



EnVision® PVC-Free Wallcovering

setting new standards in wallcovering for a healthier building environment

SHOE CARNIVAL ENVISIONS INNOVATIVE WALL SOLUTION

It was the final piece in the puzzle.

The construction of Shoe Carnival Inc.'s new corporate headquarters in Evansville, Indiana was nearing completion in the Spring of 2007 when, at the eleventh hour, a unique design problem arose.

There was something that just didn't look right about the lobby walls.

"It just wasn't working," said Shoe Carnival's Vicki Held, who was in charge of purchasing for the project. "Something had to be changed."

The original plan had originally appeared adequate. A couple coats of paint, some tasteful accessories and there's your lobby. If only it had been that simple.

"We realized we had a problem," Held allowed. "We have these beautiful blue-tinted glass windows, very distinctive, that really set the tone and mood for the building. But we found that, depending on the time of day and whether you had natural sunlight streaming in or it was night and the lobby was all lit up, the look and feel was very different. No one really liked the contrast. It wasn't what we were looking for. We knew we had to do something."

Painted walls did not deliver the dramatic effect Shoe Carnival executives were looking for.

"The blue windows were tricky in areas," said Designer Cheryl Guth of the Evansville-based Business Environments. "I think the biggest problem was the paint itself. The painters were very professional but they were using a metallic paint and in certain light you could see where the paint had been applied with the rollers. That just doesn't work in a two-story, open-planned lobby. It just didn't look good. It was a matter of aesthetics."

The solution proved elegant in its simplicity. Finding the right look just took some vision. Or more precisely, EnVision, which is a unique collection of earth friendly wallcoverings from Roos International of Deerfield Beach, Florida. The product was presented to Shoe Carnival by Ken Tirey of Fashion Wallcoverings of Cleveland, Ohio.



"Shoe Carnival had wallcovering in other areas of the building so we had a feeling that EnVision would work, but we held it up under samples of the blue glass just to be sure," Guth explained.

Printed with a combination of a gold metallic luster background with an opaque overprint that produces a dimensional visual effect.

It was the kind of dramatic look they were seeking.

"It turned out to be a perfect fit," Guth said. "It's such a wonderful project, just beautiful. Achieving the look they were going for was a challenge. I think we got it just right."

Solving this final design problem was just the final challenge of constructing a two-story, 60,000 square foot office building. Shoe Carnival, one of the nation's leading retailers of family footwear, understood that and was intent on getting it right. In three decades the company had grown from a single store in Evansville to nearly 300 outlets spread across 27 states, all the while maintaining an offbeat charm and its unswerving commitment to the consumer.

The company also maintains a respect and commitment to environmental responsibility. And it was important for the company to convey its beliefs through the construction of its new headquarters.

"All along, we were interested in doing right by the environment, but at that late date, we suddenly became more concerned with the design look. When the new wallcovering turned out to be good for the environment, it was an added bonus, a real pleasant surprise," Held said.



"It really looks great," said Held. "That was our main concern. When you enter the office, the lobby is the first thing you notice. We wanted to make sure we got that right."

Producing alternative contract wallcoverings that are decorative, functional and sustainable is one of the secrets of Roos International's success.

"Being environmentally-friendly is what we're all about," said Deborah Roos, Vice President of the 22-year-old Roos International. "But that doesn't mean sacrificing on the look for your wallcoverings. With EnVision, as with all our wallcovering collections, you can have it all."



As a designer, Guth understands the need for both.

"Of course, whatever you're doing, whatever you're working with, you wanted it to look good," she said. "That's never going to change. But more and more these days, when they're making decisions, businesses and individuals are thinking about the environment."

EnVision was designed as a green alternative to traditional vinyl wallcoverings. The highly breathable EnVision – which significantly reduces the risk of mold and mildew growth – is free of both PVC (polyvinyl chloride) and VOC's (volatile organic compounds). The product contains no chlorine or heavy metals and does not off-gas. The Bin 500 Collection, which comes in roll sizes 54 inches wide x 30 yards, meets Type I Category IV standard of ASTM F793-98 and includes both recycled and rapidly renewable content. The EnVision collection also has wallcoverings that meet the Type II standards.

EnVision Class A fire-rated wallcoverings are produced with water-based inks and offers a protective, washable finish. Non-woven combines a textural, natural fibrous polyester cellulose substrate with clean, contemporary colors and designs.

EnVision, which is listed in GreenSpec, will not shrink or stretch, allowing for butt joint installation and no double cutting of the seams, providing for a low waste factor during installation.

On new commercial construction projects like Shoe Carnival, EnVision could help earn LEED (Leadership in Energy and Environmental Design) points in several different categories. Available points include those for Building Reuse (1-2), Recycled Content (1-2), Regional Materials (1-2), Low Emitting Materials – Adhesives & Sealants (1 point) plus additional points for Innovation in Design.

Steve Kahre, Vice President of Development for Woodward Commercial Realty, Inc. in Newburgh, Ind., which built and owns the new Shoe Carnival office building, has seen a growing awareness of green design develop.

"It's up and coming," Kahre said. "Until recently it hadn't been much of a concern, but it's really catching on. It's something that people and businesses are increasingly interested in."

Ken Tirey, Sales Representative for Fashion Wallcoverings, which distributes EnVision, echoes those sentiments.

"It's really taken off," Tirey said. "I think because of the media and advertising, the word's really getting out there. Just in the last six to 12 months, I've seen a lot more interest in how a product affects the environment."

"Shoe Carnival was interested in something for the environment as well as a product that made economic sense," Tirey said. "EnVision solved both situations. It's a good product. And it looks fantastic and adds a touch of elegance."

Shoe Carnival's Vicki Held agrees.

"I think everyone's happy with how it turned out," she said. "Before we made the commitment, we had some samples sent over and we all got a feel for it over a few days. It was just what we were looking for. We love it."

And another satisfied customer was born. Shoe Carnival ended up satisfying a critical design need with a sustainable product that fit within its budget. It was everything they could envision.

EnVision with a capital "V."



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