

MEMO

Date: 12th July 2018
From: Dimitri
To: Sales Area Managers Europe
Subject: Substrate cost in walldeco printing

Non-wovens

The substrate of choice for digitally printing wallpaper on a Xeikon are non-wovens. They are made of a special blend of natural and synthetic fibers, making them washable and breathable.

Non-wovens are fast becoming the preferred substrate for wallpaper. Many Non-Wovens are vinyl free making them an environmentally friendly wallpaper option.

They are also sometimes called 'paste the wall' because the paste (glue) is applied to the wall and not to the substrate

Main advantages of non-wovens are:

- High strength and tear resistant in wet conditions
- Dimensional stability in wet conditions. These wallpapers do not change their size, and do not shrink when they are dry
- Dry stripability without the use of special tools
- Nonwovens are breathable, helping to endure mold and mildew conditions
- Easy handling for the end user
- Opacity
- Possibility to clean by using mild soap and a sponge
- Soft touch and different tactility

What about paper?

Wallpapers printed on paper are not as common as in previous years, but are still present in the marketplace. due to the delicate nature of paper, these wallpapers have proven to tear easily during the removal process.

Pricing of non-wovens

The price depends on the final application, the quality level of the end product, competition situation, ordered quantity, region and other items.

In order to make a differentiation, we can divide wallpaper manufactures into three essential groups.

1. **Low level end application:**

Main characteristics:

- High volume / low margin
- Simple wallpaper quality, lower grammage, cost optimized production
- Competition, price driven
- business with e.g. Amazon, Ebay, ...
- **substrate costs about 0,28 – 0,40 €/m²**

2. **Middle class application:**

- high/middle volume
- constant good quality, maybe higher grammage or different grades in use
- good margin
- variation of designs & services
- e.g. often online business, Service print provider, etc.
- maybe digital department of an analog wallpaper manufacturer
- **substrate costs about 0,40 – 0,90 €/m²**

3. **High class application:**

- middle/lower volume
- high quality level, variation of substrates, maybe special substrates
- very good margin and higher selling prices
- offering individual solutions
- business with e.g. designer, professional end user, company's, agency
- **substrate costs about: 0,60 – x €/m²**

