

OMEXCO

WALLS TO
TALK ABOUT



T O D A Y ' S A G E N D A

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01

Who are we?

OMEXCO
Fine Belgian Wallcoverings



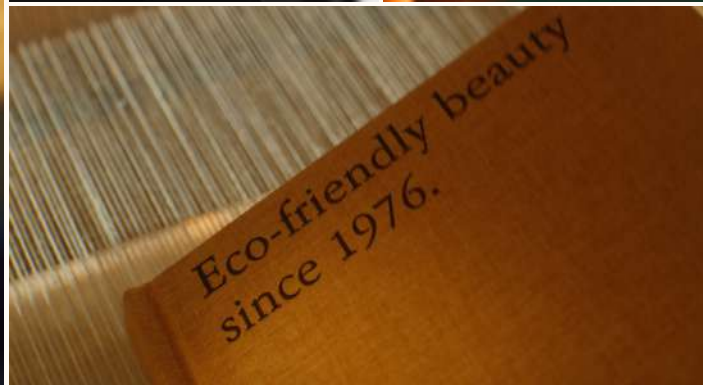
OMEXCO
Fine Belgian Wallcoverings



Omexco is a Belgian brand of fine wallcoverings, founded in 1976. In our atelier close to Brussels, we design and manufacture exquisite wall decorations to dress your rooms in tactile beauty. Printed, woven or natural, each one of our creations is custom cut to bring poetry to your space. Reducing our environmental footprint is at the heart of every decision we make, since the seventies. We don't cover your walls, we make them stand out.

High-end wallcovering designer and manufacturer

BELGIAN FAMILY COMPANY EXPORTING WORLDWIDE





A family business:

- Long term goals > short term profits
- Strong commitment to the company
- Quick decision-making
- Reinvest profits back into the business to fuel growth
- Desire to protect the family legacy and reputation
- High standard of quality and service
- High sustainability effort



02

Belgian savoir-faire

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Belgian savoir-faire

DRIVEN BY DESIGN, INNOVATION AND CRAFTSMANSHIP



Everything is designed
in our studio



When our designs require
very niche « savoir-faire »
and techniques, we partner up
with specialized craftsmen
all over the world



50% of our products are made
in our mill in Belgium,
close to Brussels





We work with **prestigious brands** that recognize our high standards for design and quality

- Louis Vuitton, Dior, Chanel, Tiffany & Co,...
- Four Seasons Hotels, Hilton, Accor (Sofitel, Fairmont, Rixos, Swissotel,...), Marriott,...
- Royal Caribbean, P&O, Holland America, Norwegian Cruise Line, Carnival Cruise Line, ...

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Our sustainable efforts



Reuse of water

Rainwater is recovered and used in our production process. By 2024, 50% of waste water will be treated and reused for production.



Reduced wastage

To decrease waste, every order is custom cut. No minimum or fixed increments.



Recycled materials

All our non-wovens contain 50% or more recycled fibres and many of our natural wallcoverings are made with recycled content. Latest development: A non-woven collection with 100% recycled fibres.

No PVC or harmful chemicals

We work exclusively with water based printing pastes, without PVC, solvents, formaldehyde or heavy metals.



Renewable energy

All products made in Belgium are manufactured with solar energy coming from the panels on the roof of the mill. We cover more than 100% of our electricity needs with 3500 m² of solar panels, thereby saving 300 tons of CO₂ each year.



FSC certified partners

All non-woven products respect the principles of responsible forestry.



