



## Exclusive Textile Wallcoverings

### Desima Starter Info

#### **Dear customer, business partner and friend,**

We are delighted in your interest in Desima and it would be great if we find our way towards a mutually successful cooperation.

As a German producer of exclusive textile wallcoverings for over 30 years our goal has always been achieved by building long term partnerships based on fairness and trust.

Our product can be found worldwide in numerous prestigious buildings such as the National Opera House in Bucharest in Rumania and in the 7-star Pangu Hotel in Peking in China.

Our portfolio encompasses over 500 various articles made from jute, viscose, linen and silk.

Around 80% of our articles are in stock. Should your desired product not be on the shelf, new production takes about 3 weeks.

#### **Design & Philosophy**

The exceptional appearance coupled with the strong impression our textile wallcoverings have on people is admired worldwide. Selected designs together with the natural materials we use create a subtle and unique harmony. Our textile wallcoverings provide selective accents whilst at the same time creating an unpretentious, warm and pleasant atmosphere in the room.

#### **Product Information**

Our textile wallcoverings are environmentally friendly and made from natural yarns. Elegant yet durable cloth from jute, viscose, linen or silk laminated on a non-woven backing. This organic make-up is long-lasting and contributes a soothingly pleasant atmosphere in the room.

The manufacture of textile wallcoverings is a complex and demanding craftmanship.

Producing a perfect textile wallcovering can only be achieved through consistent and precise working practices together with a pinch of luck. We at Desima set high standards in order to realise the best possible results – Perfect wallcoverings based on natural materials can unfortunately never be 100% guaranteed.

#### **Advantages of our Products**

- Our wallcoverings create a unique harmony in any room. Selected designs coupled with the irregularity that only nature can provide from our organic cloth from viscose, linen or silk.
- Our textile wallcoverings are 100% environmentally friendly.
- We guarantee the highest standards of quality expected from “Made in Germany” manufactured by our qualified skilled personnel in Salem in South Germany.
- Experienced decorators can efficiently apply the wallcoverings without any problems.
- Our textile wallcoverings comply with the highest safety standards.

## **Textile Wallcoverings and their Character**

As previously mentioned the main characteristic and advantage of our wallcoverings is the irregularity associated with the natural organic materials we use, creating the unique room-atmosphere which is so widely appreciated by our customers and professionals alike. Deviations in both colour and structure together with irregular web and thread appearance are typical and a sign of the authenticity and quality.

Generally, the seams are relatively inconspicuous due to professional bonding techniques. However, in some cases the seams are more pronounced either because of the pattern structure or choice of material.

Our wallcoverings are usually cut according to the pattern repeat in such a way that the lengths can be hung directly one after the other. Occasionally it can happen that there is a slight aberration in the repeat. Despite our strongest intentions and our high-quality standards such events cannot be 100% avoidable because we are dealing with natural materials. Should this problem arise we recommend aligning the pattern at eye level and correct the pattern repeat aberration by making a double stitched seam.

Examples of some materials from the production (see appendix).

- **Jute:** A coarse appearance partly showing thread fragments within the yarn (see M4724)
- **Viscose:** A smooth structure with a matt character (see M8964 or M2690)
- **Rayon:** A fine and smooth structure with a translucent colour appearance (see M6483)
- **Linen:** A uniform-uneven coarse structure with a matt colour appearance (M7111 or M5011)
- **Silk:** Silk-typical irregular structures in the yarn can vary from batch to batch. Strong fluctuations in the diameter of the yarn can result in horizontal streaks/stripes. (compare M9207 and the uniform M9216)

Experts know and even appreciate these variations and therefore is no reason for complaints.

*In order to avoid any disappointment, our customers and their customers should be informed about the unique properties of the natural materials in question.*

## **Sales Aspects and Pricing**

- Please bear in mind our “Product Philosophy” and refer to the advantages of our products (see above)
- Our price list contains all articles listed in our Collection Catalogues divided into product groups.
- Prices are based on per length metre, in Euros, net and ex.works and custom duties where applied.
- You can order any quantity desired however we have a surcharge of 15% where the order size is less than 50m per article.
- Our wallcoverings are normally 100cm wide (in a few exceptions 95 and/or 97 cm according to the design-repeat). In exceptional cases the width may vary around +/- 5%. Should the deviation be greater this will then be compensated in the length.
- When calculating the quantity required you should allow for the size of vertical repeat on the pattern. For example, if the repeat is 25 cm long then you need to add 25 cm for each length calculated. It can be helpful if you order 2 additional lengths to your order. Our customers often order 10-20% more to compensate for wastages.

