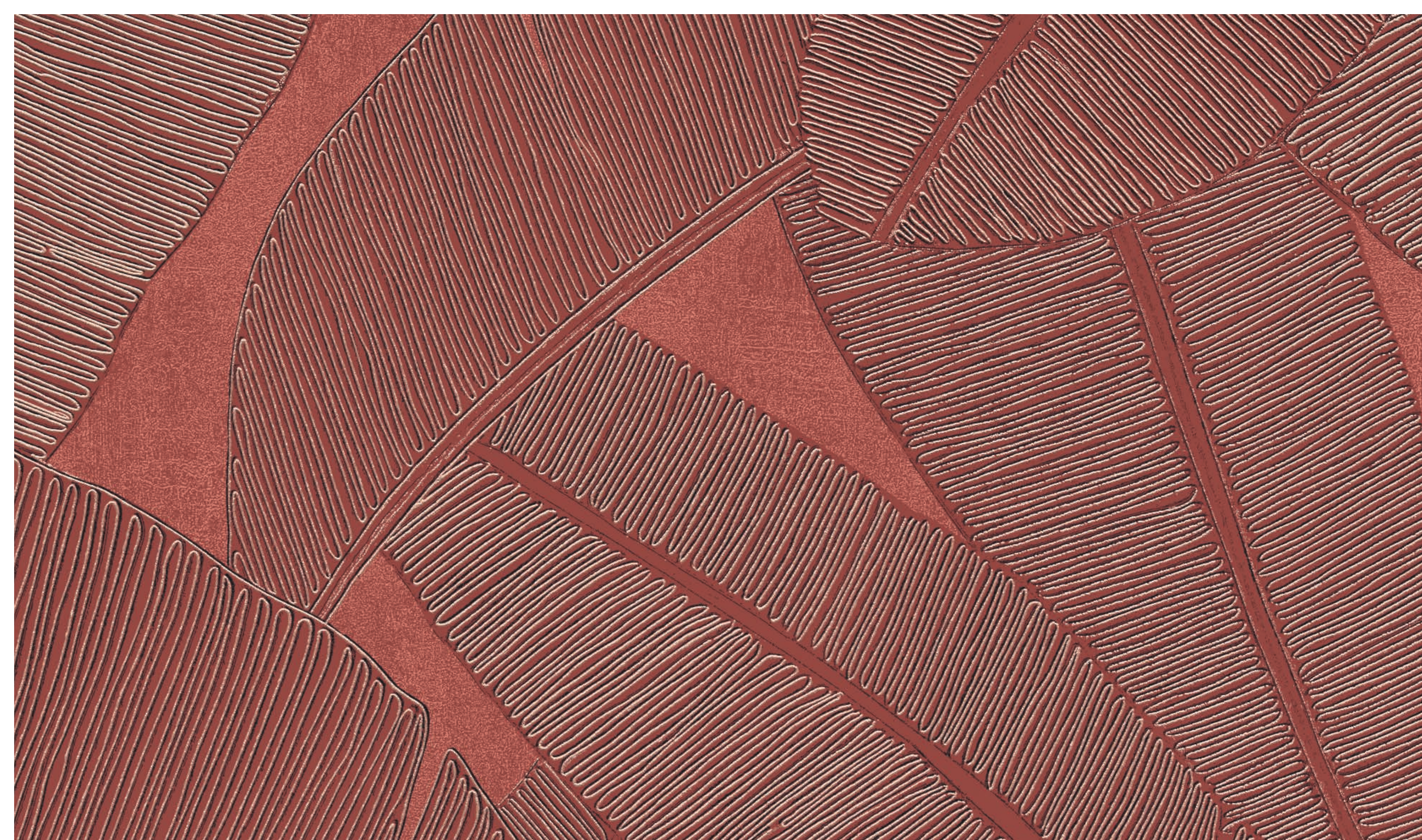




SERICA

MASUREEL

SERICA IS THE PLACE WHERE OPPOSITES MEET:
THE REFINED LUSTRE OF SILK AND THE RAW CHARACTER OF SISAL.



MORE INSPIRATION AND BACKGROUND INFORMATION

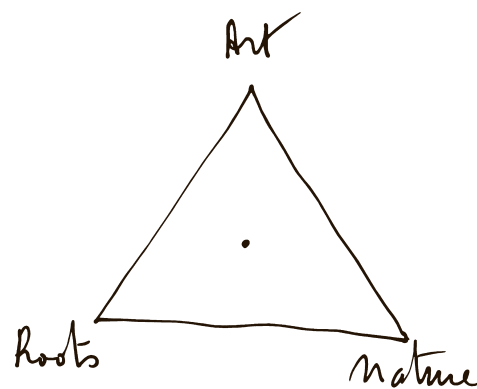
Two materials – one soft and refined, the other strong and humble – take you deep into the heart of India.

In the east, where the sun bathes the land in crimson and gold, sisal is harvested by hands that move in harmony with the rhythm of the earth. In the north, among whispering mulberry groves, silkworms spin their delicate threads – shimmering like morning light on the Ganges. The colours of Serica are drawn from the land itself – arriving with the light, the scent of spices on the morning breeze, the murmur of voices in the marketplace.

The fabrics embody the pigments of their surroundings – the ochre of the earth, the indigo of leaves, the fire of dried chili. The interplay of earthy tones and bursts of colour captures the spirit of the landscape.