Omexco also works with craftsmen all over the world

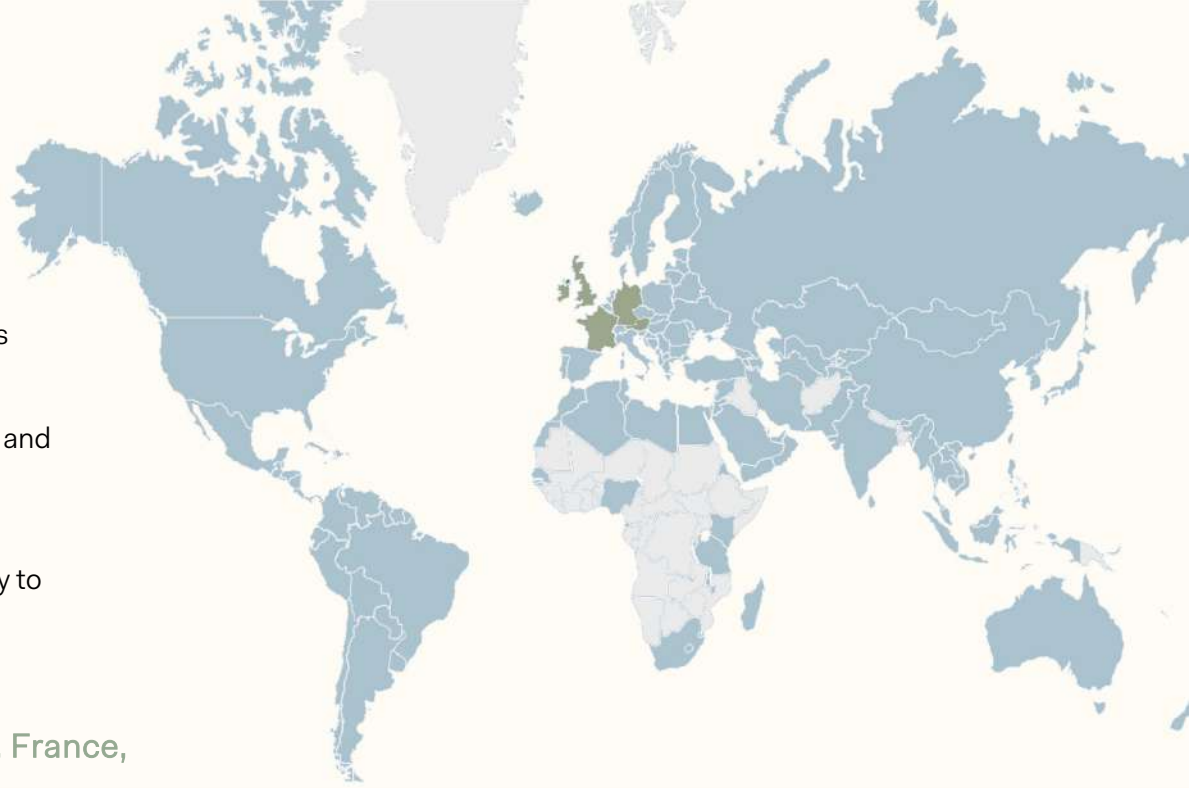
We make sure that they respect

- The environment
- The local communities
- A good work environment



Where do
we sell?





- A network of distributors **worldwide**
 - We typically have one or two distributors in each country
 - They have the responsibility to promote and sell Omexco wallcoverings in their respective markets
 - They buy from Omexco, they sell directly to designers, retail shops/boutiques and sometimes end consumers
- Our own sales force in **the UK & Ireland, France, Germany & Austria**
 - We sell essentially to designers and retail shops/boutiques
 - We don't sell directly to the end consumers