- The weight of our goods as well as the recommended sales prices are found in our price lists.
- The shipping of our wallcoverings to almost all our customers within Germany and in Europe is done by DHL-/FEDEX/UPS. Here we negotiated attractive rates with these partners. Outside Europe we frequently work together with the shipping companies of our customers.

### **Technical Aspects**

- Our exclusive textile wallcoverings have many advantages as previously described. They are however a sensitive product. Generally, we dispense with a protective coating as this impairs the natural appearance and the environmentally friendliness.
- The CE performance declaration certificate und fire test can be found on our website or provided to you on request.
- Similarly technical information on each wallcovering is also on our website in the section ("Wallcovering Selection" -> article "Details") or in the Collection catalogues.

### **Wallcovering-Adhesives / Glue**

- It is absolutely necessary to use a suitable adhesive with our wallcoverings to achieve good and lasting results.
- Attention our wallcoverings weigh between 250-400 g/m<sup>2</sup>.
- The adhesive used should have a low water content in order to have sufficient adhesive power.
- For safe results we recommend using our ready to apply adhesive "Desima Power Glue" (10kg tub for 50-60m<sup>2</sup> approx.).
- Alternatively, you can use comparable wallcovering pastes from other manufacturers.
- Some customers have also recommended the following adhesives.
  - BARTOLINE – Heavy Duty – Ready Mix (GB)
  - ARTE – Clearpro (BE)
  - HENKEL – METYLAN – Ovalit TM (DE)
  - GLUTOLIN – (Pufas) – GLUTOLIN ECC extra clear – (DE)
  - ROMAN - PRO-880 Ultra Clear Wallpaper Adhesive (US)
  - ACM – TEXRECO – Contract Extra Clear (IT)
  - PLEASE NOTE we have neither tested these products personally nor can guarantee their quality!

### **Workmanship Tips**

Hanging our textile wallcoverings is generally a stress-free experience. However certain aspects should be observed in order to achieve perfect results and to avoid any problems. Every wallcovering roll is delivered together with instructions how to apply them. Electronic pdf files are also available, on request, or you can download them yourself from our on-line library.

These instructions clearly explain what to do.

- Above all only goods which have been checked and tested should be used. Goods that have been cut and previously used make any product complaints very difficult.
- The surface of the wall must be correctly prepared. They should be dry, smooth, firm, clean, light in colour, sound and absorptive.
- The adhesive should be applied thinly and evenly on the wall.

- The fleece lining of the wallcovering should not be moistened. The dry wallcoverings should be hung onto the pre-pasted wall (otherwise this could lead to wallcovering being shrunk and/or the seams becoming more visible)
- Rolls from differing batches should not be hung on the same wall. Hanging on the other walls within the room should not pose any problems.
- Wallcoverings should be hung 100% vertically. Small deviations from this angle can impair the optical result.
- Attention to the pattern should be made when aligning the lengths. Articles with designs should be aligned at eye-level, applying double cutting where necessary.
- Apply the wallcoverings in the order as described in the instructions.
- The alignment of our wallcoverings (straight or reversed) should be observed as described in the instructions.

(Aligning textile wallcoverings is particularly important. The colour of thread articles varies slightly from one length to the other. If the wallcoverings are hung straight or reversed the seams become more harmonic and less visible for the eye. Woven articles (only relevant for Uni-designs) often vary in their optical appearance depending on which angle they are observed (from below or from above). This effect stems from the weaving process. If the lengths are hung evenly orientated, then the optical appearance is also smooth. If the lengths are hung in a wrong direction this can make the differences in this material more obvious.)

- Possible mistakes that can occur when hanging the wallcoverings are shown in the appendix.
- The wallcoverings must be treated carefully and adhesive stains on the front side must be avoided.
- Should spots of adhesive come on the wallcovering front when rolling the seams then, these should be cut off or that the length be totally replaced. Attempts to remove the spots by cleaning with a moist cloth are risky and will probably result in long-lasting stains on the wallcovering.
- We recommend washing your hands with water after hanging each length.
- Check carefully after hanging each length for the product quality and appearance. Stop immediately if you determine any irregularities and defects.

