



# ABOUT BORÅSTAPETER

  
BORÅSTAPETER

MADE IN SWEDEN SINCE 1905





ART UNDER THE ELDER TREE 2045





# BORÅSTAPETER

Boråstapeter is a well-known Swedish brand dating all the way back to the 1900s. Here we invite you to get to know us a bit better!

Waldemar Andrén founded Boråstapeter with his vision for “every Swede to be able to afford to create a more beautiful home with wallpapers”. Now, more than a century later, our company and the world around us look very different. In order to reflect Boråstapeter now that we have more customers around the entire globe, we have updated our vision:

*“Drawing inspiration from our Swedish heritage, we create wallpapers for every home.”*

Boråstapeter is one of few Swedish wallpaper makers. In the factory in Viared, outside the town of Borås, our wallpapers are made from concept sketches to the final product. We’ve had more than a century to refine our craft, and with full control over the entire process, we can also influence and maintain responsibility all along our supply chain. This applies on every scale: in our design and choice of materials, but also in production, logistics, energy use and recycling.

– We are proud of the fact that for over a century we have been producing wallpapers that are of and for our time. In this brochure, you can learn more about who we are, our art and craft, and our amazing treasury of designs spanning both contemporary and up-coming wallpaper classics.













ART. FLORA 4179



# *FROM IDEA* TO FINISHED WALLPAPER

Every year, Boråstapeter launches several new wallpaper collections, all of which are manufactured at Borås Tapetfabrik, on the outskirts of Borås in Sweden. Different types of patterns reflecting a wide range of styles, but always true to our vision. Read on to learn more about our process from idea to finished wallpaper.





### WHERE DOES THE INSPIRATION COME FROM?

This is one of the most frequently asked questions we hear. The answer is that we draw inspiration from all kinds of sources. We also go trendspotting in design cities like Paris and Milan to get an idea of what's to come. We may be inspired by new directions, but equally by bygone cultures. We often seek inspiration from past artisanal arts and crafts of our heritage. At Boråstapeter, we also hold a large, historic wallpaper archive – a unique treasury of patterns to delve into.

### HOW ARE THE PATTERNS CREATED?

Creating a new wallpaper pattern is always a team effort, spanning our entire design department. We bounce ideas off each other, brainstorm on each other's sketches, and rework each design every which way. Some prefer to sketch in pencil, while other patterns are painted in watercolours. Some parts are created on a computer, printed out, and then reworked by hand, before being transferred back to the computer.

We invest a huge amount of time on processing our designs so that they work specifically as wallpaper. Each pattern repeat is given very precise dimensions to perfect it vertically and horizontally. Balancing the entire design as a whole takes a lot of work. It's all about composition and harmony. In many cases, the look of a wallpaper depends on the viewing angle and distance. Just taking a few steps back may make a completely different impression!

### WHAT DOES PRODUCTION INVOLVE?

Once the design is ready, we order custom-made printing rollers for that specific wallpaper; one roller for each colour in the pattern. The work then continues with the roller engraver, to ensure that the printed image is true to the original design. Are we going for a surface print, screen print, digital print or gravure print? How many colours to use? Will the inks be printed on top of each other for that special overprint effect? An overprint is always quite

the challenge, as there is no way of knowing just how it will turn out. A successful outcome is always a thrill, and so gratifying!

### HOW DO WE PICK PRINTING COLOURWAYS?

Sometimes, we want our wallpapers to blend their colours for a tone-on-tone effect. Other times, we go for striking colours with statement value for their interior. Whether the wallpaper is going to be solid colour, or feature multicolour patterning in every shade and hue, we pick colours with the utmost care. The colours need to work on large surfaces in an interior, but also match each other in terms of the pattern.

The skilled colour blenders at the wallpaper factory are amazing at producing the exact shade of colour. Do we need more black? Is this shade too warm or cold? Once the designer is happy, we then produce a sample print using the printing technique specified for that very wallpaper. The colours are calibrated, and then tiny adjustments are made until the print is perfect. Next, the wallpaper is ready for final printing in the actual production run. Perhaps it will soon be decorating your very own wall?











ART. BLOMSTERHAV 2054







# OUR PRINTING TECHNIQUES

**A**t Borås Tapetfabrik in Viared, Sweden, the time-honoured printing presses run side-by-side with state-of-the-art digital printing technologies. This allows us to preserve our rich artisanal tradition while keeping up to speed on the latest technologies that open up exciting and innovative design possibilities. The printing technique we choose for a specific wallpaper is carefully aligned with the designer's vision, and the wallpaper pattern, texture and colourways. Read on to learn more about the techniques we apply.

