children's rooms using the variety of wallpapers in the collection. You could create a corner for treasure hunting and one for ballet performances.

The format for doors (from 90 x 210 cm) is printed using digital technology. This format fits perfectly on regular interior doors, also looks great on headboards and wardrobes, and allows for an innovative and fun style of decorating. The digital patterns are classical kids' wallpapers with a fun and playful twist - ballet shoes and football motifs are available in pink and blue.

Hanna has delved into Boråstapeter's archives and brought new life to classical children's patterns like Treasure maps and Cowboys and Indians.

Boråstapeter's Lilleby collection will be on sale in stores from 16 May.

*The collection contains 40 wallpapers, 11 from the Plain collection and 6 digital patterns.*

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.