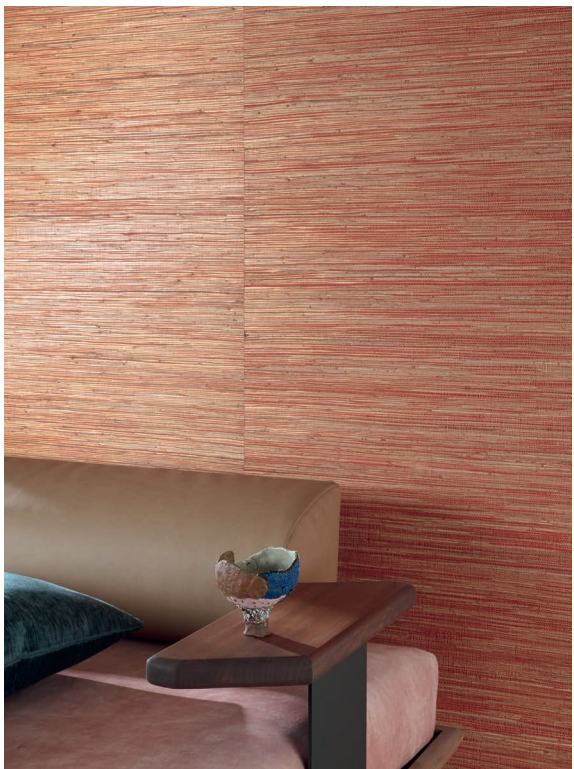


SERICA



SUMMARY

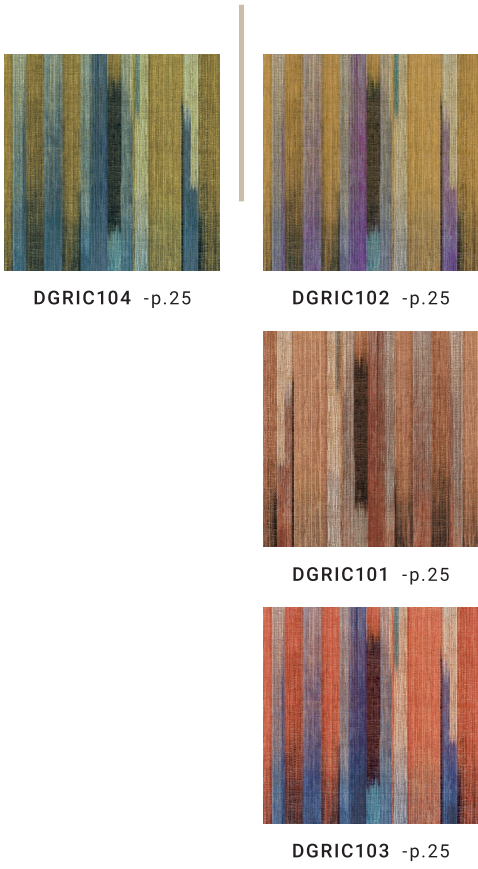
EXQUISITE DESIGNS & MATCHING NON-WOVEN PLAIN WALLCOVERINGS



CHANDERI
6 colourways



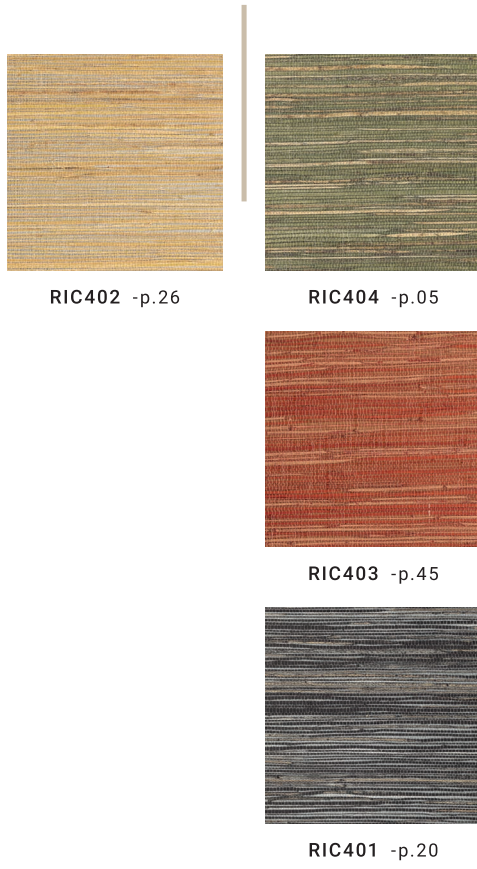
HOLI
4 colourways



TANTU
3 colourways



KARGHA
4 colourways



CADIE
6 colourways



MORI
7 colourways



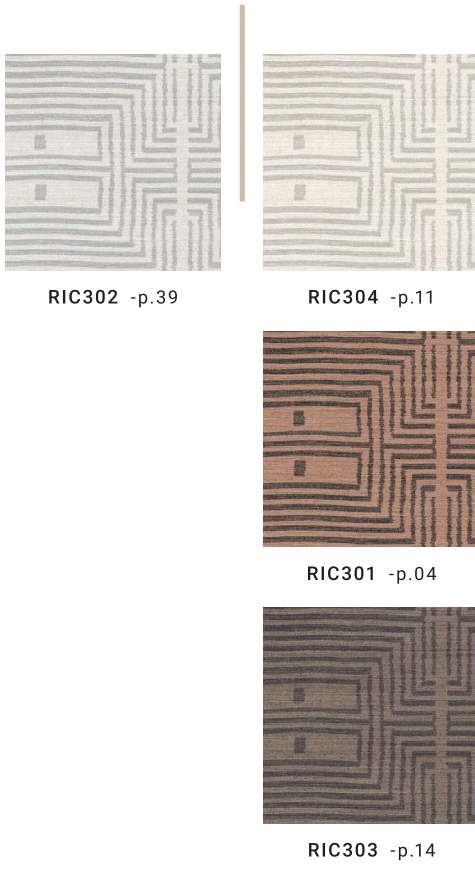
BANYAN
5 colourways



PATOLA
4 colourways



SERICA
4 colourways





RIC301







HPCSIS0009



DGRIC1041 > DGRIC1043

NATURE'S RAW, HONEST, EARTHY

Cadie is a natural sisal wallpaper. Harvested from the agave plant, sisal fibres are pulled, dried, and stripped by hand with skill and care. The texture speaks of sunlit village squares, rope makers and the rhythm of the sun and brings its **natural charm and warmth** into your interior.



CHANDERI

LIGHT DIFFUSED THROUGH MIST

Chanderi, **named after the airy, weightless silk** from its namesake town, breathes elegance and subtlety. Its colours are endless, melting into each other softly like light diffused through mist. This panoramic design blends hues from across India: the deep blue homes below Mehrangarh Fort, the rose-red sandstone of the Palace of the Winds and the warm orange glow of the city of Nagpur.



