

FOR IMMEDIATE RELEASE  
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## MAYA ROMANOFF EXPANDS THEIR POPULAR NATURAL ELEMENTS™ COLLECTION



*Natural Elements consists of a printed & embossed  
paper that exceeds Type II Vinyl durability.  
Available in 30 authentic colorways.*

Skokie, Illinois, June 3, 2024 – Maya Romanoff, the esteemed innovator in luxury wallcoverings, today releases an expansion to their [Natural Elements™](#) collection. Continuously pushing the boundaries of design and sustainability, Natural Elements embodies a groundbreaking shift in the industry, heralding a new era where PAPER IS THE NEW VINYL.

With a profound commitment to excellence, Maya Romanoff's Natural Elements collection presents an extraordinary fusion of artistry and functionality. This high-performance printed and embossed paper not only surpasses the durability of Type II Vinyl but also champions sustainability while remaining attractively priced.

Distinguished by its exceptional quality and versatility, Natural Elements captivates with its astonishingly authentic representations of concrete, wood, and stone finishes. Previously available in 18 captivating colorways, this collection is poised for further expansion with the introduction of 12 additional hues, offering a comprehensive palette of 30 colorways to suit diverse design preferences.

“We are thrilled to unveil our expanded Natural Elements collection, a testament to our ongoing dedication to innovation and environmental stewardship,” says Joyce Romanoff, President of Maya Romanoff. “This collection represents a pinnacle of achievement, where luxury meets sustainability without compromise.”

Natural Elements redefines luxury wallcoverings by seamlessly blending exquisite design with eco-conscious manufacturing practices. As Maya Romanoff continues to lead the way in sustainable innovation, Natural Elements stands as a testament to their unwavering commitment to excellence.

Key features of Natural Elements include its composition of Printed and Embossed Paper, along with adhesive made from water-based, formaldehyde-free materials. The colorants are water-based, utilizing non-toxic pigments, while the backing consists of non-woven paper. Additionally, the collection is Forest Stewardship Council (FSC) Certified.

Environmental sustainability is a cornerstone of Natural Elements, with LEED Compliancy, rapid renewable material usage, and zero-VOC content in the wallcovering adhesive. Maya Romanoff Clear Strippable Adhesive (MR-RA-888) ensures heavy-metal and formaldehyde-free application, meeting VOC Regulation Compliance and Indoor Environmental Quality EQ Credit 4 for Low-emitting materials.





### [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.

**Media Inquiries: Lisa Feldman, Director of Marketing, [lfeldman@mayaromanoff.com](mailto:lfeldman@mayaromanoff.com)**

