

# Human-centric surfaces, designed to last

## Introducing vinyl wallcovering: Granby and Rebun

---

### Press Release

Deurne, June 2022

**Granby and Rebun explore the design-and-aesthetic potential of vinyl wallcovering. Vescom's in-house design team have harnessed their deep understanding of and respect for woven textiles, working with embossment to combine the human-centricity of soft textiles with the benefits of vinyl wallcovering.**

The two new designs have a linen look: **Granby** updates the classic herringbone pattern while **Rebun** has an all-over textile weave pattern, two distinct yet related products that can be used separately or in combination. Thanks to their handcrafted expression, high-traffic commercial spaces that demand durable and easy-to-clean materials are imbued with homelike comfort.



wallcovering – designs Granby & Rebun

### **Granby: harking back to herringbone**

Granby vinyl wallcovering (9 colours) updates the classic herringbone pattern for contemporary commercial conditions. Drawing from their expertise in woven textiles, Vescom's in-house design team have crafted Granby's subtle structured stripe with respect for the original material, working with embossment to translate the look and feel of fabric into an incredibly hardwearing, cleanable vinyl wallcovering.



wallcovering – design Granby

### **Rebun: the look of natural linen**

Vescom's in-house design team have harnessed their deep understanding of woven textiles to give high-performance vinyl wallcovering the rich texture and three-dimensionality of natural linen. With its large-scale structure, Rebun (23 colours) resembles coarse-weave linen, giving it a distinctly handmade look.



wallcovering – design Rebun

The super-matte nature of Granby and Rebun demanded specialized colour research. Granby's 9 colours and Rebun's 23 are inspired by natural hues and materials: raw linen, sand and shells, plant pigments, slate and stone grey, ceramics and alabaster, earth and clay. Because Granby's 9 colours are also found in the larger colour card of Rebun, the two different designs can naturally unite in one interior scheme.



wallcovering – designs Granby & Rebun – nature-inspired colours

With their handcrafted linen look and organic-inspired colours, Granby and Rebun feel perfectly at home in both contemporary interiors and heritage spaces. Aligning with other enduring interior materials, they reflect the shift away from commercial-looking contract spaces towards human-centric homelike environments in everything from hotels and restaurants to workspaces and retail environments. Granby and Rebun are also ideal for adding luxury and comfort to today's high-end residential projects.

---

#### **press room**

[www.vescom.com/en/pressreleases](http://www.vescom.com/en/pressreleases)

[www.vescom.com/en/visual-material](http://www.vescom.com/en/visual-material)

#### **visual material**

wallcovering – designs Granby & Rebun

wallcovering – design Granby

wallcovering – design Rebun

wallcovering – designs Granby & Rebun – nature-inspired colours

#### **more information**

Marketing & Communications

**t** +31 (0)493 315 833

**e** [marketing@vescom.com](mailto:marketing@vescom.com)

#### **follow us**



Vescom develops, produces and distributes high-quality interior products for the international contract market: wallcovering, upholstery and curtain fabrics. Vescom stands for high quality. When it comes to technology, design and service. Distinctive designs and sustainable materials form the basis of our collections. Products produced by Vescom are used in the contract market: primarily in the hospitality, healthcare, office and education sectors.

In addition to the head office in Deurne (the Netherlands), Vescom has a widely branching network of Vescom sales offices. In Europe, Asia, the Middle East, Latin America and the United States of America. Vescom works with distributors in other parts of the world. Vescom (1971) is part of the Vescom Group.