

THE PERFECT GREEN SOLUTION FOR YOUR WALLS

# GREENWALL I

*by* M A S U R E E L



· easy to clean · PVC & solvent-free · water-based · eco-friendly · sustainable products ·

**SAVE OUR  
PLANET**

## Your new, green future starts at home

*“Climate change is one of the biggest challenges of our times. **Green lifestyle choices are becoming very important:** safe and healthy food, eco-friendly transportation... Even in home decoration, people are looking for sustainable options. At Masureel, we create eco-friendly solutions for a greener home.”*

*“Masureel has always been concerned about the planet. Even in the 1980’s, when hardly anyone worried about pollution or climate change, we were developing PVC-free products. In our search for sustainable solutions, we became **market leader in nonwoven, water-based textile wallcoverings.** Our new Greenwall I products are even better: they contain no PVC, but have all the advantages of traditional vinyl wallcoverings. They are strong, ecological and very easy to clean, even with water.”*

*“At Masureel, we merge fresh, modern designs with sustainable resources and practices. With our new products, we **bridge the gap between art, industry, and sustainability.** In the next few years, we hope to evolve towards a fully sustainable chain, with sustainable manufacturing processes and bio-based, compostable raw materials.”*

Guy Verstraete, CEO

discover our GREENWALL MOVIE  
on [masureel.com/brands/greenwall](https://masureel.com/brands/greenwall)



# How we make a difference

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Masureel develops innovative, durable and sustainable solutions for your walls. Our ecological, nonwoven wallcoverings contain no PVC and outperform many vinyl products in terms of strength and washability. Respect for the environment is crucial in every product we develop. Discover how we make a difference!

## THOROUGH RESEARCH



We are always on the lookout for **innovative processes and technologies that reduce our environmental impact**. Our aim is to provide green and sustainable choices, both for our customers' homes and for the planet. Researching sustainable materials and manufacturing processes is a key aspect of our company.

## LOCAL COMPANY

We manufacture all our products locally, in our own factory in Belgium. This significantly reduces our carbon emissions. We also aim to keep our supply chain local and source many of our raw materials from European suppliers.



## ECO-FRIENDLY MANUFACTURING PROCESSES



At Masureel, **we do not use toxic solvents to decorate our wallcoverings**. All our print pastes are water-based and do not harm the environment or people's health. We purify the wastewater from our manufacturing processes and partly reuse it. Our remaining wastewater is of higher quality than local environmental standards demand.

## PVC-FREE

All our nonwoven wallcoverings are **free of PVC and formaldehyde**. This is very important to us, because the manufacturing of PVC releases toxic and harmful substances like chloroethene and various toxic plasticizers. Our new Greenwall I wallcoverings contain no PVC, but they do retain the advantages of traditional vinyl products: they are strong, ecological and very easy to scrub and clean, even with water and soap.



## RECYCLED MATERIALS



Our designs **Grafic** and **Classico** are printed on nonwoven wallcoverings made-up of **100% recycled fibres**. They are created from recycled paper and recycled PET-bottles.

## GOOD QUALITY = MORE SUSTAINABLE

Using high-quality, sustainable materials and innovative manufacturing processes automatically leads to **more sustainable products**. Our Greenwall I wallcoverings are durable and meant for long-term use. They can be washed and cleaned, and some of them can even be scrubbed. This makes it easier to clean your wallpaper and enjoy it longer.





# sustainable and durable



“The waste water of our production is treated in our installations and if possible, recycled and reused.

Drainage strictly complies with **environmental standards.**”

# Our product lines

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The items in this book were selected for their colours, design, look and touch, but most of all for their extraordinary performance. They meet the requirements of the market, in terms of washability and reaction to fire.

## GRAFIC — PRO401 > PRO404



Our 4 GRAFIC items stand out because of their subtle lines and gloss effects. They are printed on a **recycled nonwoven** and are treated for a very strong performance. The GRAFIC wallcoverings are **scrubbable** and **very easy to clean**.



## CLASSICO — PRO101 > PRO106



Our CLASSICO wallcoverings show a classical textile look and are available in 5 commercial colours. They are printed on a **recycled nonwoven** and are treated for a very strong performance. The CLASSICO wallcoverings are **scrubbable** and **very easy to clean**.



## SUNNY — PRO301 > PRO306



Our SUNNY wallcoverings show a tangible linen effect. They are available in 6 natural colour tones and are treated for a very strong performance. The SUNNY wallcoverings are **scrubbable** and **very easy to clean**.



## CHALLENGE — PRO201 > PRO204



The CHALLENGE wallcoverings are designed like a stucco wall and available in 4 colour variations. They are treated for a very strong performance and are **scrubbable** and **very easy to clean**.

## LOFT — PRO501 > PRO504



Our LOFT products have a beautiful structure that looks like worn limestone. They come in 4 colours, with subtle colour variations. The LOFT wallcoverings are **extra washable** and **very easy to clean**.

## COLOR — BLONE1001 > BLONE1023



Our COLOR products are mat wallcoverings with a limestone effect. They are available in no less than 23 trend colours. Unlike most mat wallcoverings, our COLOR products are treated for excellent performance and are less sensitive to stains or marks. They are also **extra washable** and **easy to clean**.



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