



Heimtextil 2018: A place on the podium – wallpaper world record

World record in non-stop wallpapering at the Heimtextil

**Verband der Deutschen Tapetenindustrie e.V. takes wallpaper world record +++
RTL2 host Resi Colter from “Zuhause im Glück” applies first strip of wallpaper
+++ Start signal for industry**

Düsseldorf/Frankfurt, January 8, 2018. After five years, the Association of the German Wallpaper Industry (Verband der Deutschen Tapetenindustrie e.V. – VDT) is returning to the Heimtextil with its own stand, planning to establish a world record for non-stop wallpapering: Over the course of the trade fair, the VDT will aim to capture a spectacular world record in non-stop wallpapering in collaboration with the Heimtextil. In a huge demonstration area (hall 5.1), teams ranging from masters to apprentices will apply wallpaper featuring designs from German manufacturers to a wall measuring over 100 metres for 96 hours straight. If this around-the-clock non-stop wallpapering goes smoothly, the last fair day (Friday 12 January, noon) will call for celebration, maybe even an entry in the Guinness Book of Records. Visitors to the trade fair, journalists and of course the wallpaper manufacturers themselves are all welcome to take part in the record and have a go at applying and removing non-woven wallpapers.

Start signal with prominent RTL2 expert

Celebrity support was ready to help right from the outset. On the day before the show (Monday 8 January, noon), Resi Colter, the famous RTL2 host from the TV programme “Zuhause im Glück” (Literally: ‘At home in happiness’) will already have pasted the first sheet on the VDT’s demonstration wall. Another renovation expert has also announced her appearance on the opening day of the Heimtextil (Tuesday 9 January.): Germany’s current “Miss DIY”, Kerstin Weiser, will lend the world record team at 4 p.m. a hand. And the national painting team of the Federal Association for Paint, Design and Building Protection, the Bundesverband Großhandel Heim & Farbe e.V. (GHF) association for home and paint and the painters of Maler- und Lackiererinnung Rhein-Main won’t miss out on the wallpapering world record challenge. Several prominent wallpaper designers and testimonials, such as Barbara Schöneberger (Rasch), “die Maus” (P+S International), Ulf Moritz (Marburger Tapetenfabrik) and Guido Maria Kretschmer (P+S International) will draw the media’s attention to the wallpaper world record.

Background information, Karsten Brandt, Director of the VDT:

“The German wallpaper industry would like to proactively convince consumers of the simplicity of wallpapering and persuade them to use wallpaper. In June of last year the VDT commissioned a representative study from market research institute INNOFACT*. The results reveal that



consumers are unfamiliar with the benefits of non-woven wallpapers. Overall, they welcome wallpaper, but aversion to the supposed great amount of associated work deters many consumers from wallpapering. At the Heimtextil we would like to give a cross-industry signal by aiming for the wallpapering world record to demonstrate how easy wallpaper today is to work with. To reach consumers the entire wallpaper industry has to work together, and wallpaper must play an important role among painters, trade retail and wholesale.”

Study reveals lack of information

“Today over 80 % of all wallpaper is produced as a non-woven. Everyone is familiar with the term “wallpaper”, but not modern non-woven wallpaper and its advantages. According to our study, only 41 % of respondents are familiar with the term “non-woven wallpaper” – and only 30 % in the younger target group under 30. Only few looking to renovate know how easy non-woven wallpaper is to work with: With these messages, we are looking to put wallpapering back on the renovation agenda of specialised companies and DIY-ers alike. The largest international industry trade fair is the perfect event to give the start-signal,” states Karsten Brandt.

**Representative survey “Possible barriers in purchasing wallpapers”, INNOFACT AG Research & Consulting, 2017*

Information on the VDT campaign area

Heimtextil (Messe Frankfurt)

Wallpaper world record campaign area, hall, 5.1; stand C20

Stand concept: Interior architect's office raumkontor, Düsseldorf, Germany

More information at www.tapeten.de.

Press release and images available for download from: www.tapeten.de/presse

Hashtag: #wallpaperchallenge

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