

GROUNDBREAKING COLLECTION  
from **MAYA ROMANOFF**

# PAPER

IS THE NEW VINYL

Natural Elements™  
Printed and Embossed Paper



Installation Image: Dark Grey Oak





## Natural Elements™

### **PRINTED & EMBOSSED PAPER**

meticulously replicates wood grain, stone and concrete textures. Natural Elements is a

**DURABLE ALTERNATIVE** to Type II vinyl,  
**SUSTAINABLE & BUDGET-FRIENDLY.**

Natural Elements™

Travertine, Concrete, Zebra Wood, Ceredo Eastern Pine





## ATTRIBUTES

- ▶ PAPER ALTERNATIVE WITH THE DURABILITY OF A TYPE II VINYL (ASTM F793 COMPLIANT)  
Tear strength measured on installed material
- ▶ FOREST STEWARDSHIP COUNCIL (FSC) CERTIFIED\*
- ▶ SUPPORTS LEED CERTIFICATION
- ▶ AFFORDABLY PRICED / COMPETITIVE WITH TYPE II VINYL
- ▶ STRIPPABLE NON-WOVEN BACKING
- ▶ STAIN-RESISTANT
- ▶ 18 AUTHENTIC COLORWAYS & PATTERNS AVAILABLE FOR QUICK SHIP

\*FSC certification—products come from responsibly managed forests that provide environmental, social and economic benefits.



## SPECIFICATIONS

|                  |   |
|------------------|---|
| Width            | 49" untrimmed (124.5 cm)<br>12.25 sq ft/yd (1.14 sq m/yd)   |
| Roll Size        | 30 yd (27.4 m)  |
| Minimum Order    | 15 yd (13.7 m)  |
| Order Increments | 3 yd (2.7 m)  |
| Repeat           | 49" V (124.5 cm)  |
| Content          | Printed and Embossed Paper  |
| Backing          | Non-woven   |
| Durability       | Exceeds Type II Vinyl<br>ASTM F793 Compliant<br>Rated for High Traffic Areas<br>Tear strength measured on installed material<br>Stain Resistant   |
| Fire Rating      | ASTM E84 Class A  |
| Sustainability   | Forest Stewardship Council (FSC) certified*<br>Recyclable and rapidly renewable<br>Water-based colorants and adhesives<br>Heavy-metal free and formaldehyde free<br>Supports LEED Certification |
| Adhesive         | MR-RA-888 Clear Strippable or comparable<br>(Promotes damage-free removal)  |

\*FSC certification—products come from responsibly managed forests that provide environmental, social and economic benefits.





Natural Elements™

Installation Image: Concrete





Natural Elements™

Installation Image: Travertine



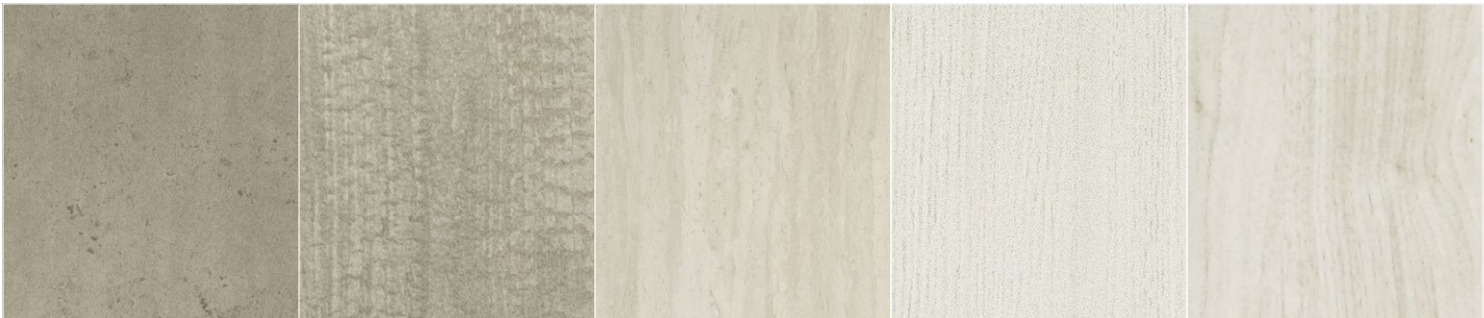
Custom trimmed and  
installed in a chevron pattern