In addition to this information, we have a videoclip on our website demonstrating how to correctly hang wallcoverings.

<https://www.desima.com/textile-wallcoverings/>

In our experience the major cause of quality problems occurs when decorators fail to observe our guidelines for applying textile wallcoverings.

*Therefore, we recommend you to carefully observe all the aspects of this documentation and communicate to all parties concerned.*

## **Cleaning**

Textile wallcoverings are beautiful but also sensitive and they cannot be simply cleaned like vinyl wallcoverings. However, our experience has shown that textile wallcoverings are more robust than many believe. Our customers have reported that they have been able to remove many different kinds of stains without problem and in those cases where it was not possible such spots became a part of the character or were at least partly improved.

Nevertheless, we would like to give you some careful advice regarding cleaning.

- The cleaning of textile-based wallcoverings is difficult and should be carefully carried out.
- Treat the spots as quickly as possible. Do not let them age or impregnate the wallcovering.
- Deal with dry soiled areas by brushing them away gently with a soft brush or vacuuming the area.
- Gently treat wet stains with a moist absorbent cloth or with a vacuum cleaner. Gently rinse with a little clear water or wipe with a moist cloth.
- Try to carry out the effect of clear water on a colour in an inconspicuous area before treating any old stains.
- Extreme cleaning methods can result in affecting the colour or the adhesion of the fleece lining.

## **Manufacture**

One cannot really understand the character and properties of textile wallcoverings without taking a look at the manufacturing processes.

- Raw materials: the basic raw materials from which textile wallcoverings are made from fleece, adhesive and yarn and/or fabric.
- Fleece and adhesives: The manufacturing processes of fleece and adhesives are certainly complex, but their quality is relatively stable. Here we do not need to go in more detail at this stage.
- Yarn: The pre-finishing of yarn bobbins is important for the dyeing process. This means that the size of the bobbins, their winding and density for each material and the dyeing process must be correctly fine-tuned. A false or uneven bobbin structure can obviously affect the dyeing process results. The yarn itself can also influence the spinning process resulting in occasional irregularities.
- Dyeing: The yarns (Viscose, Rayon, linen and silk) which are used by us are generally bobbins of approx. 1 kg and 50-200kg are immersed in dye baths, The dyeing process takes place at a qualified dye-works where we have cooperated for many years. During the dyeing process the yarn bobbins are rinsed for several hours in hot water together with a dye concentrate. In order to achieve the desirable colour and consistency, the dye concentrate blend, the duration of the process and temperature must be correctly adjusted. Various yarns and even different batches of the same yarn and different dye concentrates all behave differently and as such can affect the end result. Consequently, there are often slight variations in colour shades from batch to batch. In some cases, an uneven colour distribution of the dye throughout the bobbin can also occur, despite the most stringent working practices. This means there are slight fluctuations in the colour intensity across the bobbin compared to outer and inner parts.
- Warp: our warp wallcoverings (e.g. M2690) comprise of yarn warps of 1200 m long and 105 cm wide laminated on a fleece backing. Depending on the article the number of threads vary across 100 cm breadth from approx. 1000-2200. The creel is set up with approx. 100-150 1kg bobbins of the desired coloured yarn. After this setting up, sections with a width of 4-8 cm are warped. Between 13-26 sections are warped as evenly as possible next to each other on the warping drum in order to achieve a homogeneous chain across the full 105 cm width. Since the yarn friction coefficient and consequently, the yarn tension can vary strongly, it is often extremely demanding to be able to manufacture a homogenous chain. Strongly differing tensions within single sections can also lead to results from different tensions within the length forming stripes of varying shades of colour. Additionally sectional warping leads to a



less than perfect dyeing intensity throughout the bobbin and possibly causing streaks of colour deviation on the lengths. The appearance of such streaks mostly occurs on the outer areas of the lengths and can often only be detected at certain angles and therefore difficult to detect. In our production we watch out extremely carefully for the appearance of such streaks and, when discovered, we cut the lengths narrower. It is also advisable to inform your decorators to watch out for such imperfections and when found cut the affected areas away.