DGRIC206



AVAILABLE IN 2 HEIGHTS

1 length: **1.06m x 2.60m** / 41.7" x 102.4" or **1.06m x 3.00m** / 41.7" x 118.1"

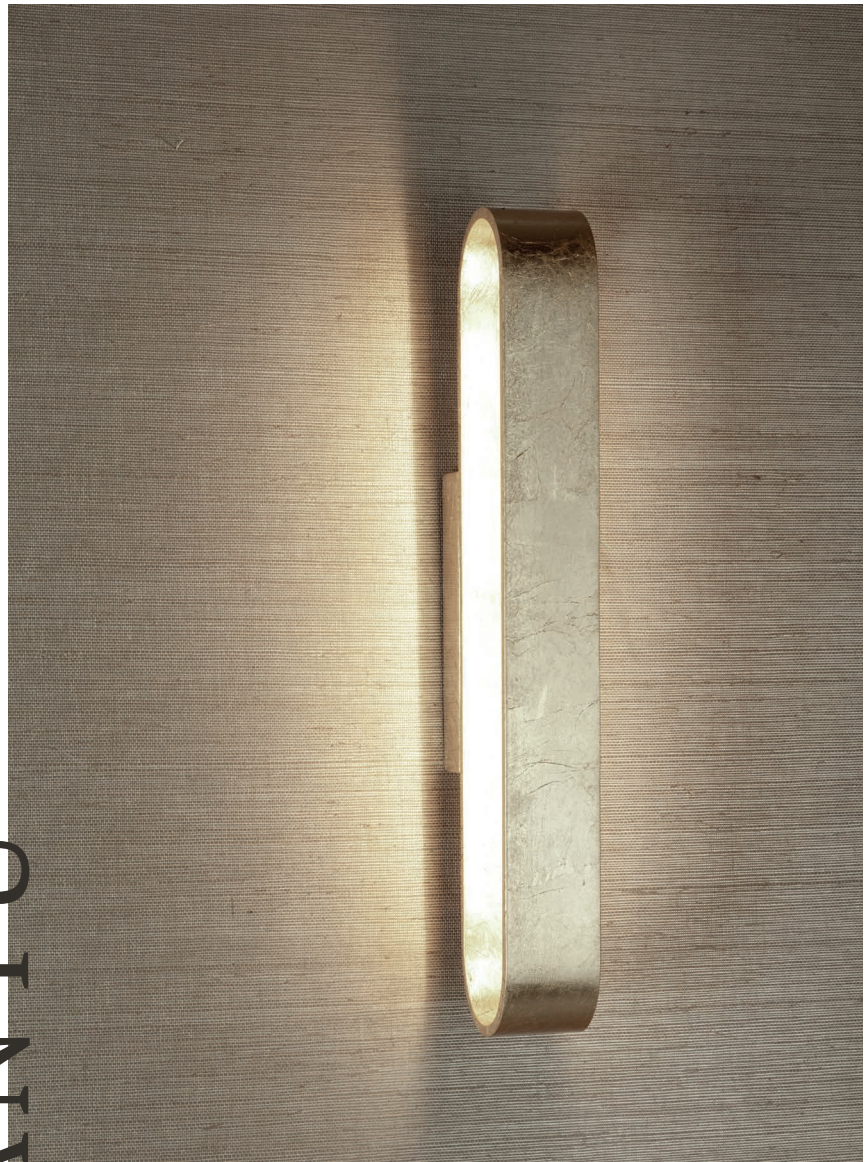
Slight colour differences between these pictures and the rolls delivered are possible.



SERICA

THE ANCIENT ART OF SILK WEAVING

Serica, the Latin word for silk, refers both to the luxurious fibre and to the ancient art of silk weaving. Born from a cocoon and spun like light itself, silk demands great gentleness and patience. This understated geometric pattern recalls the look of handwoven fabric, its subtle irregularities lending a sense of authenticity and timeless beauty.



RIC501

UNDERSTATED LUXURY

Tantu, from the Sanskrit word for 'thread' – is a refined sisal wallpaper that reflects the quiet simplicity of handcrafts. Natural fibres are worked with precision onto a non-woven base, creating a soft, layered surface. Tantu exudes calm and sophistication: understated luxury that quietly defines a space with character.

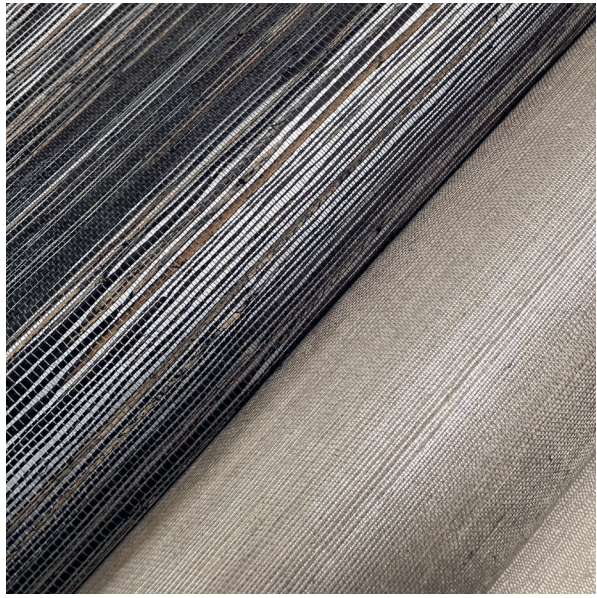


RIC102





RIC203



THE UNTAMED BEAUTY OF THE WILDERNESS

Banyan brings bold tropical foliage to life against a solid backdrop. Embossed in relief, each leaf catches the light like silk brocade – once woven with gold thread into sumptuous, opulent fabrics. The motif evokes the untamed beauty of the Indian wilderness, while the name honours **the banyan tree – India's sacred and iconic tree**. Just as the tree offers shelter and stillness, this design emanates quiet strength.



DGRIC203



HOLI

FESTIVAL OF COLOUR

Holi recalls the artistry of handwoven silk ikat, enlarged into a panoramic canvas. Silk ikat textiles are a unique expression of luxury and craftsmanship, created using traditional weaving techniques. What sets them apart is the painstaking dyeing process, where each thread is coloured before weaving, resulting in a bold, layered aesthetic. This design pays tribute to **Holi, India's festival of colour**, with a vibrant interplay of hues and patterns that celebrates joy and craftsmanship.