## **SURFACE PRINTING**

Surface printing is a traditional printing technique that our company has been using since it was set up in 1905. The oldest collagraph printing press prints wet-on-wet in seven to eight colours. There is also a modern collagraph printing press that prints in six to seven colours. With both these presses, the technique results in a textured finish and expressive, almost hand-painted look.

## **GRAVURE PRINTING**

This technique allows us to produce wallpaper faster and in larger quantities compared with

traditional collagraph printing. The factory owns two gravure printing presses that print in five to six colours. Gravure printing allows us to achieve amazingly detailed patterns in many colours, and, on some wallpapers, an exquisitely tactile finish.

## **DIGITAL PRINTING**

Digital printing is the latest technique, and allows us to produce wallpaper with more colours and larger-scale patterning. There are three digital presses, and they work like huge printers. Digital printing allows us to create amazingly crisp pattern detail. These wallpapers are printed to order, which is excellent from a sustainability perspective.

## **SCREEN PRINTING**

Originally used for textile printing, this technique involves the use of stencils for transferring the design. The process is slower than most other printing techniques, as the ink is pressed from the inside out and the printing surface is slightly wider than standard. Screen-printed wallpaper can have up to three colours and the technique is often used together with intaglio printing.



A bedroom interior featuring a bed with a striped duvet and pillows, a window with a white lamp, and floral wallpaper. The room has a sloped ceiling and a wooden floor. The wallpaper has a pattern of green leaves and yellow flowers. The bed has a brown and white striped duvet and a brown and white striped pillow. A white lamp is on a table next to the window.

# EASYUP

EasyUp is Boråstapeter's own trademarked brandname, but is now a generic term in the wallpaper industry. EasyUp wallpapers are made of sustainable non-woven material.

For consumers, this holds several advantages.



### **SMOOTH WALLS**

EasyUp wallpapers result in smooth, seamless walls, as the lengths are mounted edge-to-edge rather than overlapping. This attractive look also requires less prepping the next time you want to paper your walls; you can avoid sanding and a whole lot of spackling.

### **EASYUP MEANS JUST THAT**

Wallpaper made of non-woven material is also easy to hang, as it is hard-wearing, durable and structurally stable. The wallpaper paste is applied straight to the wall (not to the paper) before each length is put up.

### **LESS PREPARATION**

A third advantage of the EasyUp wallpapers is their high opacity. This means that they have low transparency, meaning that even old wallpapers with high-contrast patterns do not show through. In other words, there's no need to paint your substrate before hanging an EasyUp wallpaper.

### **A PRO-ENVIRONMENT CHOICE**

EasyUp wallpapers are also a sustainable option. Unlike like vinyl wallpapers, for example, they contain no chlorinated hydrocarbons or plasticisers. This reduces the harmful impacts on the environment and living organisms.



*Guide to wallpapering*



# SUSTAINABLE *OF COURSE*

At Boråstapeter, all our wallpaper production takes place in Sweden. In Borås, a small town in southern Sweden, we create wallpaper from the initial sketch to finished product. This gives us great control over the process, and thus also the opportunity to influence and take responsibility at all stages.

**W**e have had more than 100 years to refine what we do, and how we do it. This applies to both the large and the small, the design and choice of materials, production and logistics, energy and recycling. Responsible environmental work and a holistic approach to sustainability have always been issues close to our hearts.

In addition to minimizing the environmental impact, the holistic approach also means taking people into consideration; those who work in production and those who live in environments where our wallpapers can be found.

## **PRODUCT**

We follow and create trends but aim for patterns and colours that can live and be appreciated over time. We are also happy to dig into our large historical archive. There are many classic patterns to be inspired by and reuse.

Our wallpapers are either paper or non-woven material. The base of our wallpapers is a mixture

of mechanically unbleached pulp and chemically bleached pulp to provide the very best product properties. The bleached pulp consists of Elemental Chlorine Free (ECF) pulp. This means that instead of elemental chlorine, chlorine dioxide is used, which does not react in the same way during bleaching and is not as environmentally harmful as the old-fashioned chlorine bleaching.

