



## Scenic Expressions Taffeta

The first product in what will be a series of next-generation fabric wall covering products, Scenic Expressions Taffeta offers a unique combination of qualities by integrating the rich look and feel of a textured fabric with high durability and superior digital print output. Available in both a “Peel & Stick” and paste-applied solution, it also offers installation flexibility. Highly abrasion-resistant, Scenic Expressions Taffeta can be used in a full range of applications without hesitation, including high traffic areas.

### Exceptional Durability

- Perfect for a full spectrum of wall covering applications ranging from retail, hospitality, healthcare, corporate offices, schools, residential and more.
- Ideal for high traffic areas due to ASTM F793 Durability Type II \* rating.
- Meets the industry’s highest Fire Rating - ASTM E84 Class 1/A.
- PVC-free for a greener alternative to PVC and Vinyl substrates.

### Outstanding Printability

- 100% Polyester and PVC-free, Taffeta’s high bright, heavy weight, textured fabric has a rich look and feel, producing attention-grabbing printed images.
- Treated with Aurora’s proprietary “Expressions Satin” coating, Taffeta has been engineered to deliver outstanding print output and color gamut and a rich vivid image that is neither too shiny nor too matte.
- Aurora’s Expressions coatings are engineered for outstanding cross platform digital print performance. Whether choosing to print with latex, solvent/eco-solvent, or UV inks, image quality is never sacrificed.
- Taffeta is treated with backside coating to ensure worry-free contour cutting.

### Easy to Install and Remove

- Available in a “Peel & Stick” version coated with an outstanding high tack removable and repositionable pressure-sensitive adhesive.
- A paste-applied version is also available to meet all your wall covering installation needs.
- The heavy weight nature of the fabric provides outstanding opacity, minimizing show through. It’s also great at masking wall defects and imperfections.
- Dimensionally stable with no shrinkage, curling, or wrinkle issues when installing, repositioning or removing, allowing for butt-seam installation.
- Heavy weight nature of the fabric in combination with 90# stay flat liner on “Peel & Stick” version allows for stiffer product and easier, worry-free installation.

### Aurora’s Sustainability Benefits

Aurora offers a broad array of digitally-printable, wide format textile products for a greener alternative to the PVC and Vinyl materials that have traditionally been used as substrates for displays, signage and wall coverings.

\*Scenic Expressions Taffeta earned high marks with regard to lightfastness, wash-ability and scrub-ability on the tests for ASTM F793 Durability Type II, plus demonstrated excellent stain resistance to 11 out of 12 test stain materials, including vinegar, butter, orange juice and hydrochloride.