



RESPONSE TO WALLPAPER GUIDE REQUEST FOR NEWS ON NONWOVENS.

[www.cheswall.com](http://www.cheswall.com)

Easy-Walls-A Revolutionary Breakthrough in Home Décor.

In traveling across the country I can tell that the awareness and the support for nonwovens are definitely on the rise. Now dealers have had the opportunity to use and here feedback on the product they are no longer skeptical about this new breed of product, which offers such hope to our industry. Customers are truly impressed at how easy it is to hang and eventually remove. It has always been Chesapeake's belief that if we can make the wallcovering experience enjoyable and easy, customers will come back and select it as a decorating option again.

Accounts that I have seen recently are dedicating more time, energy and support to the education, and explanation of Easy-Walls amazing benefits. Consumers are truly responding and are eager to give this groundbreaking technology a try. Seminars and demonstrations are key factors in displaying the features of this revolutionary new substrate. Once staff members know the full list of Easy-Walls benefits it is more convincing to sell to consumers.

At the start of the New Year Chesapeake, along with the help of Blonder Home Accents, will be sending out Media Kits targeted to several major media outlets in an effort to increase exposure and gain support on this revolutionary new substrate. In time we will get our message out and when consumers try Easy-Walls they will be so happy with the result they will want to come back and purchase more.

To view the full list of benefits and other details log on to [www.easy-walls.com](http://www.easy-walls.com) . To view Chesapeake's full line of products log onto [www.cheswall.com](http://www.cheswall.com) . If anyone would like to order Chesapeake's line of nonwoven products please contact your Blonder Home Accents Account Manager (1-800-321-4070) for Canada contact Crown Wallcoverings 1-800-268-1300.

Very best regards,

Tom Quinn  
Vice President of Sales and Marketing

[WWW.EASY-WALLS.COM](http://WWW.EASY-WALLS.COM)

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