Natural Elements™

Installation Image: Bleached Walnut





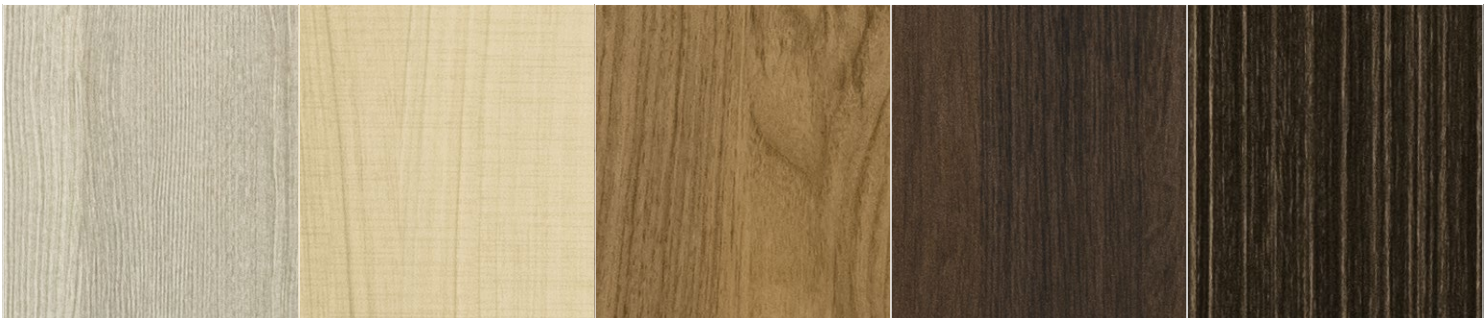
MR-NE-1176  
Concrete

MR-NE-1222  
Carbonized Silver Birch

MR-NE-1X14  
Travertine

MR-NE-1X15  
White Pine

MR-NE-1032  
Aspen



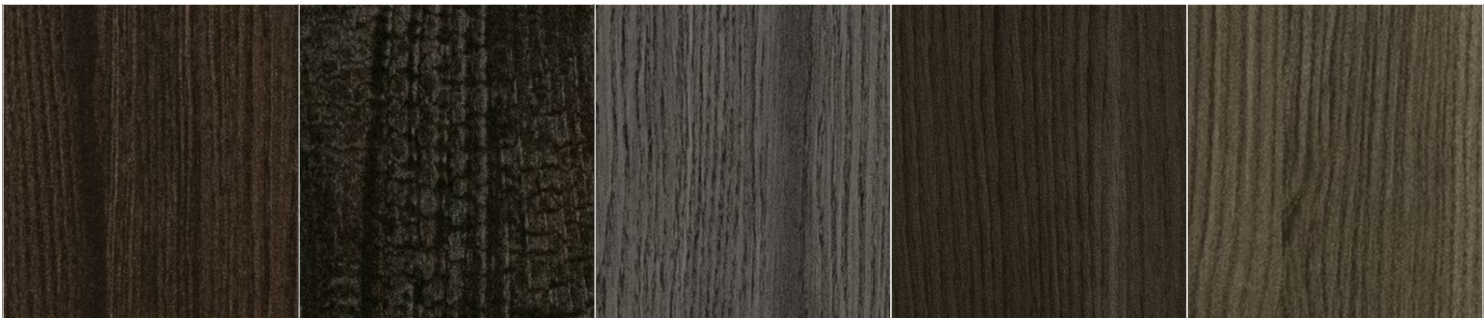
MR-NE-1055-S  
Bleached Walnut

MR-NE-1004  
Birch

MR-NE-1605  
Pecan

MR-NE-1608  
Mahogany

MR-NE-1852  
Zebra Wood



MR-NE-1852-L  
Wenge

MR-NE-1109  
Carbonized Black Wood

MR-NE-1X02-P  
Dark Grey Oak

MR-NE-1855  
Dark Walnut

MR-NE-1X02  
Ash



MR-NE-1X01  
Teak

MR-NE-1099  
Cerused Eastern Pine

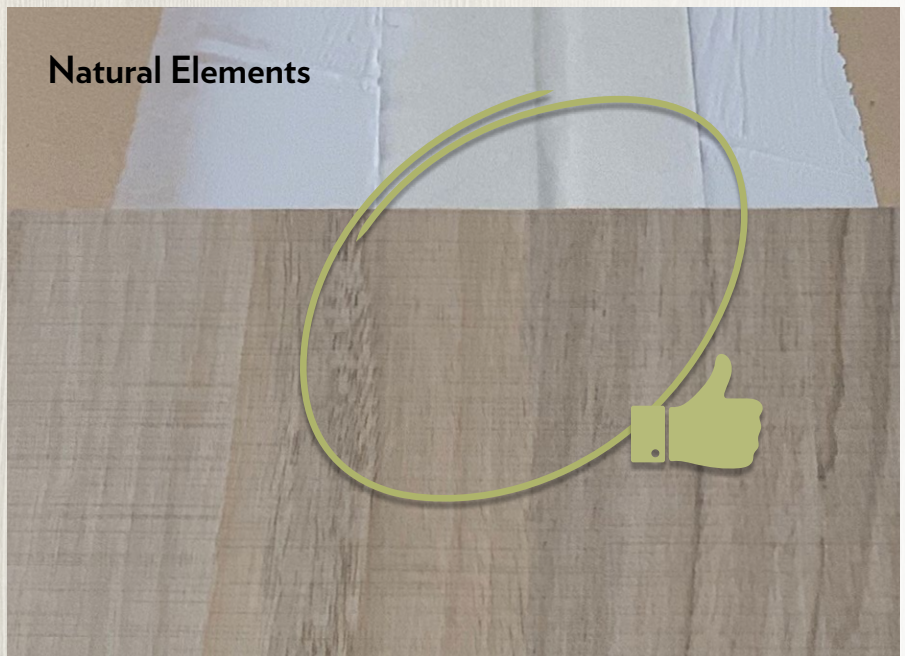
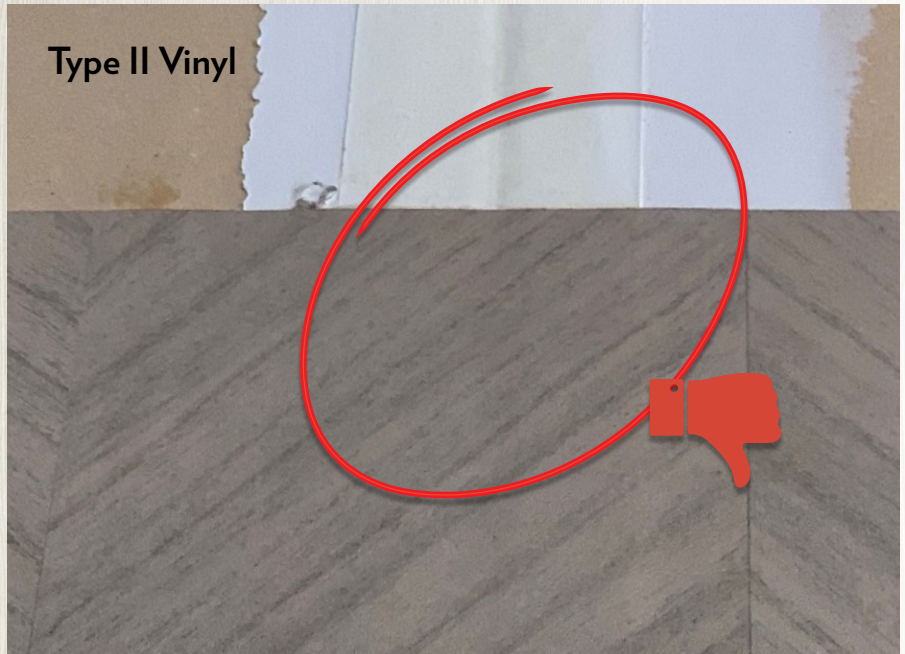
MR-NE-1X17-S  
Cerused Grey Pine



### Natural Elements vs. Type II Vinyl

Ideally, we recommend a LEVEL 5 finish (smooth wall) for wallcoverings. However, we evaluated our ground breaking “Natural Elements” on an imperfect LEVEL 2 wall condition to prove that this product is robust, and compared it to a Type II vinyl.

We installed each wallcovering on a **LEVEL 2** wall finish. The vinyl telegraphed the board joint, while Natural Elements completely bridged over, with no telegraphing.



### Results

Natural Elements installed exceptionally well, and exceeded the installation performance of a Type II vinyl of similar pattern and emboss.



We conducted testing to evaluate stain resistance of Natural Elements.

Ketchup, mustard, lipstick, a cleaning detergent containing bleach, and hot coffee were applied to the sample.

The first step was to remove the excess, then blot. Mild dishwashing liquid (Palmolive) was used and blotted until no residue remained.

