



Exclusive Textile Wallcoverings

Desima Starter Info

Dear customer, business partner and friend,

We are pleased to hear your interest in our company and would be pleased if we could find a way to cooperate successfully together.

We have been a German manufacturer of exclusive textile wallcoverings for over 30 years. Long-term partnerships based on fairness, mutual trust and common success are our declared objective.

Our products can be found worldwide in numerous well-known buildings including, for example, the national opera house in Bucharest in Rumania or the 7 star Pangu hotel in Peking, China.

Our portfolio covers more than 500 various articles from jute, viscose, linen and silk.

About 80 % of our articles are on stock and the lead-time for new production is about 2 weeks

Desima product philosophy

The idea behind ideal decoration using Desima products is “the something-special-wall” in this way our products are said to create a pleasant and unique room atmosphere.

Advantages of Desima products

- Our wallcoverings create an individual harmony in the room. This promises you selected designs, together with the natural originality typical of organic materials such as viscose, linen or silk.
- Our textile coverings are 100% environmentally friendly.
- We guarantee the highest standard of quality “Handmade in Germany” by our highly qualified workers at our production location in Salem in South Germany.
- Experienced decorators and tradesmen can use our products efficiently and without difficulty.
- All our textile wallcoverings fulfil the highest safety regulations.

Textile wallcoverings and their character

As previously mentioned the chief characteristics of our wallcoverings stem from the strong advantage of using natural materials, their inherent natural variations typical from organic based materials. This results in an individual mood in the room which is appreciated worldwide by our customers including leading interior designers. Small variations in colour and structure together with a certain amount of non-uniformity in weave or thread patterns are typical and even a proof characteristic of their quality. These features are known, desired and appreciated among the professionals.

However, it is important, to avoid disappointment, that this individuality of these materials is made known to your customers.

Our selection of fibres provides the following characteristics enabling differing impressions:

- Jute:** a coarse, natural look and feeling in untreated brown tones.
Viscose: a fine, uniform structure in matt colour styles.
Rayon: a fine, uniform structure in shimmering colours.
Linen: a coarse and natural look and feeling in matt colour tones.
Silk: a soft, smooth look and feeling with typical variations inherent in silk yarns in fine shimmering colour tones.

Sales aspects:

- Please consider our “product Philosophy” and highlight the “Advantages of our Products”
- Our price list includes all our articles of the various collection books in one page.
- The prices are in €, ex works and without VAT. You can order any length and we have a minimum order surcharge of 15% for quantities below 50m.
- The width is generally 100cm (sometimes 95 / 97 cm due to the design pattern repeat).
- The weight of the articles is also listed as well as the recommended retail price, which might just give a rough direction.
- For shipment, we frequently use UPS/Fedex with our conditions within the EU. Outside the EU we often use the customer accounts with more attractive conditions to arrange the shipment.

Technical aspects:

- Our exclusive textile wallcoverings do have many advantages as listed above, but are still a sensitive product. We generally do not protective coating in order not to dilute the natural appearance of the textile and maintain the ecofriendly characteristic of the product.
- “Burning certificate” and “declaration of performance” for all our products is available on our website or can be provided on request.
- Our wallcoverings are generally 100cm wide (sometime 95 / 97 cm because of the pattern repeat). That ensures practical handling for the decorators.
- Technical information is written on the back of each page in the collection books.
- Wallcovering need calculations should respect the repeat of the design. If the repeat is for example 25cm, this 25cm should be added to each stripe needed.