- **Weaving:** Our woven fabric wallcoverings (e.g. M8964) are made from woven textile fabric which is mounted onto fleece. The woven fabric consists of a warp thread and a weft thread. We usually use a polyester as the warp because of its durability and form-stability. The weft is made from a natural yarn. The warp and the weft are woven together on a loom. The loom must be carefully set up so that it can weave without any problems. Generally, it is said that one loom can make 60-100m of woven fabric per shift /day. Thereby thousands of metres of yarn will be used, (1m M8964 of textile wallcovering is comprised of 2500m of weft). Also, here there are numerous traps you can fall in. During the weaving process the threads can break. Although the production is clean, fluff can arise in the weave (especially with light coloured products). The yarn can sometimes show swellings. In order to guarantee a continuous and uniform product, then several bobbins are used in parallel and offset when needed, during weaving. If bobbins are not quite perfectly dyed or in exceptional situations where differing batches of yarn have to be used, this can possibly lead to slight horizontal imperfections like streaks. The woven fabric can also have horizontal defections in form caused by the loom and the finished fabric is spoilt when rolled up. Naturally all these factors can influence the end result of a textile wallcovering.
- **Wallcovering manufacturing:** All our wallcoverings are made in house. In the manufacturing, the warps or woven fabrics needed in question are laminated on fleece. Here there are, once again, numerous potential pitfalls which can affect the final product. The laminating equipment must be correctly configured, tempered and cleaned in order to avoid spots or stains or pressure indentations on the wallcovering. The adhesive must be prepared in the correct consistency and according to the product, colours must be matched using a colour concentrate precisely to the colour reference sample. Before laminating the tension of the warp or woven fabric must be adjusted to ensure that no wrinkles or creases arise. The speed of the process is specific to each article and the borders are set and trimmed to ensure a clean seam or fit to the design pattern repeat. During the lamination the parameters are continuously monitored when needed readjusted.

Herewith we have given a relatively simplified overview of the processes. The deeper you look into them the more complex they become.

This industry may not be rocket science however the manufacture of textile wallcoverings is nevertheless a complex and demanding craft.

*A perfect textile wallcovering production can only be realised successful by continuous precise work and pinch of luck.*

*We have high standards and always try to achieve the very best results. – Perfect wallcoverings however we cannot guarantee!*

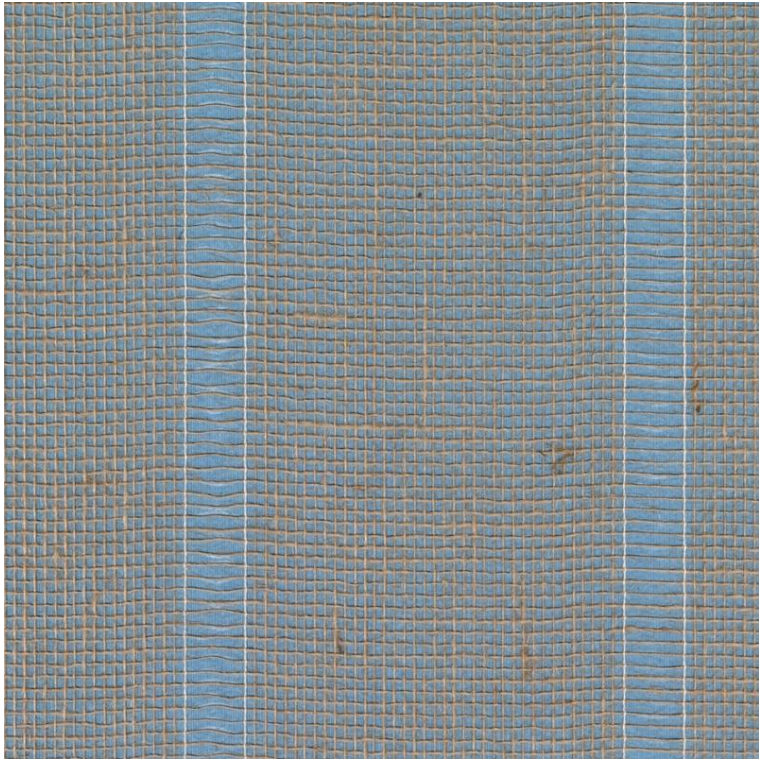
### **Helpful documents and miscellaneous Tips**

- Our website ([www.desima.com](http://www.desima.com)) contains detailed information about our portfolio of articles and the current collection catalogues.
- In the download section you find the following
  - Desima hanging instructions
  - Technical data sheet
  - Certificate of burning, dripping and smoke behavior
  - CE declaration of performance
- Our website also gives some information about “Project Business” and the “Origin of Goods” in the section “Sales -> Customer Questions”

Please contact us if you have any questions or suggestions.

