

# Vescom introduces Purefin

## Olefin wallcovering that feels good and does good

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### Press Release

Deurne, June 2024

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**Vescom introduces an innovation in sustainable embossed wallcovering. The first of its kind to be released in Europe, Purefin is an environmentally friendly olefin wallcovering with the proven performance and durability benefits of hardwearing materials.**

In today's busy world, the right materials can transform interiors of any kind into quiet, comfortable and healthy spaces that both feel good and do good. There's a growing need for alternative interior materials that take a bold step forward in sustainability and durability. The olefin-based wallcovering is free of PVC, plasticisers, chlorine, heavy metals, formaldehyde, halogenated fire retardants and phthalates.



olefin wallcovering – design Concreed

This unique material asked for a unique identity. Vescom Purefin wallcovering comes in two embossed designs that have a distinctive natural, chalky, matte look. 'Undesigned', not over-designed, they have an artisanal, hand-crafted appearance.

Rough and rugged yet achieving a peaceful ambience in interiors, **Concreed** reinforces its concrete and clay influences with its natural palette: six neutral tones that call to mind chalk, travertine and kaolin. Inspired by traditional plant-based weaving materials, such as flax, raffia and rattan, linen-like **Lynn** has nine natural colourways, from crisp linen to soft hemp to dry bamboo.



olefin wallcovering – design Concreed

Produced in the Netherlands in line with Vescom's holistic approach to sustainability and wellbeing, Purefin has a reduced carbon footprint, better environmental impact and leads to improved indoor air quality due to its low VOC levels, promoting healthier environments.



olefin wallcovering – design Lynn



olefin wallcovering – design Lynn

### **Vescom Sustainable Materialogy**

Purefin is the latest addition to Vescom's Sustainable Materialogy story: materials with a common ground for a common good. Vescom offers a diverse toolbox of high-performance materials for architects and designers to find the right solution for each specific project. Each wallcovering, upholstery and curtain fabric has its own material-driven identity, benefits and approach to sustainability, providing specifiers with various ways to achieve their desired interiors while making eco-conscious choices.



olefin wallcovering – design Lynn

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**visual material**

olefin wallcovering – Concreed 1

olefin wallcovering – Concreed 2

olefin wallcovering – Concreed 3

olefin wallcovering – Lynn 1

olefin wallcovering – Lynn 2

olefin wallcovering – Lynn 3

olefin wallcovering – Lynn 4

**more information**

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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.