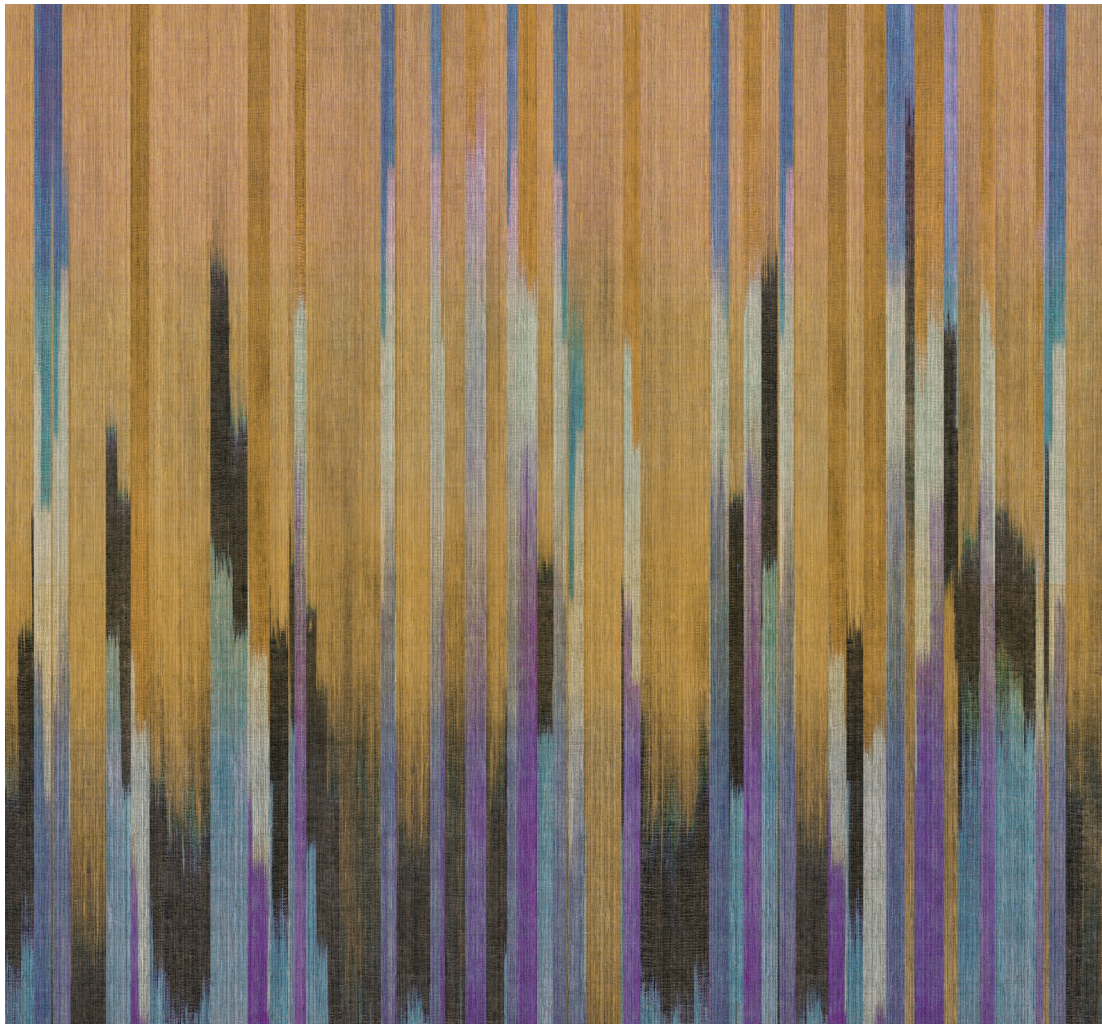
DGRIC1021 > 1023

HOLI MOCCA



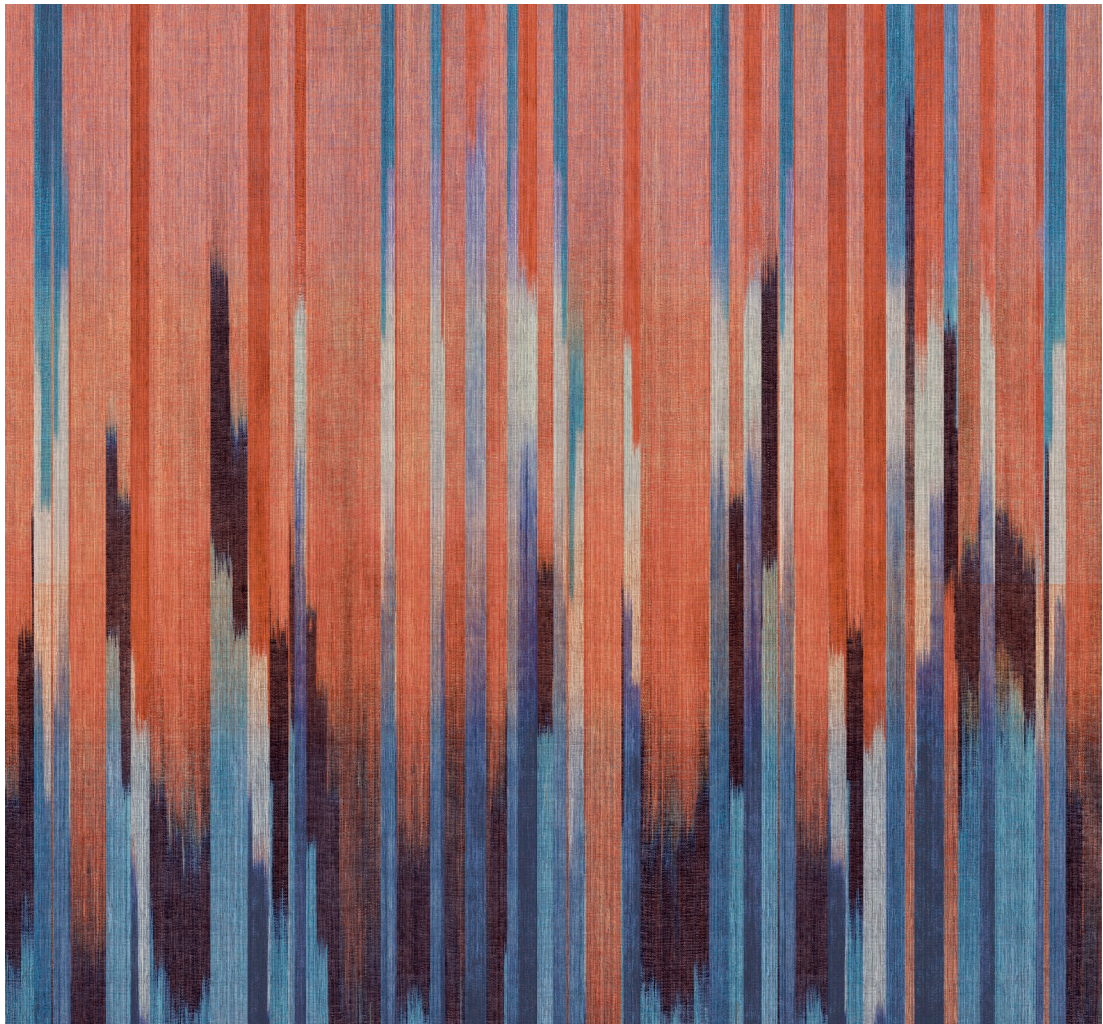
	1.06m / 41.7"	1.06m / 41.7"	1.06m / 41.7"
ref.	DGRIC1011-260	DGRIC1012-260	DGRIC1013-260
ref.	DGRIC1011-300	DGRIC1012-300	DGRIC1013-300