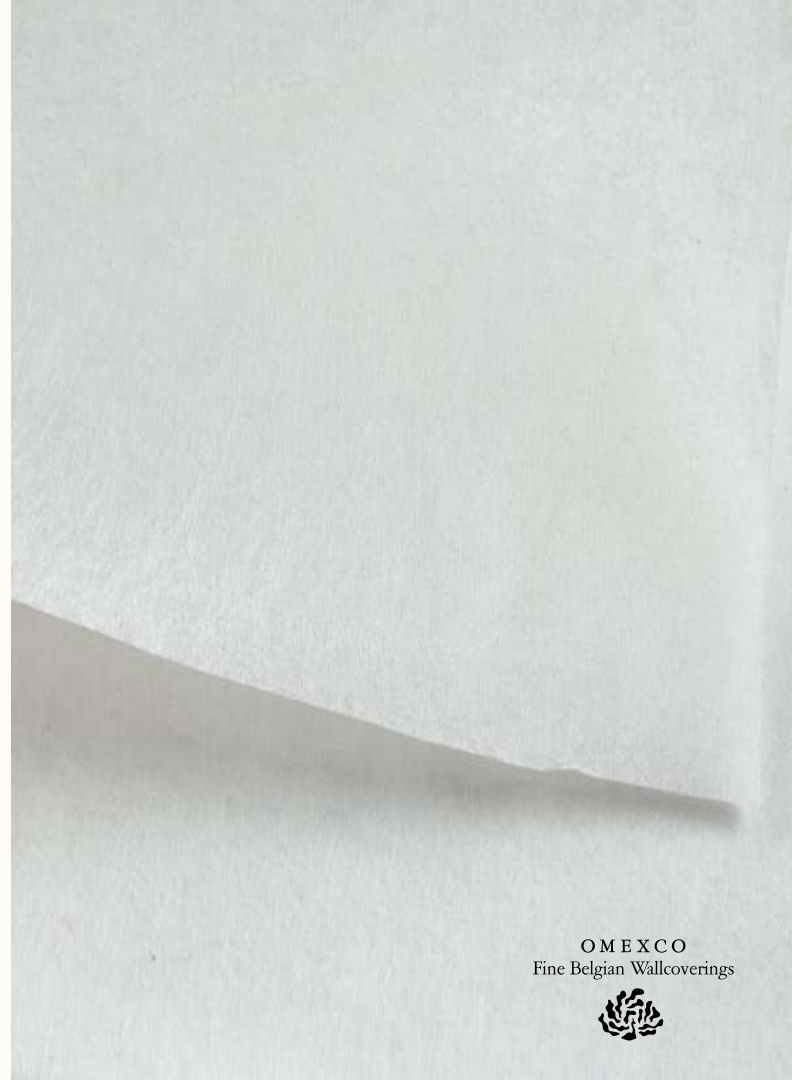


About our wallcoverings

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- Every wallcovering we create consists of a **non-woven backing** that we either print or apply texture to by gluing another material on it.
- What's a non-woven backing?
 - Uniquely, in-house developed backing. Manufactured in Belgium and made of cellulose and recycled fibres
 - Qualitative backing: Durable – Very long lasting
 - Stability: Doesn't shrink or expand
 - Easy to install/remove
 - Breathable: Suitable for humid environments/powder rooms/bathrooms...
 - Always seamless – unless the design or natural material willingly shows the seams (grasscloths for instance)





- We can categorise Omexco's wallcoverings into three product groups:

1 P R I N T S

2 T E X T I L E S

3 N A T U R A L S

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1 P R I N T S

- A printed wallcovering consists of a non-woven backing on which we print a design
- Prints are all made in-house in our Belgian mill
- They can be used in residential as well as in contract projects
- They usually possess all the technical requirements for contract/high traffic use (fire rating, washability, marine certification, etc...)
- All prints are seamless
- Price point: They are the most affordable wallcoverings in our range.





LIGHT AT NIGHT



RIVAGE



EDITION

HIGH PERFORMANCE

GREEN UP YOUR WALLS

Combining performance with sustainability and modern aesthetics.

Created for residential, commercial and hospitality interiors all over the world.

HIGH PERFORMANCE

- PVC free, an alternative to vinyl
- Manufactured with recycled fibres
- Strong and resistant
- Extra washable and bleach cleanable
- Fire-rated and IMO certified

A SOLUTION FOR EVERY PROJECT

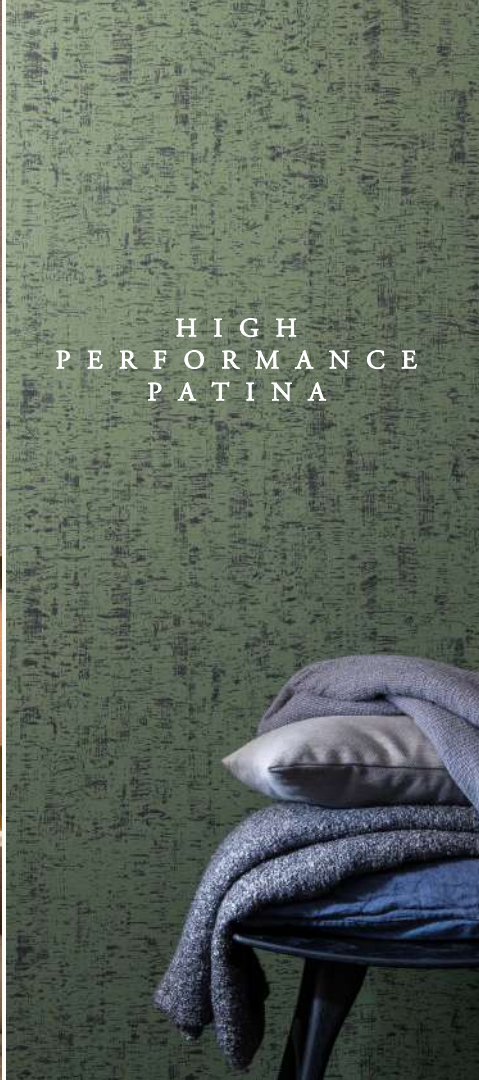
- Suitable for highly demanding environments
- Breathable
- Sold by the metre
- Custom colouring from 300 metres