Your Desima Team



**Appendix****Article pictures**

M4724 (Jute)



M8964 (Viscose)



M2690 (Viscose)

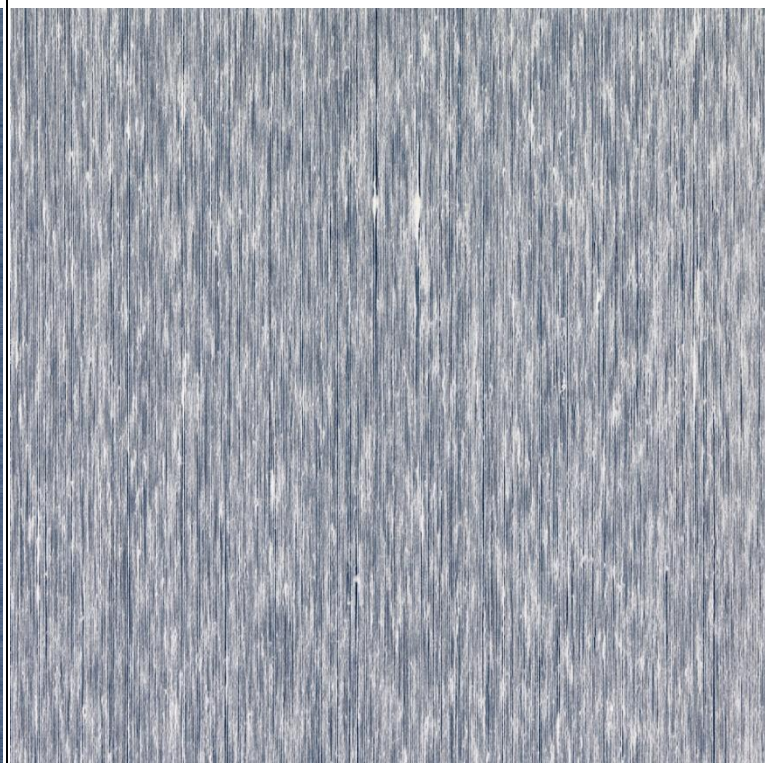


M6483 (Rayon)





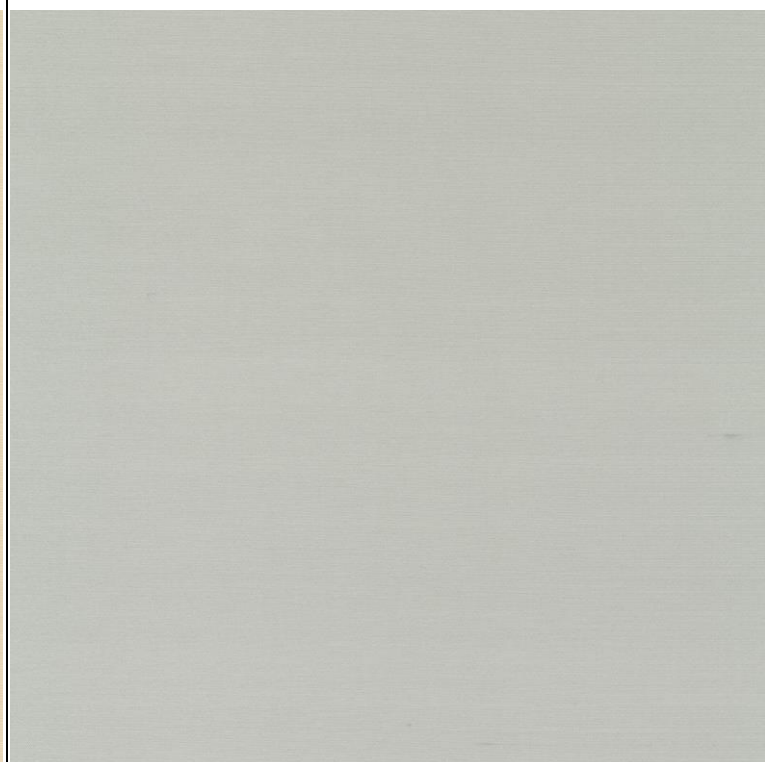
M7111 (Linen)