HOLI SPICE



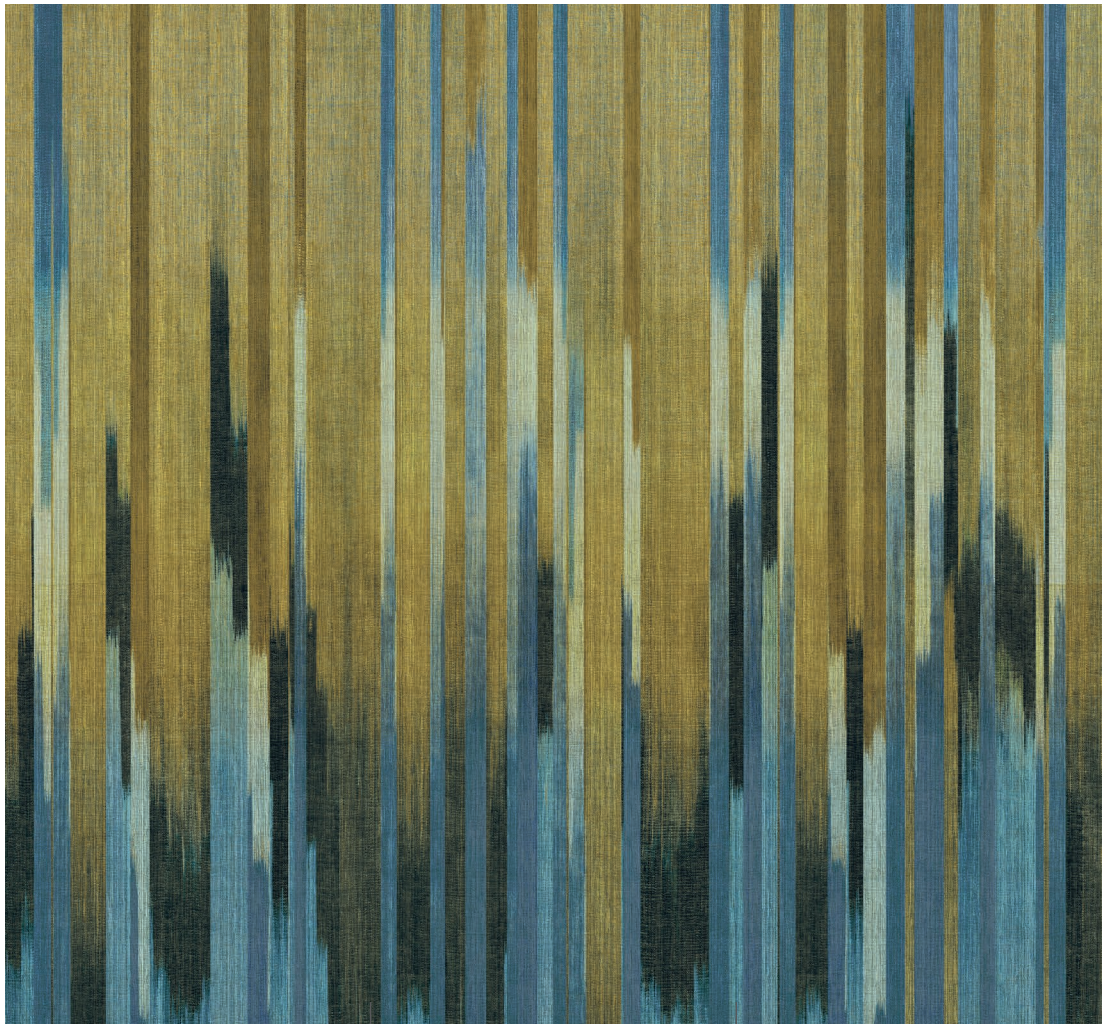
	1.06m / 41.7"	1.06m / 41.7"	1.06m / 41.7"
ref.	DGRIC1021-260	DGRIC1022-260	DGRIC1023-260
ref.	DGRIC1021-300	DGRIC1022-300	DGRIC1023-300

HOLI SUNSET



	1.06m / 41.7"	1.06m / 41.7"	1.06m / 41.7"
ref.	DGRIC1031-260	DGRIC1032-260	DGRIC1033-260
ref.	DGRIC1031-300	DGRIC1032-300	DGRIC1033-300

HOLI LIME



	1.06m / 41.7"	1.06m / 41.7"	1.06m / 41.7"
ref.	DGRIC1041-260	DGRIC1042-260	DGRIC1043-260
ref.	DGRIC1041-300	DGRIC1042-300	DGRIC1043-300

AVAILABLE IN 2 HEIGHTS

1 length: **1.06m x 2.60m** / 41.7" x 102.4" or **1.06m x 3.00m** / 41.7" x 118.1"

Slight colour differences between these pictures and the rolls delivered are possible.



NATURE'S ORIGINAL WEAVER

Mori takes its name from Bombyx mori, nature's original weaver – the silkworm that produces the world's finest silk. The name also nods to the mulberry tree, the silkworm's sole food source. This plain silk-effect design carries a subtle sheen that echoes the delicate artistry of handwoven silk, shimmering gently like light itself.



RIC204







RIC202



RIC004, RIC202

PATOLA

A DESIGN FULL OF DEPTH AND RHYTHM

Patola takes its name from the traditional Indian silk-weaving technique – a rare and intricate form of double ikat, where warp and weft threads are meticulously dyed before weaving. The result is a vibrant, geometric design full of depth and rhythm. Once worn by royalty, Patola has long been a **symbol of refinement**, admired for its complexity and beauty.