- The base paper is free of PVC and is processed in as environmentally friendly a way as possible. The non-woven wallpaper is based on a mixture of cellulose and polyester fibre. PET fibres are used to give the wallpaper better strength and to enable the wallpaper to be adhered to the wall.
- No solvent-based inks are used. Only water-based inks that are free of PVC, environmentally harmful and allergenic substances, as well as heavy metals.







The wallpaper is often given a surface treatment to be more durable and lasting; to withstand stains better and to be easier to wash off.

- All packaging materials are recyclable. The roll of wallpaper is encased in a thin polyolefin film, and the packaging is made of corrugated cardboard. The wallpaper can be recycled as energy during incineration and is not considered environmentally hazardous waste. The factory works with continuous improvements across the entire environmental area. This means following developments to find even better material solutions. It also means choosing raw materials and suppliers carefully. The main suppliers conduct environmentally friendly forestry.

#### **MANUFACTURING**

We carry out our sustainability reporting according to the GHG Protocol. Together, we have mapped all Scopes, 1, 2 and 3. Based on the data collected, change projects are prioritised and continuously driven in the factory to reduce our carbon footprint.

Since raw materials and processes are largely harmless to the environment from the start, there is no need for advanced chemical treatment plants with flue gas filters or similar in the manufacturing process.

- The factory has a strong focus on reducing energy consumption both by suppliers and in its own production. Much of the energy used, including that used for printing and drying, is recovered through heat exchange and heats the premises.
- To further take care of nature and our surroundings, the factory has built its very own water treatment plant. All the paint residues

are separated from the process wastewater here, so that only clean and checked clear water is flushed out into the municipal sewer network for final treatment. All emissions are measured and controlled, and are below all prevailing limit values. We also focus a lot on minimising water consumption and reusing as much as possible. The factory works systematically with continuous improvement in order to streamline production and minimise waste and residual waste. The waste that cannot be recycled is recovered into heat and energy in the municipal district heating plant and replaces the need for other fossil fuels.

#### **DELIVERY**

Transportation is one of the areas where we can take great responsibility, both in how our deliveries are packed and how the logistics are organised, as well as which partners we choose. Our corrugated packaging contains at least 90% recycled corrugated cardboard and the remaining materials are FSC certified. The transport companies' sustainability strategy is a very important parameter when choosing partners.

All outward transports are from Boråstapeter's warehouse, which is located close to the factory. This helps us to organise deliveries so that there are as few transports as possible and the environmental impact is reduced.

#### **CERTIFICATION**

FSC®, the Forest Stewardship Council, is one of the most important certifications in our industry. This means that the factory exclusively uses FSC certified material from sustainable forestry with traceable origin.

Our wallpapers are CE labelled, which guarantees that, among other things, the requirements for the environment, safety and health are met.



All production complies with and exceeds the European environmental requirements and the industry's own product requirements as set by IGI, the international trade association for wallpaper manufacturers.

The wallpapers are also fire-rated according to current product standards. To ensure a good indoor environment, the products are also tested and meet the product requirement for emissions of volatile organic compounds (VOCs) according to the current building material classification, M1 Emission Class For Building Material. Our products are also certified by Sunda hus and Byggsvarubedömningen. (the Swedish Building Products Assessment).

#### **SOCIAL RESPONSIBILITY**

Therefore, aspects such as secure employment with collective agreements, a good work environment and commitment to future painters are a matter of course for us.

Together with our employees, we work for a prosperous and sustainable workplace. A workplace where we create participation and commitment, as well as thrive and feel good. Our work environment should be characterised by active and open collaboration between managers and employees, where we respect each other and where all our employees have the same opportunities. We have collective agreements and, of course, follow laws and regulations.

We also believe that our social responsibility extends further, which is why we are committed to future painters and, through collaborations with various education providers, have made it possible for students to come to us and learn the craft. As the market leader in the Nordic region, we believe that it is our responsibility to contribute with the education providers to increasing expertise in wallpaper and wallpapering.





ART. OILPAINTING LANDSCAPE 9482W

ART. CANVAS OYSTER 6123



# WALLPAPER GUIDE

*Tips and inspiration for your wallpapering project.  
Wallpapering instructions and tutorials.*

## *Wallpapering school*

Consult our 'wallpapering school' for tips and tricks from the experts:



## *Wallpaper calculator*

You can easily calculate how many rolls of wallpaper you're required by entering the dimensions of your walls and chosen wallpaper in our wallpaper calculator. Try it out here:





ART. NOCTURNE 2025





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