Glue:

- In order to achieve the excellent results expected from such high quality wallcoverings the use of the correct adhesive is essential.
- The weight of our wallcoverings is between 250-400g/m² and we therefore we recommend a glue for heavy duty.
- The paste for our textile wallpaper should only contain a minimum amount of water to ensure sufficient adhesive power.
- We recommend our ready mixed Desima Power Glue for our exclusive Textile wallcoverings (a 10Kg bucket is for 50-60m²).
- Alternatively you can use comparable adhesives from other manufacturers.
- Our partners have recommended us:
 - BARTOLINE – Heavy Duty – Ready Mix (GB)
 - ARTE – Clearpro (BE)
 - HENKEL - METYLAN - Ovalit TM (DE)
 - ROMAN - PRO-880 Ultra Clear Wallpaper Adhesive (US)
 - ACM - TEXRECO – Contract Extra Clear (IT)
 - Kindly note, that we have not tested them and cannot guarantee for the quality.

Hanging instruction:

Hanging of our textile wallcoverings is generally stress-free, but some little aspects need to be respected in order to get perfect results and avoid trouble.

We deliver our products always with our hanging instruction, which is attached to each delivered roll. Please let us know in case you also like to get the electronic hanging instruction (pdf-file).

This clearly states some important aspects, which need to be respected such as:

- Most importantly, only inspected and correctly received wallcoverings from us should be installed because after installation claims are difficult to handle.
- The wall surface has to be prepared appropriately. It should be dry, smooth, solid, clean, absorbent, workable and of an even neutral light colour.
- Apply the wallpaper paste evenly and thinly onto the wall.
- Do NOT damp the non-woven backing of the wallcoverings. The wallcoverings should be hung dry onto the pasted wall (otherwise they might shrink after drying and the seams might become more visible).
- Different batch numbers should not be used at the same wall. Hanging on separate walls in the same room or even in different room is generally no problem.
- The wallcovering should be hanged 100% vertically, little variations in this angle might add up to catastrophic visual results.
- The pattern should be respected and aligned. Fabrics with designs are to be adjoined next to each other at eye level and – if necessary – make a double cut to adjust the repeat.
- Process the stripes in the order of their production.
- The hanging orientation (straight or reverse) as indicated on our hanging instructions should be respected.

(That is very important for textile products: For “Thread” articles the colour often changes slightly from one side to the other side. If hung reverse, the transition is smooth and not obvious for the eye. For “Woven” articles there is a little difference in the appearance depending from which site you look at it (top down or bottom up). This is because of the weaving process. If hung straight, the match is fine, if hung reverse it will become obvious)

- The wallcoverings have to be handled carefully and paste spots should be avoided.
- Be careful while rolling the seams so that no glue gets on the front-side of the wallcoverings.
- Once a stripe gets a paste spot on it, it is generally best to take off the defect part by a double cut or replace the stripe by a new one. Wiping off the paste spot with a wet cloth is risky and will probably leave some permanent marks on the wall.
- We recommend to clean the hands in a bucket of water after hanging each lane.
- Check while hanging always the product quality and appearance after each stripe on the wall. Stop immediately once you detect any irregularities or defects.

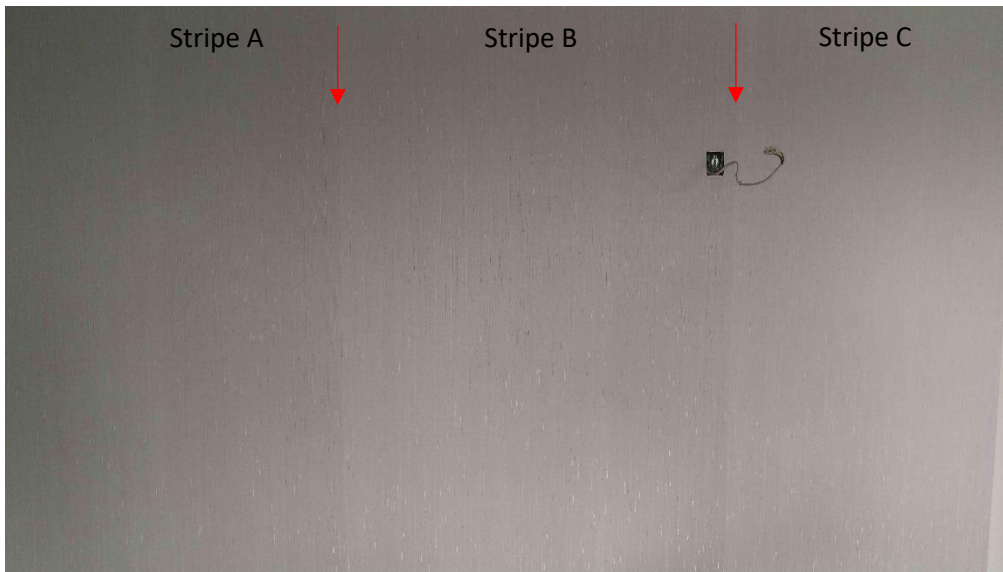
Further to that we have a small video-clip showing the decoration on our homepage.

