

The Challenge - - - - -

PaperCulture.com, an eCommerce seller of wall art, wall décor, premium cards, labels and other personalized products, was unable to find high-quality products in the marketplace that aligned with the company's commitment to environmental sustainability.

"Vinyl wall materials are the industry's workhorse product, but as petroleum based products they are far from eco-friendly. We needed a high-quality product that was not created at the expense of our environment" said Christopher Wu, CEO and co-founder of PaperCulture.com.

Due to its size, PaperCulture.com was challenged to find a vendor willing to cater to their special needs. "We represent the niche market so our orders wouldn't typically justify running a custom order from the manufacturer's viewpoint" stated Wu.

In February 2013 the company came to Worthen Industries to find an eco-friendly, removable wall material that met PaperCulture.com's high standards.

The Process - - - - -

Perception Wide Format, a division of Worthen Industries, manufactures fabric based products for the graphic design industry. The company had commercialized a non-recycled content product called PhotoFAB Ultra some years prior. Fortunately, Worthen's Perception research and development team had been working on a new removable fabric graphics product that was more environmentally sustainable. So when Wu called, Perception was able to accelerate their research and testing phase.

Perception understood the key to success was to provide a product that was:

- Higher quality than vinyl
- Repositionable, to allow removal and re-application
- Durable, to stand up to washing and light fade
- Contain recycled polyester fibers

Results - - - - -

Working collaboratively with its client, Perception produced PhotoFAB Eco-Ultra, the industry's first 100% recycled, removable, repositionable wall graphic fabric. Made with certified Repreve polyester (vs. virgin polyester like other products), PhotoFAB Eco-Ultra:

- Reduces energy consumption more than 60%
- Reduces water consumption nearly 50%
- Reduces greenhouse gas emissions more than 34%

Additionally, PhotoFAB's thicker and heavier fabric and cut-on-demand process created a clean edge profile where other products frayed, allowing a more durable product that can stand up to washing and light fade.

"Worthen was the only vendor we came across that was willing to make the investment for us," said Wu. "They were willing to see how our company truly operates, be flexible and take some risks. This product has set us apart from our competitors and we are happy to be working with them."

Today, PhotoFAB Eco-Ultra is Perception's most requested product. Perception is excited to note that the second major adoption of this product has occurred and is expected to launch in the second half of 2015.

Best Practices - - - - -

- Listening to the customer
- Willingness to collaborate
- Highly customizable approach
- Environmentally preferable

Contact - - - - -

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