No abrasion showed during cleaning, and there was no water penetration.

| TEST                  | RESULTS                            |
|-----------------------|------------------------------------|
| KETCHUP               | No residue.<br>Stain removal @100% |
| MUSTARD               | No residue.<br>Stain removal @100% |
| LIPSTICK              | No residue.<br>Stain removal @100% |
| DETERGENT with BLEACH | No residue.<br>Stain removal @100% |
| HOT COFFEE            | No residue.<br>Stain removal @100% |

BEFORE



AFTER







Report Number: 19-000406  
Revision Number: 1  
Date Order Received: 01/24/2019

For the Account of: Maya Romanoff  
3435 Madison Street  
Skokie, IL 60076

Client's Identification: Natural Elements

## CERTIFICATE OF TESTING

**TEST PERFORMED:** Standard Classification of Wallcovering by Durability Characteristics, Section 7.7 Scrubbability  
ASTM F793-15, CFFA 130-2012

### TEST RESULTS

Number of Cycles  
,300

Results  
No appreciable damage to printed or  
ground surface

### NOTES

Test Conditions: 70 ±4°F, 65 ±5% Relative Humidity  
Sampling Method: As Received  
Sample Mounting Method: ☐ None ☒ 1/8" smooth finish board  
Comments

### ACCEPTANCE CRITERIA

#### ASTM F793, Minimum Criteria

|  |            |
|--|------------|
| Category III Decorative with High Serviceability | 50 cycles  |
| Category IV Type I Commercial Serviceability     | 200 cycles |
| Category V Type II Commercial Serviceability     | 300 cycles |
| Category VI Type III Commercial Serviceability   | 500 cycles |

**NOTE: DURABILITY/TEAR STRENGTH MEASURED ON INSTALLED MATERIAL**

**CERTIFICATION** I certify that the above results were obtained after testing specimen in accordance with the procedures and equipment specified by the standard stated above.

Authorized Signature

Date Order Completed: 02/04/2019

553 76th Street, Byron Center, MI 49315

P: 616-559-6123 E: [testlab@applied-textiles.com](mailto:testlab@applied-textiles.com)

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This laboratory test is not intended to reflect fabric performance under actual conditions. The certification procedure merely measures the performance of samples under the predetermined and specific test conditions prescribed by the standard specified. This certificate applies only to the standards or processing identified and to the random sample(s) tested. The test results are representative of the qualities of the piece or lot only to the extent the sample tested is representative of the piece or lot.

Our reports and letters are for the exclusive use of the customer to whom they are addressed and they and the corporation named on the reverse are not to be used under any circumstances without prior written approval. Samples will not be retained, unless specified by the customer. Retained samples will be kept a maximum time of one year unless a specific retention period is necessary.





AMERICAN FLAMECOAT INC.

520 Eagleton Downs Drive - D  
Pineville, NC 28134  
O: 704.405.2550  
F: 704.543.9772  
www.americanflamecoat.com

Client: MAYA ROMANOFF  
3435 MADISON STREET  
SKOKIE, IL 60076

Date: 10.31.2018

**TEST RESULTS:**

The test results calculated in accordance with ASTM E-84-98 for Flame Spread and Smoke Developed Values are as follows:

Test Specimen: MAYA ROMANOFF – NATURAL ELEMENTS

Flame Index = 25

Smoke Developed Value = 110

**Observation:** Tested Fabric **Meets** the Requirements for ASTM E-84 – CLASS A

**Rating:** Class A

The National Fire Protection Association Life Safety Code 101, Section 6-5.3, “Interior Wall and Ceiling Finish Classification”, has a means of classifying materials with respect to Flame Spread and Smoke Developed when tested in accordance with NFPA 255, “Method of Test of Surface Burning Characteristics of Building Materials”, (ASTM E-84)

The classifications are as follows:

|   |                  |       |
|---|------------------|-------|
| Class A Interior Wall & Ceiling Finish: | Flame Spread-    | 0-25  |
|   | Smoke Developed- | 0-450 |
| Class A Interior Wall & Ceiling Finish: | Flame Spread-    | 0-25  |
|   | Smoke Developed- | 0-450 |





# Natural Elements™

Installation Image: Concrete

For samples and more information:

[SAMPLES@MAYAROMANOFF.COM](mailto:SAMPLES@MAYAROMANOFF.COM)

[MAYAROMANOFF.COM](http://MAYAROMANOFF.COM)

