



**ARSTYL®**

WALL PANELS

NEW DESIGNS 2016

**STRIPE & SQUARE**

STRIPE & SQUARE have been presented at HEIMTEXTIL 2016



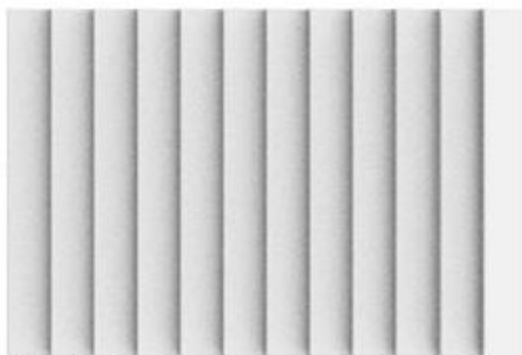
STRIPE



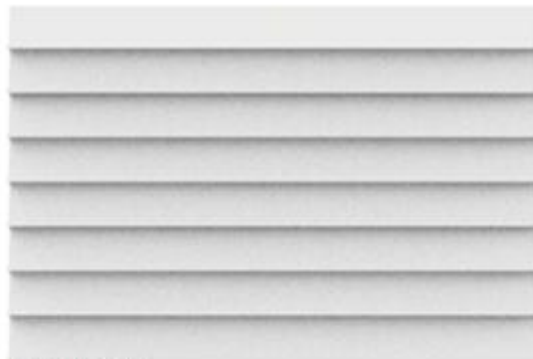
If two or more panels are assembled, the panels are slightly overlapping on the long side so that they cover  $\pm 0,42\text{m}^2$



