

ERFURT[®]
WÄNDE ZUM WOHLFÜHLEN

RAUHFASER-
TAPETEN

ERFURT-RAUHFASER

The wallcovering with a thousand possibilities



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How paper and wood became the wallcovering of the future



A PERSON WITH A NEW IDEA IS A CRANK UNTIL THE IDEA SUCCEEDS.

Mark Twain, Author

In 1827 the German entrepreneur Friedrich Erfurt set up a paper mill in the town of Wuppertal. 37 years later, his grandson Hugo developed a revolutionary wallcovering, Rauhfaser (woodchip), manufactured from paper and wood fibres. Whereas it was initially used as a textured decorative paper for shop windows, people discovered its benefits for the interior walls of their homes at the start of the 20th century. The textured paper concealed defects and unevenness, and different colours enabled customers to create unique and individual room impressions. Woodchip thus opened up completely new opportunities for people to create their own personal ambience.

ERFURT
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ERFURT & SOHN KG, now managed by the 7th generation of the Erfurt family, is the market leader for paintable wallcoverings. The company has established itself worldwide as a specialist for decorative and functional wallcoverings, including the embossed paper range Novaboss, the flat nonwoven range Variovlies, the embossed nonwoven range Vliesfaser and the interior wall system Klimatec. ERFURT supplies customers with innovative and sustainable solutions for wall design in over 30 countries. All Erfurt products are still produced at the company's site in Wuppertal. The driver behind this innovative power is a constant striving for the best possible quality combined with a sustainable and environmentally friendly production.



Today ERFURT-Rauhfaser is the most popular wallcovering in Europe – and there is a lot of good reasons for this. The elegant grain-textured Rauhfaser is a perfect background for every ambience – from fine elegance to a more formal or rustic appearance. And don't forget that Rauhfaser can be re-painted several times. Today, Rauhfaser is also available as a nonwoven wallcovering (Vlies-Rauhfaser). Thanks to the textile fibres that reinforce the material, Vlies-Rauhfaser is dimensionally stable and can be applied using the paste-the-wall technique without soaking time. The innovative technology used for Vlies-Rauhfaser ensures a high level of tear resistance and durability. Vlies-Rauhfaser also covers cracks. Of course, it remains environmentally friendly and healthy.

Rauhfaser

(woodchip) is a paintable wallcovering with a textured surface. Germany's most popular wallcovering is manufactured from three layers of paper into which texture forming wood fibres have been worked to produce fine, medium and coarse textures depending on the grain size. When you decide to renovate or redecorate, Rauhfaser can be re-painted several times and does not need to be fully replaced. These are just a few of the benefits that have made Rauhfaser an unparalleled success story in many parts of Europe.



Rauhfaser as passepartout for your interior design

At first glance Rauhfaser may appear as a simple product. But it combines a lot of benefits and helps achieving outstanding effects in your interior. First of all, Rauhfaser is comparatively inexpensive and durable as it can be re-painted several times, which means that it is constantly re-inventing itself and allows rooms to appear in a new style.

Furniture in the spotlight

Rauhfaser is suitable for applying in every room – from living rooms to kitchens – and it always remains discreetly in the background. The walls thus become the framework for showcasing the furniture, and the onlooker's gaze can focus on the pictures or furnishings.

Environmentally friendly

Customers also benefit in other ways: Rauhfaser is environmentally friendly and healthy. It is free of solvents, plasticisers and PVC. Rauhfaser is primarily produced from recycled paper: it contains no pollutants, it is breathable, moisture-regulating and even suitable for allergy-sufferers.



www.blauer-engel.de/uz35

ONLY SIMPLE THINGS MAKE A BIG IMPACT.

