



CLIENT:

**JEB Group**  
**(For JEB Architectural Finishes, Hong Kong)**

PROJECT:

**Blog Content**



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**See. Feel. Smell. Experience. Organoid® Wallpaper**  
**Ignite The Senses And Reconnect With Nature.**

What if there was a sustainable wallpaper that could transport people from the boardroom, living room or local café, to the tranquility of the Alpine meadows? A product encapsulating the raw beauty, textures and scents of our natural surroundings, like Alpine-hay, rose petals, herbs and marguerite blossoms.

Born from the desire to bring people back to nature during these unpredictable times, we are excited to feature the award-winning Organoid® Wallpaper. This unique product allows you to create walls, ceilings and decorative surfaces that stimulate the senses, using compressed grasses and flowers from the Tyrolean Alps.



Cladding walls and ceilings with natural wallpapers is very easy, either on breathable flax backing or strong self-adhesive film. Produced in a CO2-neutral manner and improving indoor

climate, all Organoid® Wallpapers are allergy-tested, breathable and environmentally friendly, with no health implications.

The natural surfaces on flax backing are virtually inflammable and can be administered like wallpaper, or as a decorative top layer on wood-based materials. The 100% flax fleece can be processed like heavy wallpaper or as a decorative surface, and the strong self-adhesive film is suitable for direct adhesion on plasterboard, concrete and other materials (including raw surfaces). Simply cut, remove the protection paper, and apply.



The collection offers multiple variations of the Alpine-hay Organoid® Wallpaper. Here is a glimpse to help you visualize the wow factor, depth and soul this product could add to your next project.

## WILDSPITZE

*Features naturally scented Alpine-hay and herbs from the Tyrolean Alps, hand-cut and processed as wallpaper on a breathable 100% natural flax non-woven backing.*



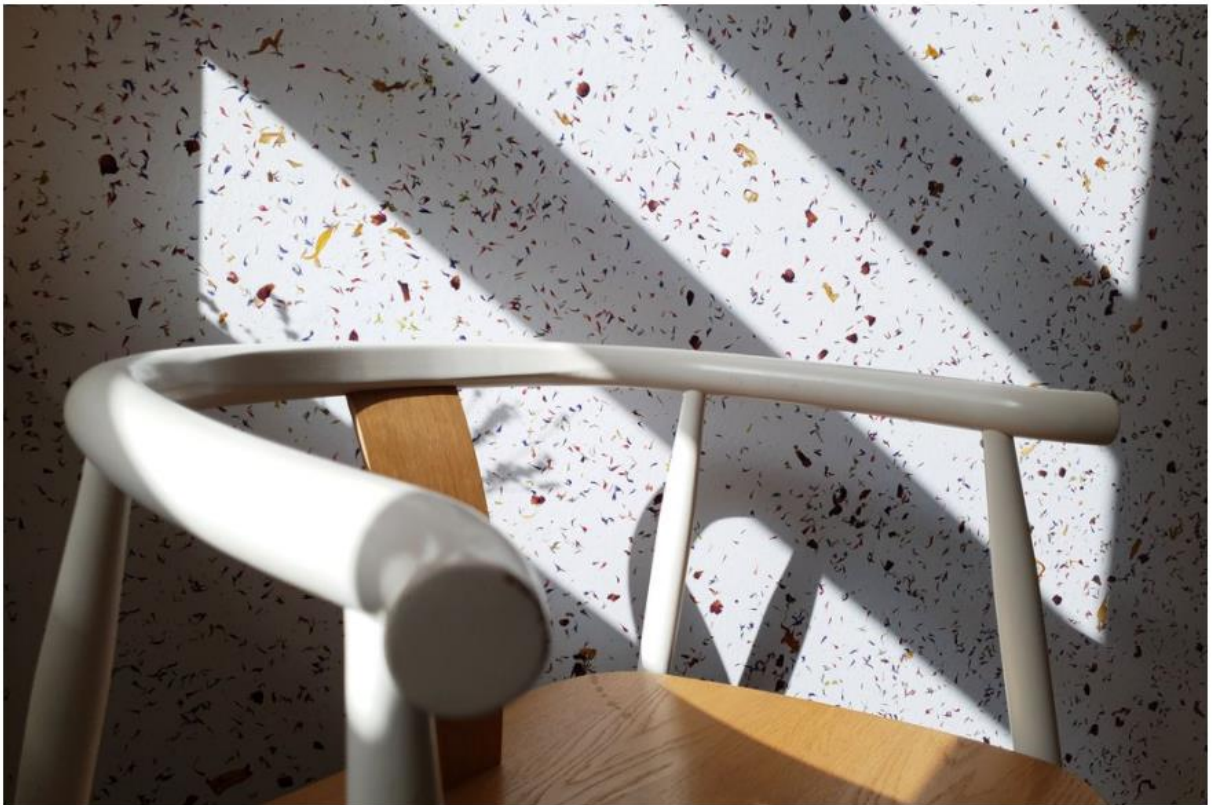
## BERGWELSN

*On every m<sup>2</sup>, Organoid® process 6 edelweiss, 20 marguerites, roses, heather and the bright colours of cornflowers, on fragrant Alpine-hay. Available on a strong self-adhesive film.*



# ALMWIESN

*Combines scented Alpine grass, petals of arnica, cornflower, heather, roses and marguerites with stem, processed as a wallpaper on a strong self-adhesive film.*



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