

FOR IMMEDIATE RELEASE
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MAYA ROMANOFF

MAYA ROMANOFF LAUNCHES A NEW WOOD VENEER WALLCOVERING COLLECTION CALLED **AJIRO HONEYCOMB™**



*Ajiro Honeycomb features a hand-painted, hand-inlaid,
multi-hued wood veneer with a hint of metallic.
Available in 9 buzz-worthy colorways.*

Skokie, Illinois, December 2, 2024 – Maya Romanoff, the largest manufacturer of handcrafted wallcoverings in the United States, today releases an expansion to their esteemed collection of Ajiro hand-inlaid wood veneer wallcoverings—[Ajiro Honeycomb](#)™.

Inspired by the structural integrity of a natural beehive, Ajiro Honeycomb elicits a feeling of balance and well-being. Multi-hued hexagonal shapes of paulownia wood are hand-painted and inlaid in an organic, free-flowing pattern. A metallic accent perfectly enhances this sustainable and flexible surfacing material.

Why use Paulownia wood? Paulownia is one of the fastest growing trees in the world, capable of growth rates of well over seven feet per year as a seedling! This rapidly renewable wood exhibits notable strength and durability, with the highest strength to weight ratio compared to any wood in the world, making it suitable as a surfacing material.

“Since its inception in the 1990’s, Ajiro® wood veneer has been one of our most popular collections. Ajiro Honeycomb triumphantly builds on our expertise of producing artisanal handcraft and extraordinary design. I’m abuzz with the energy of Honeycomb!” – Joyce Romanoff, CEO of Maya Romanoff

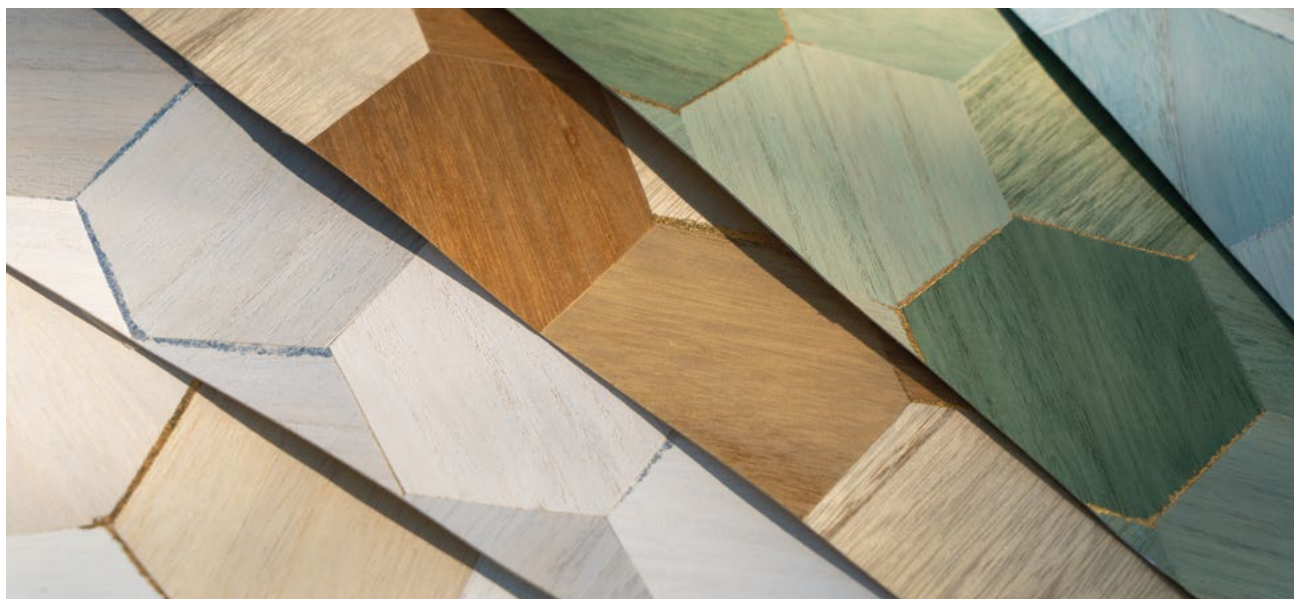
Artisanal craftsmanship is at the heart of Honeycomb, with each roll hand-painted and accented with metallic. Its seamless installation process, with a beautiful side match, ensures a hassle-free and visually stunning installation. Handcrafted with meticulous attention to detail, Honeycomb boasts an organic all-over pattern, and its durable construction makes it suitable for a variety of indoor environments without compromising style.

“Ajiro Honeycomb represents one of our most complex patterns among our wood veneer collections. The seemingly random and organic inlay of hexagonal shapes flow consistently from one panel to the next with a hint of metallic elegance. Kudos to our entire team for this superb execution!” – David Berkowitz, Executive Vice President, Maya Romanoff

Honeycomb is the latest example of Maya Romanoff’s commitment to their rigorous standard for quality, beauty, and innovation. The collection is perfectly scaled for hospitality and residential, and is ideal for environments that require beauty and resilience, as it can be easily cleaned with a diluted bleach solution or disinfecting wipes.

Maya, who founded Maya Romanoff, had a long-standing commitment to Eastern philosophy that has greatly influenced the company’s respect for the environment and materials. From early on, he instilled in every member a deep respect for material balanced with a lawless sense of play. These philosophies are clearly evident in this new collaboration that pairs responsibly harvested, rapidly renewable Paulownia wood with luxurious color combinations. Ajiro Honeycomb is sustainably harvested wood veneer that is colored with water-based inks. Utilizing water-based colorants and adhesives, it promotes healthier indoor air quality, free from heavy metals and formaldehyde. Maya Romanoff uses micro-thin slices of wood, which allows them to use the least amount of material while still achieving the desired effect.





[About Maya Romanoff](#)

Maya Romanoff is the largest multi-disciplinary manufacturer of handcrafted wallcoverings in the United States. For over 55 years, our artisans have incorporated such materials as glass beads, gold leaf, seashells, and wood with pigments, dyes and more to create extraordinary surfacing materials.

Our wallcoverings are handcrafted in our Chicago studio and in many of our proprietary mills globally. Each product, whether made by hand or machine, is put through Maya Romanoff's rigorous standard for quality, beauty, and innovation, with a guiding mantra, "Make every wall beautiful".

In a crowning achievement of recognition, Maya Romanoff's iconic collections [Flexi Mother of Pearl™](#), [Mother of Pearl Aphrodite™](#), and [Ajiro Fanfare™](#) have been chosen to join the esteemed [permanent collection](#) of the Musée des Arts Décoratifs in the Louvre Palace in Paris. This honor underscores the brand's enduring legacy as a trailblazer in the world of luxury interior design.

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