

## **CMA'S NEW WALLCOVERING NATURALLY OUTPERFORMS COMPETITION**

In just one more of a number of recent moves that build on its strategy of "One Source, More Solutions, Worldwide," Maryland-based interior-furnishings provider CMA has introduced *HardCover*, a new high-quality, proprietary wallcovering constructed of natural fiber.

In addition to its obvious environmental advantage, *HardCover* wallcovering is more cost-efficient than competitive products. With a minimum life of 15 years, hardcover will outlast 5-7 new coats of paint or 3-5 wallpaper applications during the same time. This makes it the most cost efficient wallcovering on the market.

*HardCover*, constructed of natural sisal fiber, also outperforms paint or wallpaper in durability, tearing, and even attempts to deface it. This makes it ideal for all types of housing or schools or public buildings known for abusive wear.

The new wallcovering from CMA is also 100 percent static free, economical to install, serves as a natural bulletin board, and is a natural sound absorber.

"This is another example of how the customer comes first at CMA," explains CMA president Bruce McMahan. "When CMA decided to become a single-source provider, we sought out the very best flooring, furniture and furnishings manufacturers in every category. We offer the very best brand names available, including Milliken Carpet, J&J/Invision, American of Martinsville, Pennsylvania House, and Teknion. But sometimes even these great manufacturers don't provide all the options. So CMA has introduced several proprietary lines. First we introduced American Spirit, a new brand of American-made furniture designed to meet special budgets. Now we are introducing an exceptional alternative to paint and wallpaper, CMA's *HardCover*. By offering such a complete product selection, we can truly meet any customer's needs regardless of performance requirements and budget. That allows us to earn the customers trust. And that has allowed CMA to triple its sales in the last six years, a fact we're very grateful for."

"Our new *HardCover* wallcovering tough, attractive, sound-absorbent, and can be applied in many buildings where wallpaper isn't practical. And those are just some of the reasons it's such a match for tough use buildings, from military and college dorms to school and training buildings. It's just one more solution from CMA, one we're very proud of."

