

For Immediate Release

RAMPART™ Impact Resistant Wall Solutions Protect Walls in High Traffic Interiors

New York, NY — Wolf-Gordon introduces **RAMPART**, a collection of impact-resistant wall protection products engineered for high-traffic commercial interiors. Developed by WG Design Studio, RAMPART is a superior wall protection solution that performs as well as leading rigid sheet goods while offering designers a wider range of aesthetically pleasing patterns and colors, greater flexibility, and significantly lower installation costs per square foot. The new collection will be on view at NeoCon® 2016 in the Wolf-Gordon Vescom showroom at The Merchandise Mart, Chicago, Suite 10-161.

RAMPART combines resilience and flexibility. It is engineered for interiors in medium-to heavy-traffic areas where protection against scratches, dents, and scrapes is a concern and expensive rigid sheet panels may be more than what is required. RAMPART is ideal for restaurants and food service environments, hospitality, educational, institutional, and healthcare facilities, daycare and senior centers, workout rooms, break areas, meeting rooms, collaborative office spaces, and busy corridors in other commercial spaces.

Thicker and more durable than Type II wallcovering, RAMPART features a heavy-duty construction and specially formulated finish called *Surcoat*, which ensure long wearing walls. The product's super-dense cotton or polyester/cotton backing provides additional dimensional stability and secure adhesion. Its specially formulated finish can be easily cleaned with soap and water as well as a variety of heavy-duty cleaning agents, disinfectants, and phenols, making RAMPART a perfect choice for environments where cleanliness and antimicrobial protection are essential.

Compared to the leading rigid sheet goods, RAMPART provides the same high performance for Surface Abrasion, Hard Body Impact, and Surface Indentation, and comparable performance in Soft Body Impact testing. It exceeds the maximum capacity of a Scrape Adhesion test machine without incurring significant scratches or surface removal, and receives a higher fire rating for Surface Burning characteristics.

RAMPART is 54" wide, packaged in 27-yard rolls, which are easy to ship, store, and install without the need for a specialist. It requires no trim or molding pieces and, unlike rigid sheet panels, can be railroded for a seamless installation.

RAMPART will be introduced on March 1st, 2016, with five original patterns in a wide variety of colorways that range from versatile, practical neutrals to vibrant, cheerful hues.

The Patterns:

Shift—This geometric texture, with its architectural aesthetic in a generous 19 colorways, will hold up to abuse and be a great choice for a variety of contemporary interiors. The color palette



includes lively yellow, russet, and green hues along with neutrals in a wide array of beiges, grays, and browns.

Grain—Wood looks are essential in many commercial interiors, imparting warmth and character. The fluted embossing and matte finish of *Grain* add realistic effects while providing an impact-resistant surface that is ideal for areas where spills and stains are a common occurrence. Colorways include wood stain shades of cherry, walnut, and driftwood, along with whitewashed, pickled, and weathered gray tones.

Forge—Reminiscent of the irregular surface of hammered sheet metal, *Forge* is further articulated by a linear, faceted print and mottled color ground. With its handcrafted, artisanal feel, it adds warmth and sophistication to commercial interiors. Terra cotta, hunter green, and raw umber colorways complement several light and medium-toned neutral and metal shades.

Sparta—The most understated of the RAMPART designs, rugged *Sparta* is embossed with a linen texture and printed with a refined woven design. Functional and versatile, the pattern is colored in several off white and gray hues, complemented by warm autumnal and herbal shades.

Ashlar—A coarse melange-weave print is combined with an irregular ribbed texture to impart extra dimension in this handsome RAMPART pattern. Colorways of heathered primaries, earthy greens and browns, and nuanced neutrals afford aesthetic options that depart from more institutional wall panels.



RAMPART Color Arrays. Left: multi-colors, Right: neutrals.





Left to right: Ashlar, Shift, Grain. Photos: ©James Shanks

Wolf-Gordon is an American design company offering designers a wide range of interior surfacing products united by the common qualities of excellent design and dependable performance. Founded in 1967 as a comprehensive source for wallcoverings, its product line has since added upholstery and drapery textiles, paints, and *Wink* clear, dry-erase coating. Through its collaborations with leading national and international designers and in its Design Studio, Wolf-Gordon continues to develop new work that is provocative, inspiring, and of our time. Wolf-Gordon's growing portfolio of licensed collections includes designs by Laurinda Spear, Karim Rashid, Petra Blaisse, Grethe Sørensen, Kevin Walz, and the Boym Partners. Wolf-Gordon sales representatives are based in all major markets in the United States.

Media Contact

Dalia Stoniene
Susan Grant Lewin Associates
Tel: 212-947-4557
dalia@susangrantlewin.com