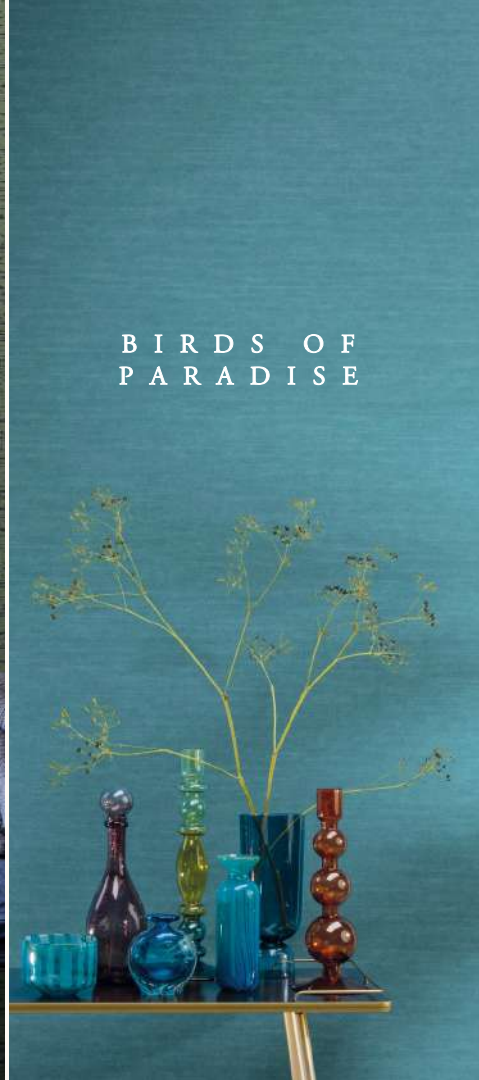
HIGH
PERFORMANCE
TEXTURES



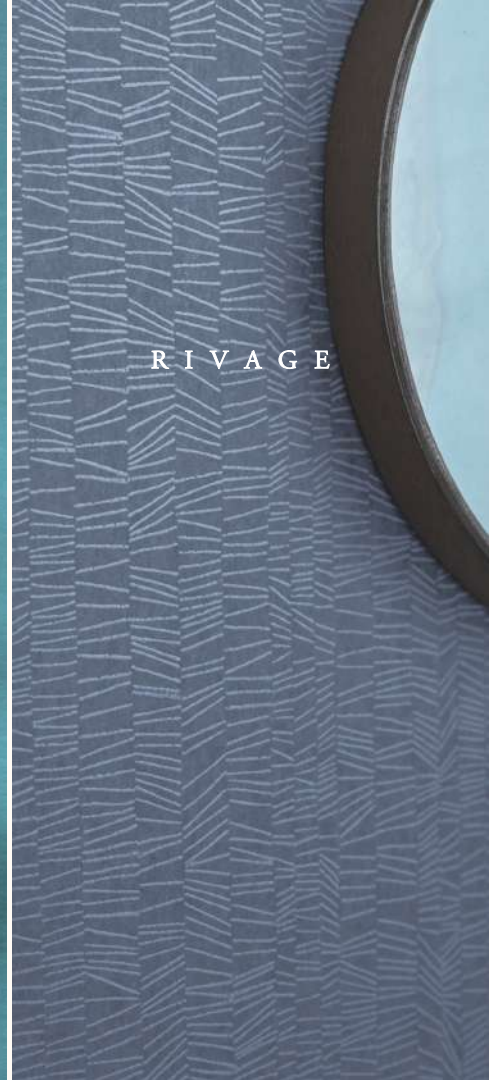
HIGH
PERFORMANCE
PATINA



BIRDS OF
PARADISE



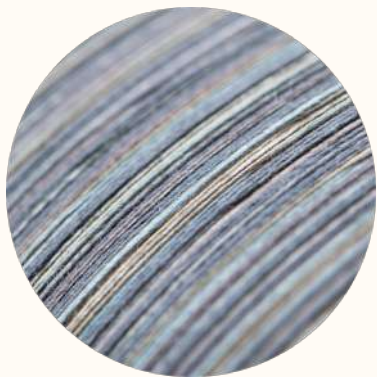
RIVAGE





2 TEXTILES

- A textile wallcovering consists of a textile material glued on a non-woven backing
- We use different materials: linen, silk, rayon...
- And use different techniques: weave, fil à fil (warps),...
- Some textile wallcoverings are also over-printed
- Most of them are seamless & can be hung horizontally or vertically
- Used for both residential and contract
- Price point: Mid to high range.