RIC101



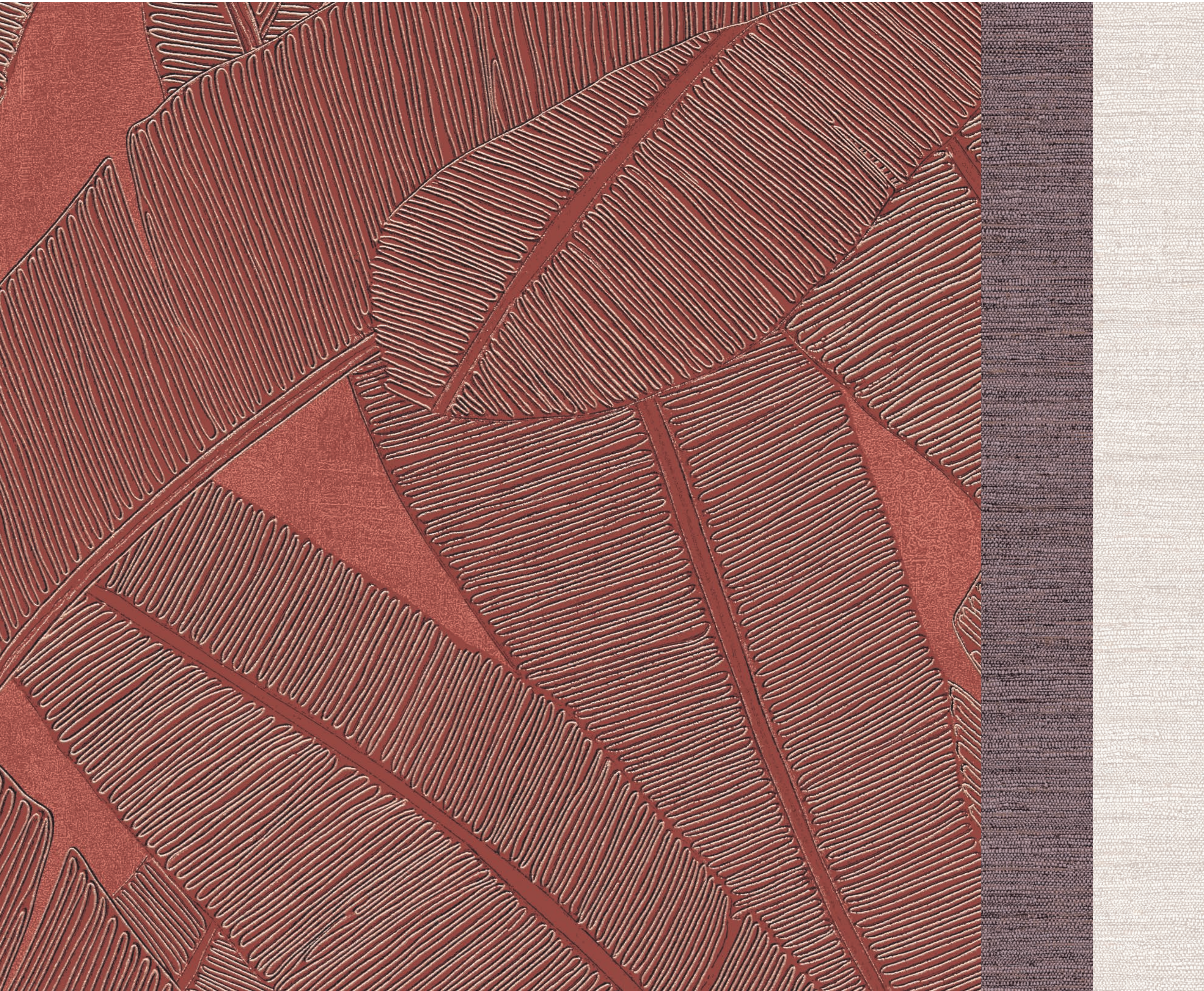


DGRIC202





RIC205

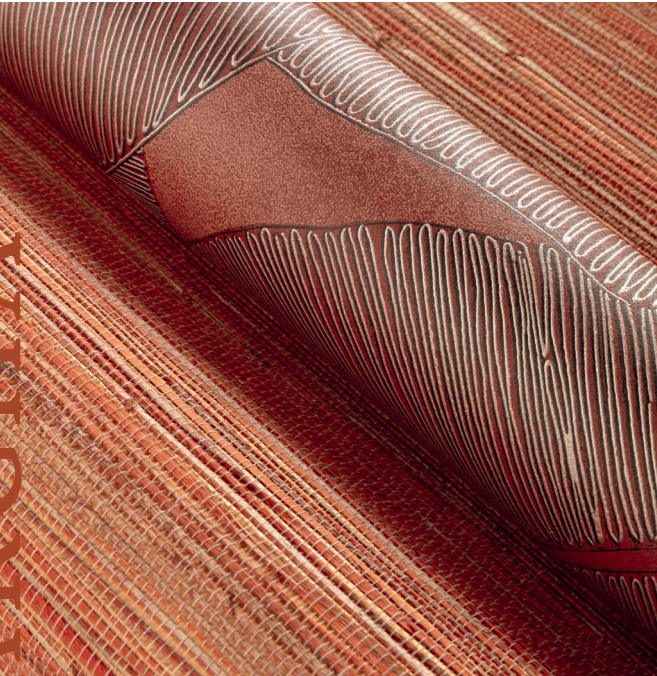


RIC403

KARGHA



RIC104



DGRIC205

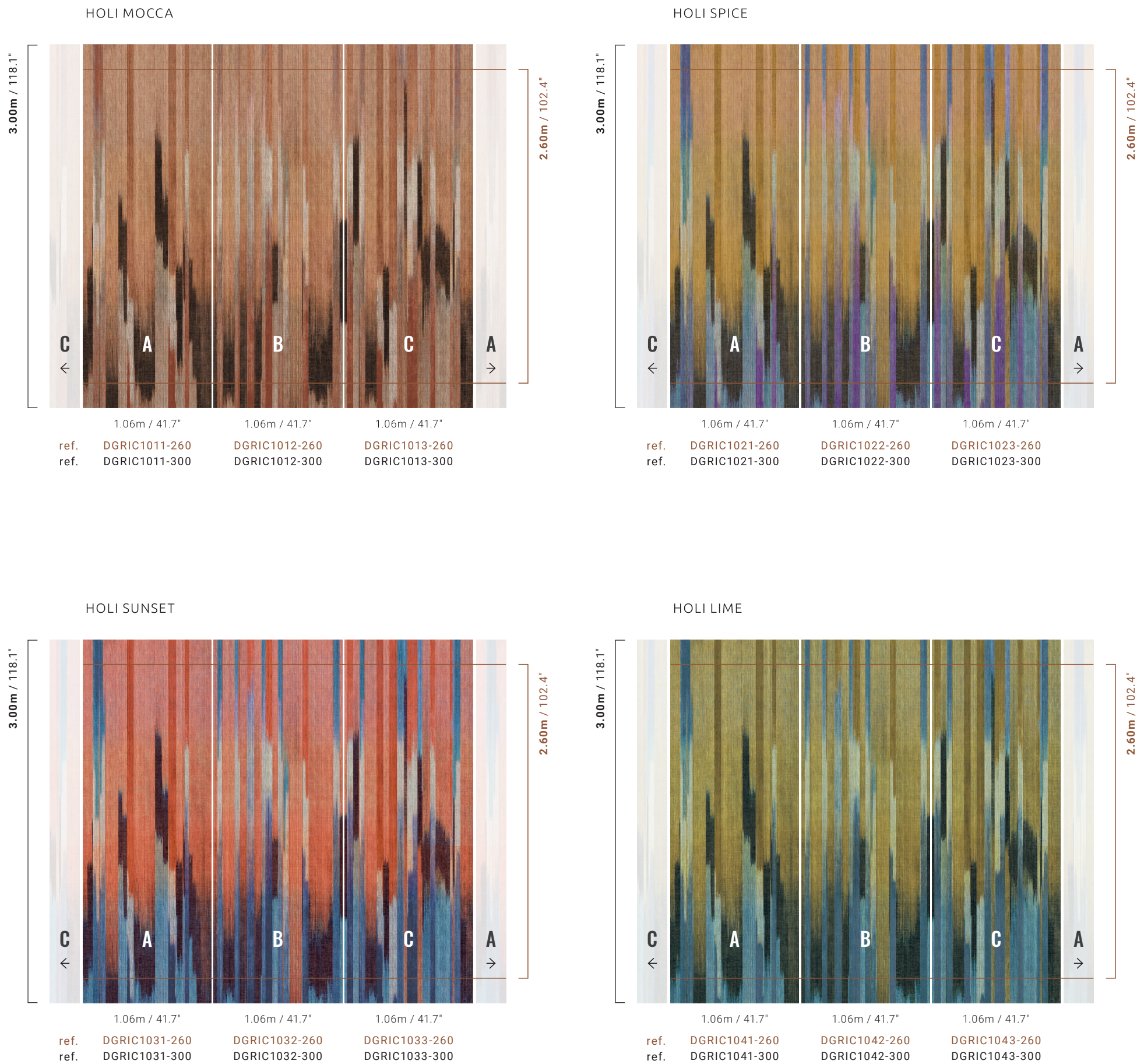
A STYLISH FIBRE WITH DEEP ROOTS

With its tactile depth and grounding presence, Kargha – the Hindi word for loom – honours the art of weaving. Strips of hemp catch the light and cast soft shadows, giving the surface **rhythm and dimension**. Hemp is strong and sustainable by nature, a stylish fibre with deep roots and a bright future.