http://desima.com/textile_wandbekleidung_en.html

According to our experience, about 98% of the quality issues we face are caused by decorators disrespecting our hanging instructions. Therefore we recommend to respect and communicate all aspects of this document carefully.

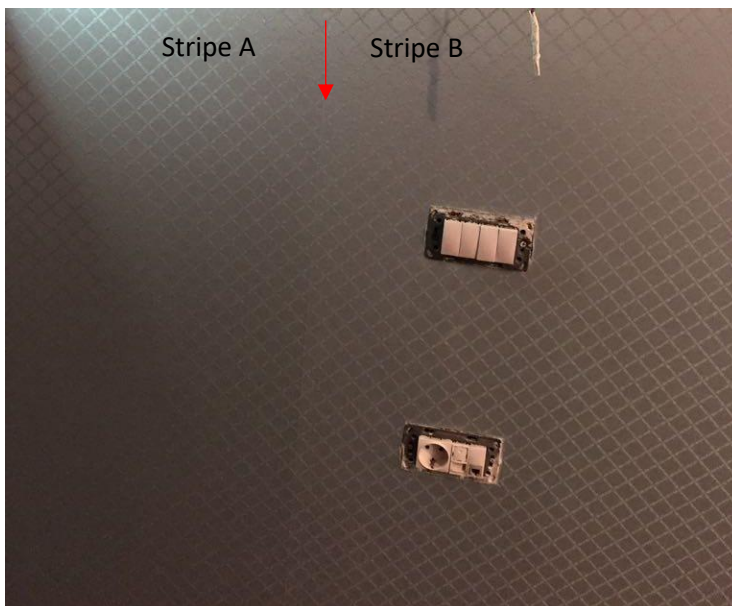
Just to illustrate - disrespecting the orientation might in the worst case lead to the following results:

Threads M3006: Straight hanging instead of the correct reverse hanging.



The change from one stripe to the next one might become more obvious due to the possible colour variation across the width of the wallcovering stripe.

Woven M8305: Reverse hanging instead of the correct straight hanging.



The change from one stripe to the next one might become more obvious due to the different appearance of the woven (top down vs. bottom up)

Cleaning:

- Cleaning of textile wallcoverings is difficult and should be done carefully.
- Treat stains as soon as possible. Never let them age or penetrate.
- Treat dry contamination with a soft bristle brush or vacuuming.
- Treat “wet” contamination with an absorbent cloth or vacuuming. Lightly rinse with clean water or a damp cloth.
- Before the use of clean water (especially for older stains), a colour compatibility test should be carried out on an inconspicuous spot.
- Too extreme cleaning might lead to discoloration of the textile or loosening of the textile from the non-woven basis.

Further helpful documents / sources:

- Desima homepage gives sound information and list current collection books
- Desima hanging instructions
- Technical data sheet
- Certificate of burning, dripping and smoke behavior (also available on website)
- CE declaration of performance (also available on website)

We remain at your disposal and are looking forward to hearing from you to discuss your ideas.

Yours sincerely

Desima Team