Fil à fil (warps)

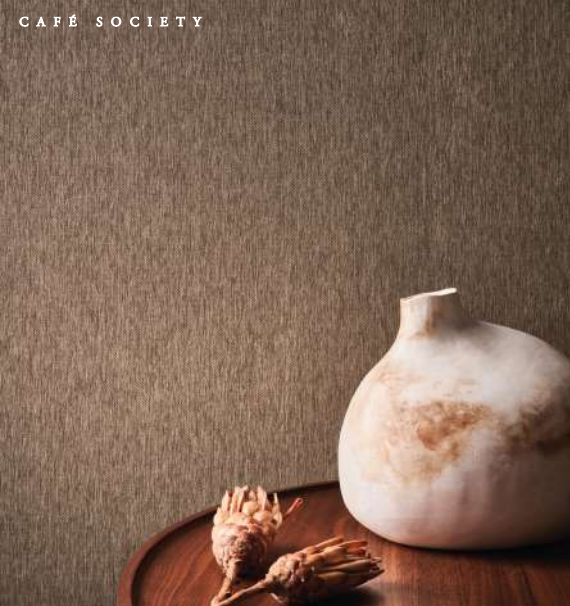
- There's no weft
- all yarns are parallel to each other
- Always seamless
- Can be hung horizontally or vertically



Weave

- Warp and weft yarns are interlaced

Café Society



LOOM STORIES



LOOM STORIES



PURE

LOOM STORIES



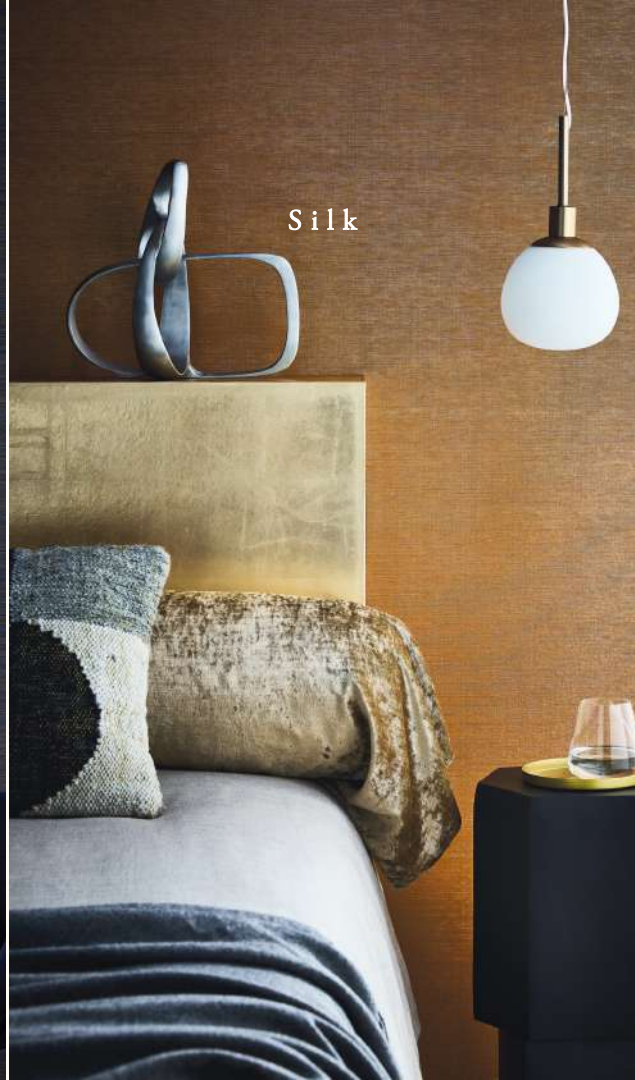
Linen



Rayon



Silk





3 N A T U R A L S

- A natural wallcovering consists of a natural material such as banana bark/cork/waterlily glued on a non-woven backing
- Natural wallcoverings are all handcrafted
- We work with small craftsmen using traditional techniques
- Different materials can be used:
 - Barks
 - Mineral stones
 - Grasscloths
 - Mother of pearl
 - Paperweave





Barks



Mineral stones



Grasscloths



Mother of pearl

- Specific to naturals:
 - They are used mainly for residential or for feature walls in hotels, restaurants, etc... (Lobby, suites,...)
 - Naturals are handmade precious products. They are durable but usually not washable
 - Seams are often visible – it's part of the beauty and charm of it. We call it perfect imperfection.
 - Price point: Mid to high range.