Albert Einstein, Physicist



Rauhfaser is very easy to apply. It can be corrected and simply rectified just after having been applied to the wall and looks good even after only a single coat of paint. Any lighter or darker contrasts on the base surface are well covered by the Rauhfaser. The same applies to unevennesses on the wall, which are covered by the textured Rauhfaser. ERFURT-Rauhfaser is available in several textures: from coarse to fine. The grain-texture is the real highlight of this wallcovering and gives Rauhfaser its typical look. No seams are visible after painting (with no strokes from brushes or rollers visible on the wallcovering), thus creating an even surface. No pattern repeats, no wastage – unlike other wallcoverings.

Three qualities – three guarantees for success

Three different Rauhfaser qualities offer you a wealth of benefits and perfect durable walls. Regardless of whichever quality you opt for, you will always see the even grain-texture of Rauhfaser and always have a top product ‘Made in Germany’.

Traditional Rauhfaser
or
Vlies-Rauhfaser
used with
the paste-the-wall technique
or
white-painted
Vlies-Rauhfaser Superweiss

ERFURT now offers Vlies-Rauhfaser and the ready-painted Vlies-Rauhfaser Superweiss Classico in its range in addition to traditional paper-quality Rauhfaser. **Vlies-Rauhfaser** is additionally reinforced with textile fibres, whereas traditional Rauhfaser is manufactured from paper and wood fibres. **Vlies-Rauhfaser** covers cracks and can be applied using the paste-the-wall technique. **Vlies-Rauhfaser Superweiss Classico** creates beautiful walls as soon as it has been applied using the paste-the-wall technique; the “Superweiss” version is already painted white. All three Rauhfaser qualities are suitable for allergy-sufferers.

THE QUESTION IS NOT WHAT YOU LOOK AT, BUT WHAT YOU SEE.

Henry David Thoreau, Philosopher



Rauhfaser

- Environmentally friendly and healthy
- Free of PVC and plasticisers
- Breathable and moisture-regulating
- Suitable for allergy-sufferers
- Can be re-painted several times



Vlies-Rauhfaser

- Can be hung using the paste-the-wall technique
- **Covers cracks and is durable**
- Environmentally friendly and healthy
- Free of PVC and plasticisers
- Breathable and moisture-regulating
- Suitable for allergy-sufferers
- Can be re-painted several times and is **easy to remove**



Vlies-Rauhfaser Superweiss Classico

- **Painted white**
- Can be hung using the paste-the-wall technique
- **Covers cracks and is durable**
- Environmentally friendly and healthy
- Free of PVC and plasticisers
- Breathable and moisture-regulating
- Suitable for allergy-sufferers
- Can be re-painted several times and is **easy to remove**



Which texture is suitable for which room?

People associate naturalness with textured finishes. They are perceived as pleasant and warm, while smooth finishes are perceived as sterile and cold – nature alone is therefore the major source of inspiration for ERFURT surface finishes.

The more defined the texture, the more extreme the shadows cast, enabling Rauhfaser woodchip wallcoverings to conceal unevennesses on the wall. A further effect: the vitality of the Rauhfaser finish is maintained over the course of the day by the changing incidence of light, the different shadows cast, allowing the material to have a 'quasi-vital' appearance. This effect is perceived all the more strongly the lighter the colour of the wall.

Fundamentally, the coarser the texture, the better Rauhfaser conceals any defects on the base surface, as the shadows appear darker than with a fine texture.

NATURE ALONE IS INFINITELY RICH AND SHE ALONE IS THE GREAT ARTIST.

Johann Wolfgang von Goethe, Poet

Finer textures are recommended if rooms are to appear brighter. The onlooker's distance from the wall is shorter in smaller rooms, again favouring a fine texture that appears less dominant than a coarse texture, making it more pleasing to look at. A key benefit of coarse textures is that the more coarsely grained they are, the more often they can be re-painted. The texture remains visible for longer than is the case with a fine texture, which becomes "submerged" more quickly and is no longer visible. Select a fine texture for ceilings, especially as ceilings are generally not painted as frequently as walls.



Versatile **Rauhfaser Romantic** is part of a range that incorporates cubic wood fibres. As the finest of the textures, it lends character to every room without dominantly forcing itself into the foreground, underlining the home-owner's style.