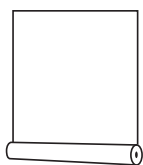
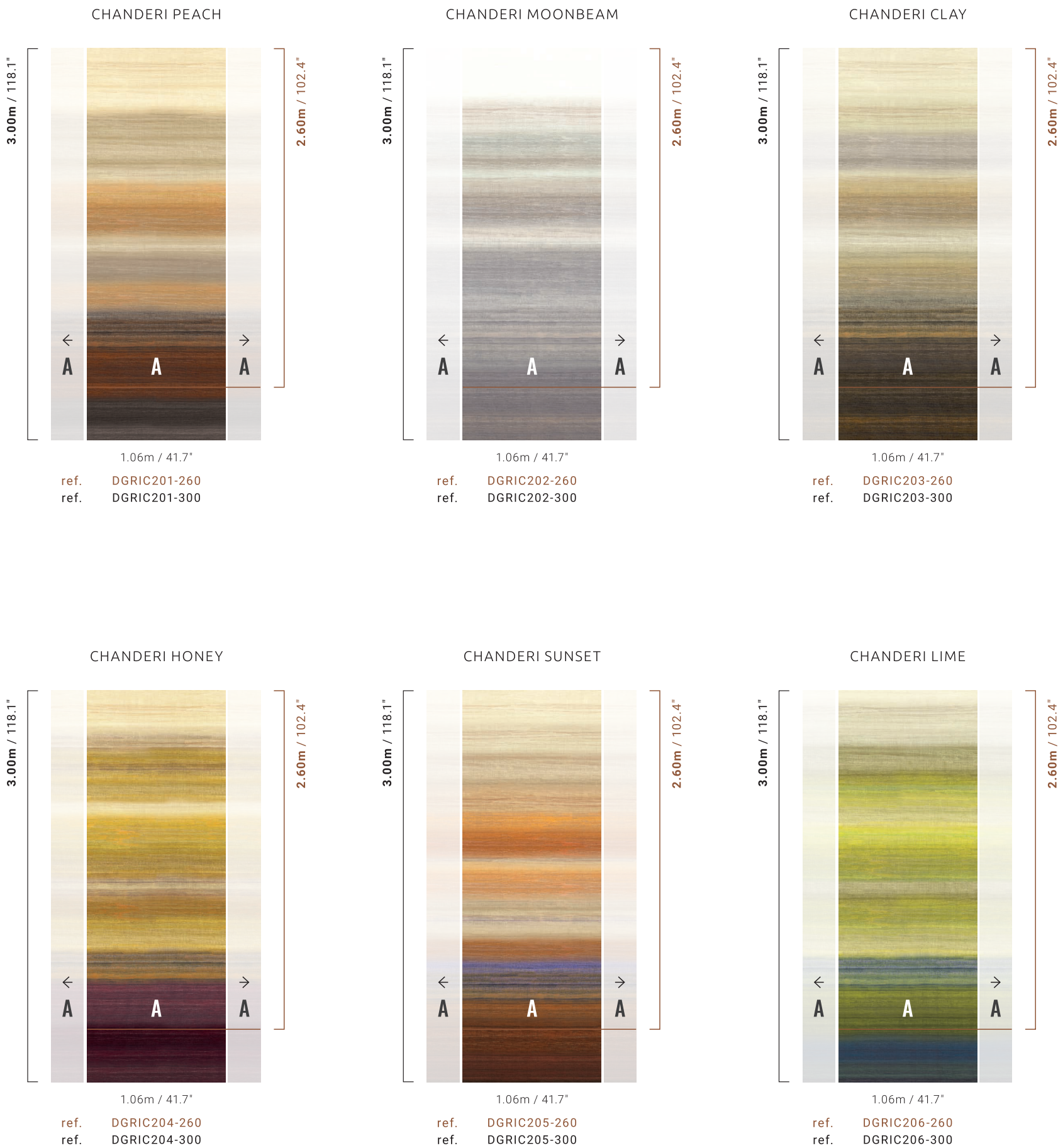
HOLI _ p.25

linen structured - extra washable non-woven



CHANDERI _ p.13

linen structured - extra washable non-woven



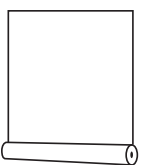
ALL THE **HOLI** PANORAMICS ARE AVAILABLE IN 2 HEIGHTS
1 length: **1.06m x 2.60m** / 41.7" x 102.4" or **1.06m x 3.00m** / 41.7" x 118.1"
To decorate larger walls, the design can be expanded by length or set of panels. A length can be used on its own for smaller walls.