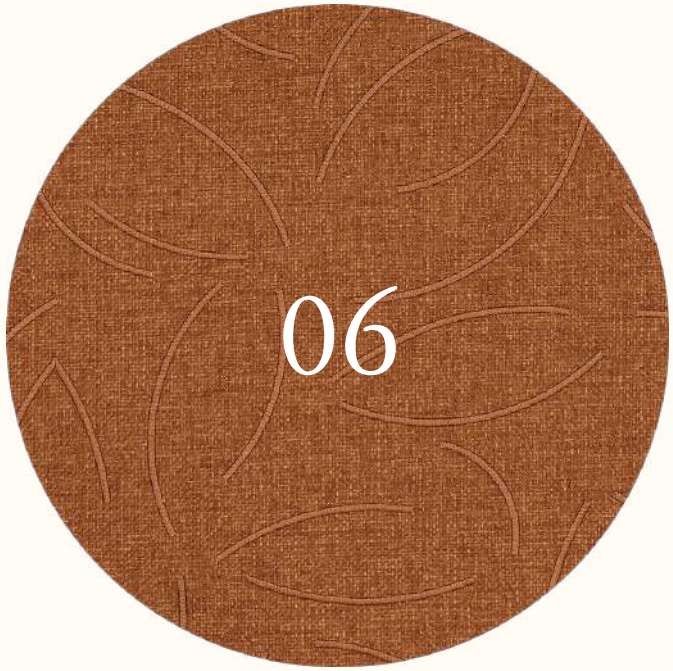




- Our wallcoverings are presented in **collections**
 - We usually have around **40 collections in our range** (1400+ SKUs)
 - We launch **3 to 5 collections a year** which have a lifespan of 5-10 years depending on the success of the collection
 - One collection is sometimes a mix of prints/textiles/naturals but can also be dedicated to one product group (Seraya for naturals for instance)
 - Each collection is presented through a large pattern book, which is the main sales tool.

- For each collection, we have several sales tools:
 - The large pattern book
 - The small pattern book (we call it the archi book)
 - A tipcard for the binder
 - Loose A5 samples of each SKU
- We also have other tools which showcase products from different collections
 - The fandeck: Large selection of SKUs
 - The harmonica: small selection of SKUs





06

What makes
Omexco different?





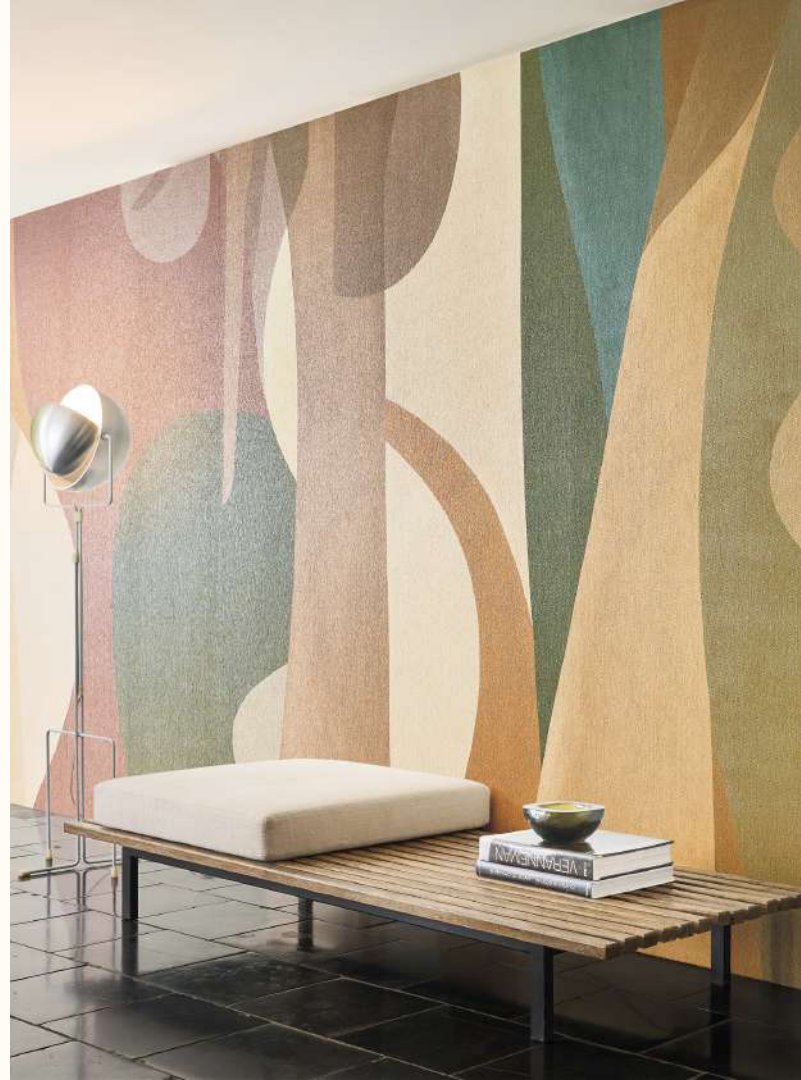
1. We only use **non-woven** as a **backing**

