

# Vinyl Art Publishes Case Study About the Architectural Wall Coverings Industry

MIKE HOWARD October 03, 2018



Vinyl Art™'s case study examines how the company was able to use clear vinyl pouches and ringed binders to create a portable storage and display solution.

**Vinyl Art shares insight on solutions that help wall covering manufacturers display their sample products in the fifth of an ongoing series of case studies.**

([Newswire.net](http://Newswire.net) -- October 3, 2018) -- [Vinyl Art](http://Vinyl Art) has published the fifth in an ongoing series of case studies reflecting a four-decade history of designing and manufacturing vinyl and plastic products for a wide variety of customers.

This latest case study recaps working with wall covering manufacturers to help them create display solutions for samples. The wall covering market in the United States is a \$1.4 billion industry, while global sales in 2017 was nearly \$24.5 billion. Demand for decorative tile wall coverings is seeing a resurgence in both new construction and remodeling, with higher-end products such as glass tile leading the way.

Wall covering manufacturers have the challenge of providing display solutions for trade designers, retailers, and even the consumers themselves. The biggest difficulty is finding ways to show off samples.

Vinyl Art's case study examines how the company was able to use clear vinyl pouches and ringed binders to create a portable storage and display solution. "You'll see tile nicely displayed in retail environments," says Vice President Tim Hitchings, "but walk into an architectural design studio and you'll see samples the way most manufacturers ship their samples. It's mostly done with binders. And both the tile manufacturers and the architectural design firms turn to us for help with sample storage and display solutions for non-retail use."

One of Vinyl Art's most popular requests is for clear vinyl pocket display solutions. "We can make them any size," explains Executive Sales Director Rob Slattery. "That's why tile manufacturers and design firms love working with Vinyl Art. Come to us with a tile the size of a postage stamp, and we can quickly produce clear vinyl pouch sheets to display them. Six-inch by six-inch? No problem. Pretty much any size that makes sense to comparatively display on a sheet is something we can create."

Vinyl Art has plans to release more case studies throughout the rest of 2018 to help celebrate the company's 40th anniversary.

40 years of continuous operation have put the company in possession of over 5,000 dies. Vinyl Art often can repurpose the dies to help clients create flexible packaging and loose-leaf products. It greatly reduces the production cost involved in manufacturing. "The dies have some interesting stories attached to them, too," say Slattery.

Download a copy of the case study from the [Vinyl Art website](http://Vinyl Art website).

About Vinyl Art: [Vinyl Art](http://Vinyl Art) specializes in custom vinyl package designs. Manufacturing is done in-house on state-of-the-art equipment, creating products proudly made in America. Their manufacturing capabilities include foil stamping, debossing, screen printing, and vinyl custom designs/colors/textures.

Source: <http://newswire.net/newsroom/pr/00104478-www-vinylart-com.html>