STRIPE can be installed in different ways



1. Vertical \*



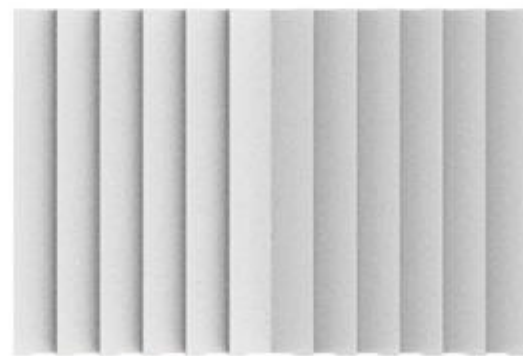
2. Horizontal \*



3. A 45°



4. Chevron



5. Livre ouvert

\* probably most common

HIGHLIGHT

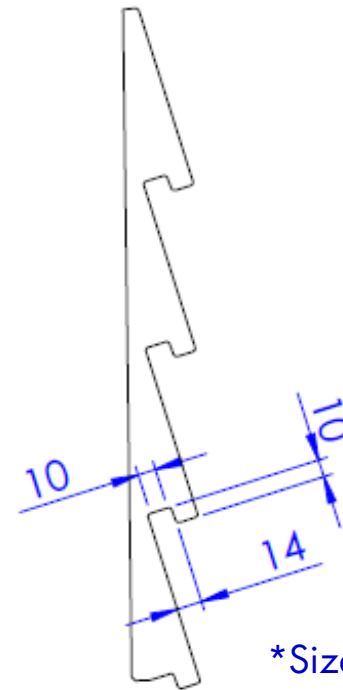
STRIPE is combinable  
with LED strips



- There is enough space for LED strips\*

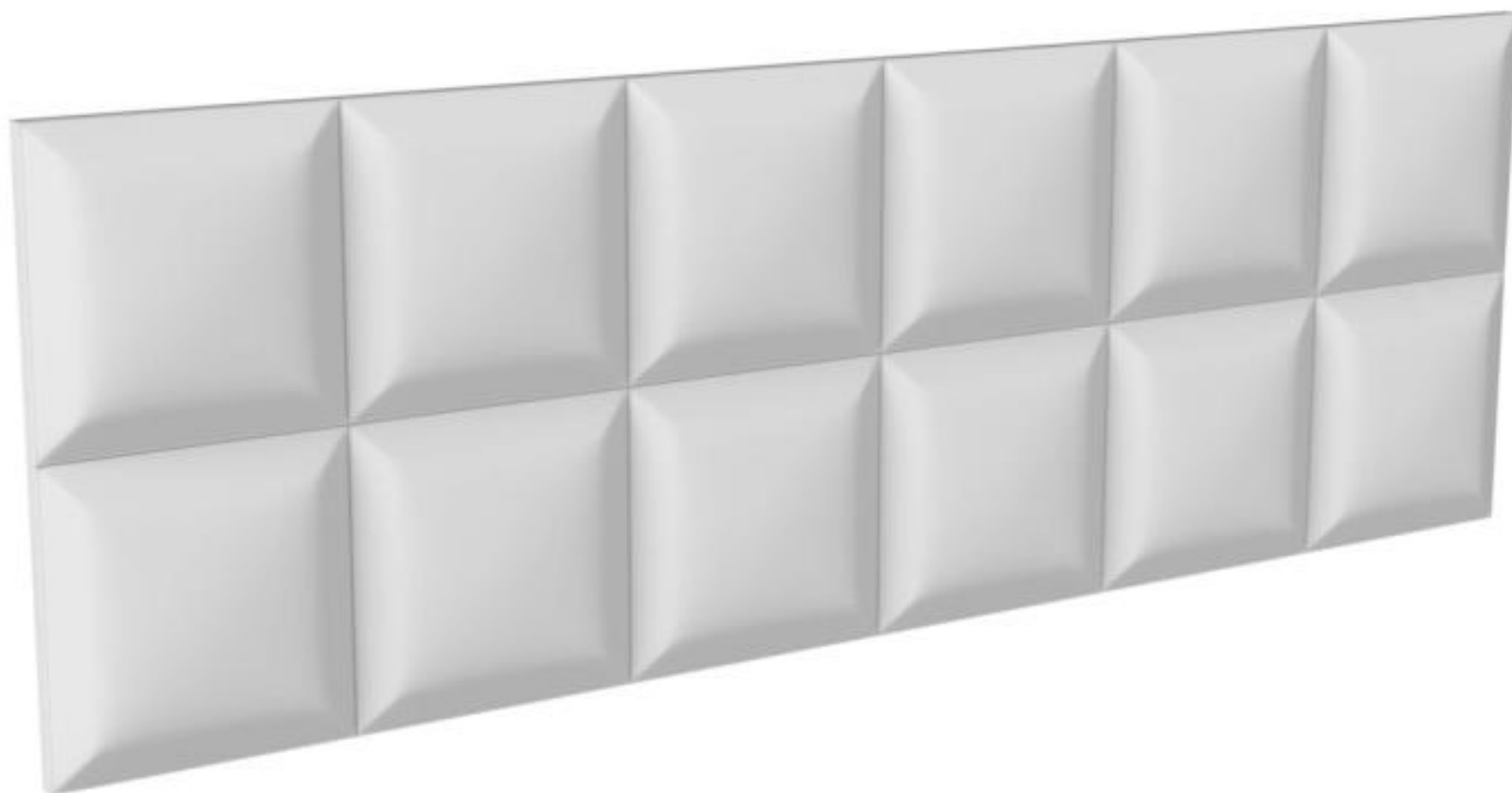


LED strips should not become warmer than 70°C as they will be directly applied on the product. Always follow the instructions of the LED strips manufacturer.



\*Size of the niche  
approx. 10-14 mm

SQUARE





BESTSELLER  
POTENTIAL

for a cosy and warm  
ambiance



	STRIPE	SQUARE
Designer	Michaël Bihain	Michaël Bihain
SAP Nr.	3014269	3014270
Dimensions	1135 x 380 mm *	1135 x 380 mm *
Max. Thickness	38,2 mm	30 mm
PC/box	4 PC	5 PC
EAN Product	5412938973830	5412938973861
EAN Box	5412938973847	5412938973878
EAN Palett	5412938973854	5412938973885
Gross Weight (g/PC)*	2.200	2.000
Net Weight (g/PC)*	1.950	1.800
Availabilty	available on stock	available on stock

\* Small differences are possible due to tolerances

## Packaging

- STRIPE = 4 PC/box; SQUARE = 5PC/box
- Same box than the other wall panels (approx. 1200x400mm)
- 2 boxes fit the size of a Europallet
- 16 boxes per pallet

→ Easy to transport, to store and to handle



## Installation



- For installation use **ADEFIX® PLUS** glue (most rapid +strongest amongst our glues)
- Quantity of glue depends on the underground, for smooth underground use ¼ cartridge per PC
- For finishing to wall and ceilings, use ADEFIX® glue
- **Filling the joints in between the panels with glue is not recommended**
- We recommend the use of spacers to keep the distance between different rows of STRIPE panels uniform

## Legislation

- ARSTYL® WALL PANELS are submitted to **European Norm EN15102 for Wallcoverings**
- Therefore, a CE marking is required and a Declaration of Performance has to be established (can be downloaded at [www.nmc.eu/dop](http://www.nmc.eu/dop))
- all Wall Panels also have an admission by the DIBt (Nr. Z-159.10-50)



[Declaration of Performance \(DoP\)](#)



## Sales arguments

- Modern 3-D design created by Michaël Bihain
- **Space for integrating LED strips (STRIPE ONLY)**
- Ready to be painted in a flexible and personal way
- Flexible installation (horizontal, vertical or even in 45°)
- Easy installation with ADEFIX PLUS glue
- Easy to handle & light weight
- Easy to transport & store (Europallet size)
- Made in Belgium
- High quality ARSTYL® product (well-known by our existing customers)

1 additional sales  
argument for STRIPE

## Target groups

Products destined to **all Core Markets** with focus on the following target groups:

- Wholesalers and decoration shops
- Installers
- Interior Architects and interior designers
- End consumer
  
- Other potential targets: Commercial chains → shops, hotels, trade show designers

## Price

**STRIPE** should be sold at the same price than DOMINO, BUMP and ICON

**SQUARE** should be sold at the same price than LIQUID, WAVE and CUBE

Transfer prices will be confirmed to each market seperately



Promo

**NEW** - Sample Box 1PC will be available in **week 6**



Content: 1 wall panel (1135 x 380mm)

Item Codes: 3015345 = STRIPE 1PC

3015346 = SQUARE 1PC

Dimensions of the box: 1150x395x65mm

Sales Price = **Sales Price of the panel + 15%**

**We recommend to offer a special discount until 30th of April**

## Promo

- Information on a new wall panel flyer 2016 and the architect brochure will be sent out by the communication department
- Catalogues & websites (+CAD, +simulation tool) will be adapted
- Displays 6 PC (3013708) are still available (270 PC on stock) and should be sold out quickly so that a new display can be proposed