Popular **Rauhfaser Classico** accompanies you through every stage of your life and is always an excellent choice: whether in the living room or bedroom, or on the walls of the hallway or nursery. Woodchip: home improvement for all generations.



The stimulating **Rauhfaser Avantgarde** cannot fail to captivate you with the cubic form of its wood fibres. It conjures up a tranquil vitality on every wall, transforming every room into a special space. The individual finish: paint – feel good.



The strong and distinctive texture of **Rauhfaser Rustic** is the durable wallcovering of choice for all day-to-day situations. It is expressive, giving you the freedom to interpret it in a modern or conservative way in terms of your personal interior design.



Homely **Rauhfaser Spring** is the ideal wallcovering for anyone who wants a neutral design as a starting point for their unique home ambience. The subtle texture of this woodchip is very restrained on the wall.



GOOD TO KNOW

When you opt for **Vlies-Rauhfaser**, you have the choice of **five textures**, including the extremely fine and elegant "**Viva**" texture.

Paint: the individual finish for Rauhfaser

Colour is the decisive factor for the impact of your room. No room that is used and lived in works on its own. The furniture, lighting and accessories all determine its effect. These factors also have to be taken into consideration in the choice of the colour, although nevertheless some general statements apply. First and foremost, Rauhfaser is ideal for any shade of your choice. The shadows cast by the grain also break up strong colours, which always appear slightly muted, and hence are easier on the eye. In terms of healthier living, opt for an environmentally harmless wall paint for your healthy Rauhfaser wallcoverings.



How colours affect the impact of a room

Mono-coloured surfaces without ornamentation accentuate the space as such. Light colours allow it to appear larger, while darker colours make it appear smaller. Naturally the impact of a space can be affected by the specific use of colour. Isolated areas can be visually highlighted or accentuated. Dark and warm tones visually make the depth of a room shallower, but create a feeling of comfort in larger spaces, inviting you to spend time there. By contrast, light and cool colours give spaces breadth and openness. A room appears visually higher if the ceiling is painted in a lighter colour than the walls and, by contrast, the ceiling appears lower when it is painted in a darker colour.



THERE ARE HARMONIES AND CONTRASTS CONCEALED IN COLOURS,
WHICH AUTOMATICALLY WORK TOGETHER.

Vincent van Gogh, Artist





The pronounced texture of Rauhfaser Avantgarde works in an elegant and modern way with contemporary linear furniture, creating a stylish homely atmosphere. Black and white furniture looks really nice in these rooms. Rauhfaser Avantgarde is ideal for expansive rooms.



Rauhfaser Classico, painted white, gives a space lightness and a pleasant atmosphere. White should be combined with other colours to ensure that it does not appear boring. One idea might be to use this year's on-trend rose colour in a girl's bedroom.

Rooms would choose Rauhfaser if they could choose.



Rauhfaser remains discreetly in the background and therefore becomes the ideal wallcovering for every interior style – whether functionally modern, minimalist, cheerfully baroque or classically elegant. When painted in coordinated colours, it accentuates your style or becomes a backdrop for your furniture.

And the best thing of all is that Rauhfaser can be re-painted several times – saving you time and money.



A fine texture, like Vlies-Rauhfaser Viva or Rauhfaser Romantic, painted in cool blue, conveys a sense of calm and tranquillity and works perfectly combined with natural wood – ideal for a bedroom or children's nursery.

How walls become originals...

Be inspired: consider Rauhfaser as a large canvas on which you can allow your creativity to run wild. Use templates or masking to add borders and patterns to the Rauhfaser. There are no limits to your creativity in individual wall design.

However, bear in mind that you will need to work even more carefully when masking parts of a wall covered with coarser textures. The finer the texture, the cleaner the edges. However, Rauhfaser is also very forgiving even if your work is not always absolutely accurate.

And the best thing of all is that Rauhfaser can be re-painted many times.