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2. All our wallcoverings are of **high quality**

- We don't cut corners when it comes to quality
- Strong quality control process before, during and after production





3. All our wallcoverings are **in stock**

- Every single SKU is generally in stock in our warehouse in Belgium
- Ready to be **shipped within 24 hours**

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4. All our wallcoverings are **sold by the metre / yard**



- Every single order is a custom order that will be carefully picked to make sure it meets the highest quality standards
- There are no minimums and no increments.
- You order exactly what you need – **Cost and waste effective**





5. All our wallcoverings are **environmentally friendly**



- Ecological certificates available
- Check “Our sustainable efforts” chapter for more details

S U M M A R Y

1. We only use **non-woven** as a **backing**
2. All our wallcoverings are of **high quality**
3. All our wallcoverings are **in stock**
4. All our wallcoverings are **sold by the metre / yard**
5. All our wallcoverings are **environmentally friendly**





Technical aspects





Width



Fire
resistance



Washability



Breathable



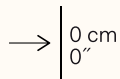
Scrubable



Light
resistance



Marine
certification



Pattern match



Sold by
the meter



Renewable
energy
produced



Recycled fibres



Reverse
hanging



Paste
the wall



Environmentally
friendly



Antibacterial
finish



Printed with
water soluble inks
and without heavy
metals



Strong and
resistant



Cleanable with
chlorinated
products



Custom colouring:
300 m / 33 yds min.



Totally or virtually
seamless



1. The width of a wallcovering

- The width ranges between 90 cm and 140 cm depending on the wallcovering
- On the associated logo, the direction of the double sided arrow shows the width of the wallcovering (where the seams will be). The number indicates the width of the wallcovering; 100 cm in this case.



Indicates that the wallcovering is shown vertically
(as it comes off the roll)



Indicates that the wallcovering is shown horizontally



Lots of our wallcoverings can be installed **vertically** (standard installation) or **horizontally** (also called railroaded)



Horizontal installation



Vertical installation



2. The fire rating of a wallcovering



- Most of our products hold an EU class BS1-D0 and/or a US Class A fire rating
- These are certifications that are often necessary for some contract projects

3. The washability of a wallcovering

- As a general rule of thumb: all prints are easy to wash if stained and most textile wallcoverings will be stain repellent. As for naturals, they are designed to be durable but their natural beauty makes them more precious



Scrubbable: the wallcovering can withstand scrubbing



Extra washable: even warm liquids (coffee) or coloured products (ketchup) can be cleaned with water



Washable: stains can be cleaned with clear water. However, too much water and rubbing should be avoided.



Spongeable: light stains can be removed with a humid sponge.

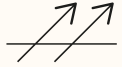


Stain repellent: liquid, dust etc will not be absorbed. It will bead on the wallcovering



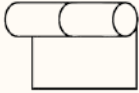
Bleach cleanable

4. The breathability of a wallcovering

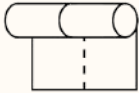


- The non-woven backing we use makes our wallcoverings breathable:
 - They let the humidity and the air through
 - All our products can be installed in humid environments, that includes powder rooms and bathrooms
 - Unlike what happens with vinyls, there's no creation of mold or bubbles due to the trapped humidity between the wall and the wallcovering

