



A COLLABORATION WITHOUT COMPETING ABOUT THE WALL SPACE

Two companies with different markets but with the same vision, to create pleasant environments. Boråstapeter inspires people to create more cozy and personal homes with Swedish-made wallpapers that last over time. Götessons works to create an ergonomic, comfortable and stylish interior for offices, hotels, schools and other public environments. The common denominator “furnishings” is the foundation for an exciting collaboration that was launched in 2022.

A growing segment at Götessons is sound absorbers and acoustic products, which much depends on the increase of open office landscape in companies around the world. In open spaces, there is a huge need for screens, room-within-a-room, plants or other types of absorbers that create a harmonious sound environment. Sound-absorbing prints are an effective way to dampen the sound level while contributing to a playful and stylish interior detail. Together with Boråstapeter, Götessons has selected nine favorite patterns which now are available as printed sound absorbers.

- The prints can advantageously be placed on wallpaper with the same motif or against a neutral background. There will be different effects, but both variants create a stylish room, says Kristin Gullberg, business developer at Boråstapeter.

The wallpaper pattern is printed on a canvas that is laminated on the sound-absorbing core material EcoSUND. EcoSUND is made from 100% polyester fiber (PET), of which at least 50 % is recycled PET bottles. The product has a long life and can be reused over and over again. The structure of the absorbent means that the fibers are both moisture resistant and therefore cannot mold, and also do not release dust or other substances that give rise to allergies.

- We are very happy about the collaboration with Boråstapeter, says Jessica Carlstein, marketing manager at Götessons. We have a fantastic acoustic product and Boråstapeter are experts in decorating our walls with stylish motifs, she continues.

Irrespective of whether it is at home, in the office or other public places, our well-being is reflected by the environment we are in. With good acoustics in a beautiful room, the possibility of good well-being increases. Thanks to this collaboration we don't need to choose one or the other and there is no competing about the wall space.

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