INSPIRATION IS A GUEST THAT DOES NOT ALWAYS APPEAR AT THE FIRST INVITATION.

Peter Ilyich Tchaikovsky, Composer



INGENIOUS PEOPLE START GREAT WORKS, BUT
HARD-WORKING PEOPLE COMPLETE THEM.

Leonardo da Vinci, Universal Scholar

ERFURT-Rauhfaser for professional applications

ERFURT-Rauhfaser is the perfect wallcovering to create individual walls in a quick and simple way. Professional painters love this wallcovering. It allows to renovate walls quickly and cost-effectively. In 2017, the German Champion in Rauhfaser wallpapering applied 16 sqm of Rauhfaser to the wall in the record-breaking time of 14 minutes and 44 seconds!



The benefits for professionals

Rauhfaser is simple and easy to use on walls and ceilings, inner and outer corners. Thanks to its granular texture, the base surface does not have to be carefully smoothed before wallpapering, as is the case when using finished wallpaper. A major economic benefit of woodchip is the fact that it can be applied directly to old uneven surfaces, without finishing plaster previously having to be applied. And what's more, woodchip does not have a pattern repeat. The big professional rolls of 33.5 x 0.53 m and 125 x 0.75 m allow to work quickly and avoid waste.

A product developed just for you!

We have developed **Vlies-Rauhfaser PRO** to make it even more efficient to use Rauhfaser woodchip. It comes in four textures (20, 32, 40 and 52) and two roll sizes (25 x 0.75 m / 25 x 1.06 m). Vlies-Rauhfaser is dimensionally stable and can therefore be applied without soaking time using the paste-the-wall technique. You can apply paste directly to the wall using a roller or airless machine. Like all ERFURT nonwoven wallcoverings, Vlies-Rauhfaser PRO also covers cracks.

Added convenience ...

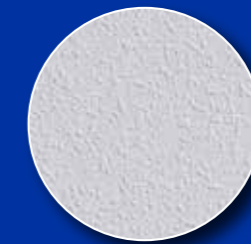
ERFURT has also developed a special box with a tear-open strip for even more efficiency using the paste-the-wall technique. Simply pull the Vlies-Rauhfaser roll upwards directly from the box and apply it to the wall.



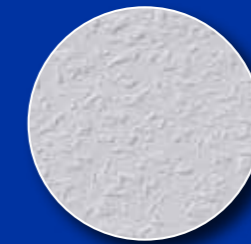
The very fine texture of **Rauhfaser 20** creates a lightly textured surface on the wall or ceiling. It is the perfect choice for areas that are exposed to grazing light.



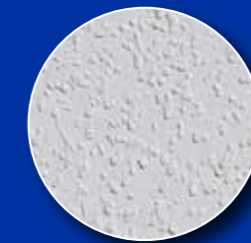
The long-grained texture of **Rauhfaser 32** creates an elegant ambience day after day with its balanced character, coupled with all the benefits you have come to expect from traditional woodchip wallpaper – breathable, healthy and suitable for allergy-sufferers.



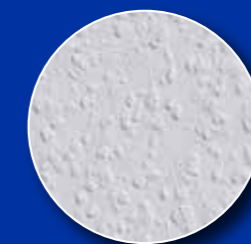
The fine cubic texture of **Rauhfaser 40** is one of the most popular in contemporary interior design. It is discreet and provides for a warm and cosy ambience.



Rauhfaser 52 – a classic wallpaper that is very popular in the living room or bedroom, in large or small rooms. It is the best-selling texture, and continues to be visible even after re-painting several times.



The coarse-grained texture of **Rauhfaser 70** is ideal for larger rooms. It looks very nice painted in rich colours.



The rustic texture of **Rauhfaser 79** is perfect for accentuating a wall in a living room or bedroom. A down-to-earth wallcovering for quality-conscious consumers who value environmental friendliness and sustainability.



The coarse texture of **Rauhfaser 80** remains visible even after several paintings. It is a master of metamorphosis.

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