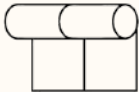
5. The seamlessness of a wallcovering



Totally or virtually
seamless



Subtle seaming



Panel effect

- Most of our wallcoverings are totally or virtually seamless if the design doesn't suggest otherwise and if installed properly
 - Prints and textile wallcoverings will usually always hold the totally or virtually seamless logo
 - There are exceptions such as silk wallcoverings
 - Most (but not all) naturals will show seams, it's part of the beauty of their perfect imperfection
 - If a wallcovering shows seams, it will appear on the install shots of the pattern books
- These are new logo's that we introduced recently and that you won't find in collections prior to september 2024

6. The light resistance of a wallcovering



- All our wallcoverings are tested and comply with strict standards of light resistance.
- They all range from Xeno value 4 to xeno value 8 (highest standard)

7. The marine certification of a wallcovering



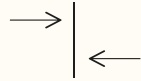
0493/24

- All prints and most textiles hold the Marine Certificate which allows us to be specified for cruise ships, yachts and boats.
- It is a European certification equivalent to the US IMO.
- We work with the most well-known cruiselines such as Royal Caribbean, P&O, Holland America, Norwegian Cruise Line, Carnival Cruise Line, ...

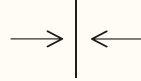
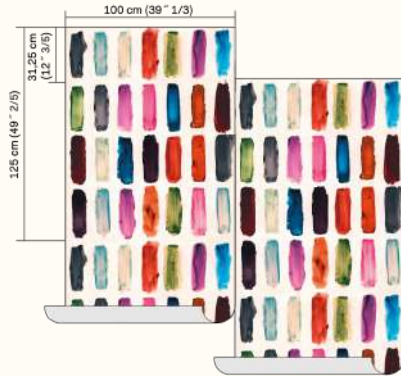


8. The pattern repeat of a wallcovering

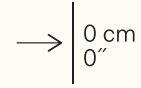
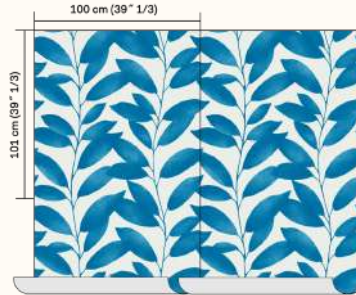
- For some wallcovering designs, there is a match that needs to be taken into account during the installation. That means that the strips can't be installed randomly next to each other.



Offset match



Straight match



Pattern design is
0 cm and the design
does not need to be
matched

9. Reverse hanging



- Some wallcovering designs require reverse hanging, which means every other strip needs to be installed in the reverse direction of the first one.





08

FAQ



- Can I use Omexco wallcoverings in a bathroom?

Yes for most of our wallcoverings. They are all breathable and allow air and humidity to go through.

- Are the wallcoverings washable?

Most Omexco wallcoverings are washable which means that stains can be removed with a humid cloth. For textile wallcoverings, loose dust can be removed with a dry cloth or vacuumed away. Some handmade products using natural materials are delicate but will remain in good condition for years if cared for properly.

- Can I use the wallcoverings in high traffic areas?

Yes, most Omexco wallcoverings are suitable for public spaces. Most hold all the necessary technical requirements to be long lasting in high traffic areas.

- Can I use the wallcoverings in hotels/restaurants?

Yes, all Omexco wallcoverings are suited for those kind of projects. Prints and textiles hold all the necessary technical requirements such as fire rating. Naturals will usually be more suited for feature walls in the lobby, restaurant or suites for instance.

- What's the delivery timing?

We hold stock of every single SKU in our Belgian warehouse. Everything can be shipped within 24 hours. Larger orders may require more time if they need to be produced.

- How many meters are the rolls?

Every Omexco wallcovering is sold by the meter/yard and there's no minimum. Hence, you order exactly the amount that you need. To sum up, the roll will be as long as you need it to be.

- Are the Omexco wallcoverings easy to hang?

Yes, we design them to be easy to hang providing that the installation instructions are thoroughly followed. We always recommend the use of a professional installer

- Does the wallcovering need to be double cut during installation?

No, all our wallcoverings are pre-trimmed and can be installed edge to edge

- Does Omexco offer custom colouring?

Yes, most products can be custom coloured

- Where can I buy Omexco wallcoverings?

Omexco is a B2B company, which means that we don't sell directly to the consumer but only to specialised companies and designers. You can find our distributors or resellers worldwide on our website

Proudly presenting

DON'T HESITATE TO SEND NICE PROJECT PICTURES OUR WAY!