M5011 (Linen)



M9207 (Silk)

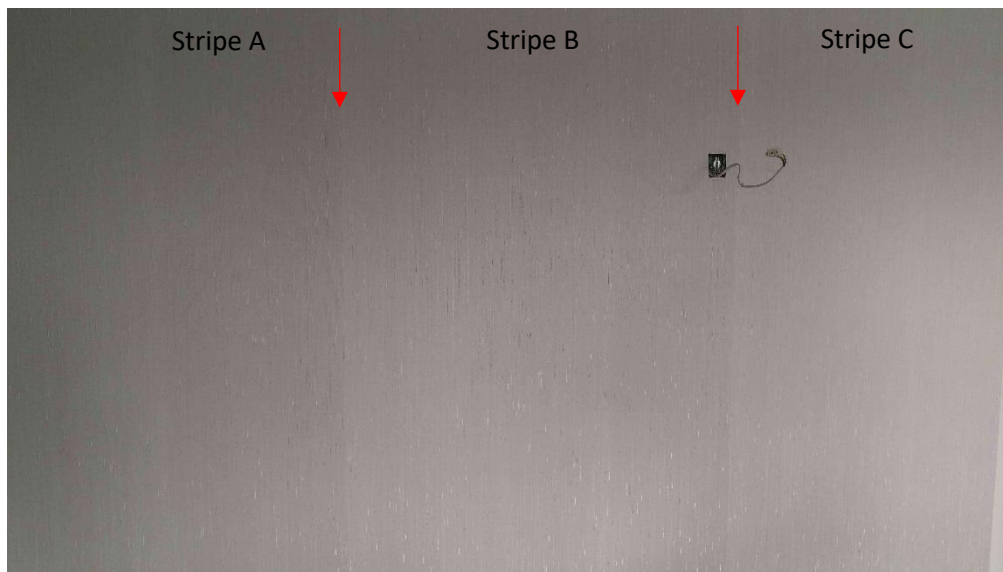


M9216 (Silk)

## Straight- and reverse hanging

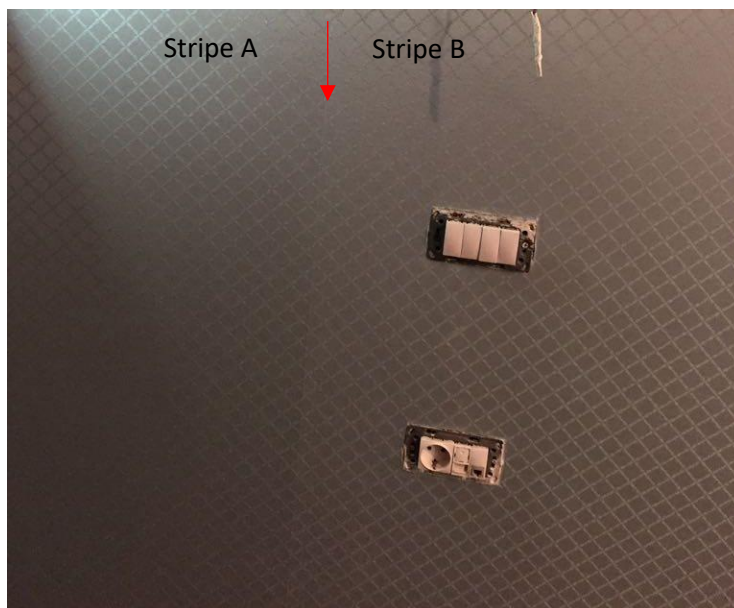
Illustration of what can happen if you disregard our instructions which can lead to the following results in the worst case.

### Threads M3006: Straight hanging instead of the correct reversed hanging method.



*The seam between one length and the next could highlight the colour variation.*

### Woven M8305: Reversed hanging instead of the correct straight hanging.



*The 2 different lengths have differing appearances because different weaves are optically more visible.*