

# ECO-FRIENDLY WALLCOVERING

FEATURING **ECORE™** ADVANCED WALL TECHNOLOGY



## ECORE: A REVOLUTIONARY ADVANCED WALL TECHNOLOGY

Introducing **ECORE™** Advanced Wall Technology, the interiors industry's first “no compromise” eco-friendly wallcovering platform. Based on a revolutionary nano-technology, **ECORE** delivers all the performance characteristics of Type II wallcoverings in an energy-saving, lightweight, non-PVC construction.

## ECO-FRIENDLY CONSTRUCTION

- Non-PVC substrate. Printed with water-based inks.
- Does not contain Perfluoro Octanoic Acid (PFOA), nor will it degrade to PFOA.
- Does not contain formaldehyde.
- Cadmium- and mercury-free.
- Typical Tensile: 150 x 129 lbs. Typical Tear: 73 x 62 (scale reading).
- Lightweight, with Type II performance. Because **ECORE** Advanced Wall Technology uses lightweight nanostructures for strength, shipments of the product use fewer natural resources and result in reduced transportation costs.

## SUPPORTS USGBC LEED PROGRAM

DeNovo Wallcoverings featuring **ECORE** Advanced Wall Technology can be used effectively with the Leadership in Energy and Environmental Design (LEED) rating system for both new construction (NC) and commercial interiors (CI) projects. It is important to note that these wallcoverings do not, nor does any other construction material, carry their own LEED rating. They can be used for LEED projects in the following categories:

### Category: Materials & Resources:

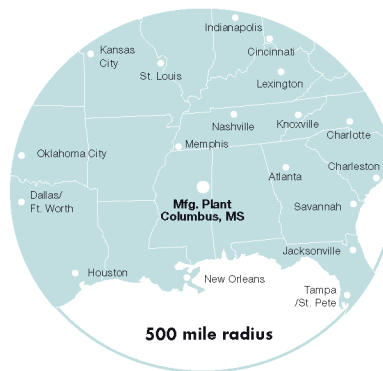
MR 5.1: Regional Material:<sup>1</sup> 20% manufactured locally - for projects within a 500 mile radius of Columbus, MS (see right).

MR 2.1: Construction Waste Management/ Divert 50% from landfill.<sup>2</sup>

MR 2.2: Construction Waste Management/ Divert 75% from landfill.<sup>3</sup>

### Category: Environmental Quality:

EQ 4.1: Low Emitting Materials: Adhesives and Sealants.<sup>4</sup>



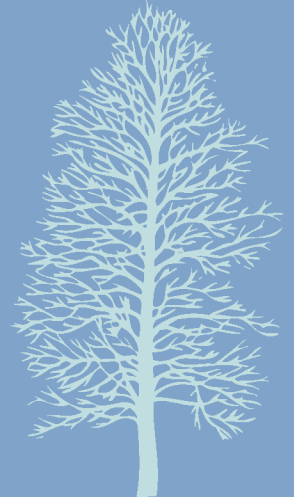
<sup>1</sup> Applies to both NC and CI projects.

<sup>2</sup> Wallcoverings featuring **ECORE** Advanced Wall Technology are 100% recyclable. Applies to Commercial Interiors (CI) projects only.

<sup>3</sup> Ibid.

<sup>4</sup> Applies to both NC and CI projects. Low emitting adhesives are recommended for installation of wallcovering featuring **ECORE** Advanced Wall Technology.

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## INDOOR AIR QUALITY

GREENGUARD Indoor Air Quality Certified® for its low VOC emissions. GREENGUARD Indoor Air Quality Certified Product Certification Program tests for low emitting interior building materials, furnishings, and finish systems. **ECORE** Advanced Wall Technology products have been tested for their chemical emissions performance.

GREENGUARD Children & Schools Certified<sup>SM</sup> for its very low emissions. GREENGUARD Children & Schools Product Certification Program complies with the State of California's Department of Health Services Standard Practice (CA Section 01350) for testing chemical emissions from building products used in schools. As such, GREENGUARD Children & Schools Certified products can be used to earn valuable credits in the CHPS Best Practices Manual for K-12 Schools.



## DURABLE WITH LONG LIFE CYCLE

- Meets stain resistance requirements of CCC-W-408-D.
- Meets or exceeds all Type II commercial wallcovering requirements outlined in the CCC-W-408-D for physicals and performance.
- Washable/Scrubable. Meets or exceeds Gardner Scrubbability Test ASTM D 2486; 300 cycles using a cleaning solution with no damage to finish or print.
- Superior life cycle performance with minimal maintenance. Specifying and maintaining durable products that perform exceptionally well throughout their service life and last longer than paint is part of a sustainability strategy. When **ECORE** remains on the wall for an extended period of time, less energy is used, fewer raw materials are consumed and less waste is generated. Specifying **ECORE** Advanced Wall Technology yields both reduced environmental impact and life-cycle costs.

## BREATHABLE

The Moisture Vapor Transmission Rate (MVTR) or perm rate is a measurement of the permeability of a material or the degree to which water vapor can pass through a material. The higher the perm rate, the easier it is for water vapor to pass through.

DeNovo Wallcoverings featuring **ECORE** Advanced Wall Technology have a perm rate of at least 100 Perms, as measured by a third party accredited laboratory, using the ASTM E-96 Method B. While the construction industry has yet to recognize a single test procedure, the ASTM E-96 Standard Test is being used by many companies in the building products industry. The term "breathable" is often used in the construction industry to describe materials with perm ratings greater than 10. A measurement of over 100 Perms indicates **ECORE** material has significant permeability and is breathable.

*It is important to keep in mind that no wall surfacing material, including **ECORE**, is a solution for a building with moisture problems. If sufficient moisture is permitted to accumulate in a wall or wall cavity, mold and other moisture related damage will occur regardless of the type of wall surfacing material that is used. The only way to prevent mold or other moisture related damage is to take corrective action to eliminate the source of moisture accumulation. If a wall already had low or no permeability (due to prior painting or other causes), installing **ECORE** will not provide any permeability benefit to the wall system. The permeability of **ECORE** means that it should not be used in certain applications, such as some bathrooms and kitchens, where spills, splashes or high humidity could damage the underlying walls. In such cases, standard vinyl wallcovering may be appropriate.*

## RECYCLABLE

- 100% post-consumer recyclable.
- Construction waste as well as post-use material can be returned for recycling as part of the **ECORE** Reclamation Program.

## SAFETY AND FIRE PROTECTION

- Meets or exceeds Class A wallcovering requirements.
- NFPA 101 and IBC Class A Interior wall and finish rating when tested using ASTM-E84 method on Type X gypsum board and when tested in accordance with NFPA 286.
- MEA Approved, NY Department of Buildings.



de novo<sup>®</sup> WALL

