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BEST DRESSED WALLS WILL BE WEARING “SPECIAL EFFECTS” FROM YORK Ronald Redding Dazzles with Glamorous Textures and Luxurious Shimmer and Shine

York, PA --- The variety of unique techniques --- from a new generation of flocking to sand and crystal bead surfaces on non-traditional patterns – are incorporated in one striking collection, “Special Effects,” created and styled by York’s inimitable Ronald Redding.

Redding, who is also York’s VP Design Director, enthusiastically introduced the new designs by commenting: “We feel interior designers will especially appreciate the complex and unique pairings of colors and textures inherent in virtually every design in my “Special Effects” collection. There are unexpected crystal surface polka dots and checks, graceful flocked palm leaves and distinctive raised surface prints. Even the grasscloth textures have a fresh hand and perspective.”

Marketing Points:

Papers in this collection have been conceived and developed using a combination of unique materials and printing techniques that are proprietary to York. This makes Special Effects unique to York and unlike any other collection on the market.

This collection is the result of the flawless marriage of design excellence and manufacturing know-how.

The tactile effects featured in Special Effects are much more advanced than any textured paint resulting in a better looking, more predictable result.

Design highlights:

Floral – large scale, tonal, floral and leaf scroll against a soft shimmering, metallic

Fossil shell marble – an organic look achieved with a play of mottled natural textures

Sail ship sketches – high drama on the seas with large scale schooners under sail rendered in pen and ink on a dappled textured ground

Overall texture – raised printed texture that resembles natural animal hide

Twill grasscloth – the look of hand woven grasscloth with slightly raised, naturally occurring slubs and paneling where seams join

Flocked tropical – tropical palm leaves in a soft, velvety, raised flocked texture

Elephant spot – small scale elephants, framed in ornate medallions, form a geometric pattern with each design precision dusted with fine crystal beads creating shimmer against a woven raw silk textile ground

Don Song grasscloth – finely woven grasscloth with the look of random, distinctive, natural loose threads

Sand stripe – wide textured stripes alternate sand surfaces with texture

Sand check – 1 1/2” squares dusted with sand against iridescence

Large fern – plucked from a woodland clearing, delicate life-size ferns arranged against wood plank rough hewn texture

Calligraphy loop – delicate scrolls of a fine handed pen suggest architectural renderings – acanthus leaf tassel swirls in pen and ink and fine script on a vintage dappled textured ground

Oriental block texture – soft blocks of color artistically melt into one other

Scroll – fanciful large scale feathery swirls against woven natural silk texture

Sand dot – small scale of polka dot geometric dusted with shimmering crystal beads

Petite vine – delicate leafy vines and leaves scroll in a vertical stripe against fine crackle

Striae scroll stripe – subtle vertical scroll stripe

Raised branches – raised printed wispy branches against grasscloth texture

Exotex damask string – small scale vintage damask printed on fine strings

“Special Effects,” from York’s Ronald Redding Design Studio, is unpasted, strippable, scrubbable and vinyl protected. Suggested retail prices range from \$49.99 to \$119.99 for a single roll. Two coordinating fabrics are included in the collection, suggested to retail at \$97.99 a yard.