EXTRA WASHABLE
PANORAMICS



EUROCLASS B-s1,d0
Class A ASTM E84



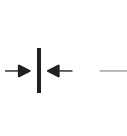
ALL THE **CHANDERI** PANORAMICS ARE AVAILABLE IN 2 HEIGHTS
1 length: **1.06m x 2.60m** / 41.7" x 102.4" or **1.06m x 3.00m** / 41.7" x 118.1"
To decorate larger walls, the design can be expanded by length or set of panels. A length can be used on its own for smaller walls.



EXTRA WASHABLE
PANORAMICS



EUROCLASS B-s1,d0
Class A ASTM E84



straight match
raccord droit
gerader Match
casa recto
recht rapport



offset match
raccord sauté
versetzer Ansatz
casa con el dibujo
verspringend rapport



free match
raccord libre
ansatzfrei
casa libre
vrije aanzet



reverse the lengths
inverser les lés
gestürzt kleben
alternar el sentido
banen storten



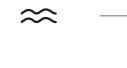
apply adhesive to the wall with
pre-mixed PVAc based adhesive
encollage du mur avec colle intissé
prête à l'emploi à base de PVAc



removable
retriable
abnehmbar
retirable
afneembaar



extra washable
tout a fait lavable
extra abwaschbar
extra lavable
extra afwasbaar



washable
lavable
abwaschbar
lavable
afwasbaar



spongeable at time of hanging
épongeable au moment de poser
sofort nach Anbringung abwaschbar
ligeramente lavable durante el empapelado
licht afwasbaar tijdens het behangen



light stability
solidité
lichtechtheid
≥ 5
lichtechtheid

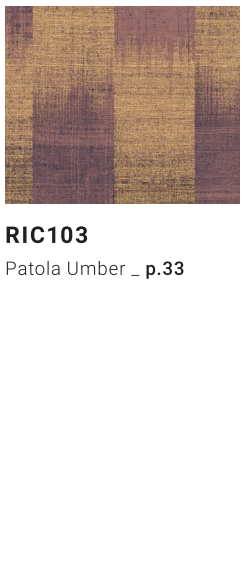
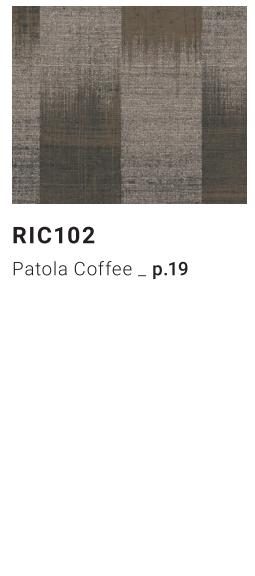
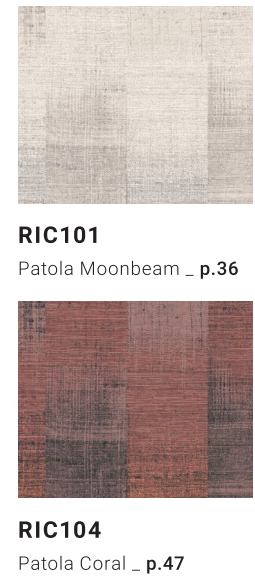
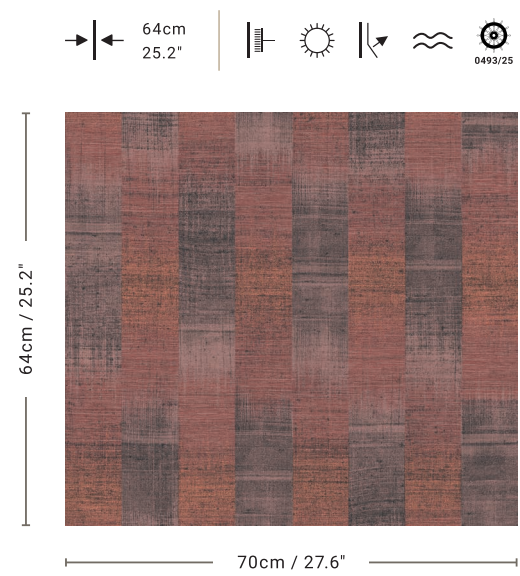
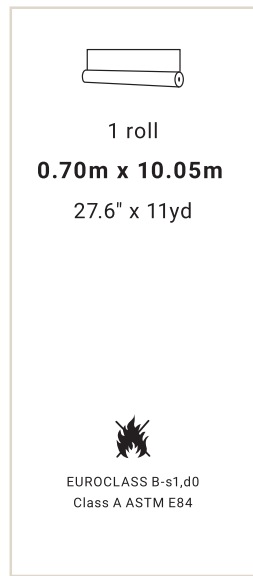
The value for the darker colours can be higher, that of the lighter shades is somewhat lower. / La valeur pour les couleurs sombres peut être supérieure, celle des teintes plus claires un peu plus faible. / Die Werte für dunkle Farben können höher sein, die für hellere Farben niedriger. / El valor de los colores más oscuros puede ser más alto, el de los colores más claros es algo más bajo. / De waarde van de donkere kleuren kan hoger liggen, die van de lichtere tinten iets lager.

opacity / opacité / opazität / opacidad / opaciteit

Non-woven wallcovering is a natural product, which makes it possible for colour differences to occur. Thin and light coloured coated wallcoverings are more sensitive to these differences and require a thorough preparation of the foundation. Preferably, it should be a light uniform colour, or a plain covered wallcovering can be placed on a base. Plain, glossy wallcovering also requires extra care when treating the foundation, as unevenness can also be visible here. / Le revêtement mural intissé est un produit naturel, entraînant d'éventuelles différences de couleur. Le papier peint intissé fin et clair a une plus sensibilité et demande une préparation approfondie de la base. Certains aurs de préférence une couleur claire uniforme ou un papier peint intissé lisse peut être placé comme base. Le papier peint lisse et brillant demande aussi une attention supplémentaire lors du traitement de la base, des irrégularités peuvent ici aussi être visibles. / Vlieswandbekleidung ist ein Naturprodukt, bei dem auch Farbunterschiede egeben können. Dünne und hell Vliestapeten reagieren daher empfindlicher und brauchen eine gründliche Untergrundvorbereitung. Diese Vliesbehang empfiehlt man am besten mit einer gleichmäßigen hellen Farbe oder mit einer Vliestapete als Grundlage. Auch bei einfarbigen Tapeten mit Glanz ist bei der Behandlung des Untergrunds vorstichtig vorzugehen, weil Unebenheiten gut sichtbar sein können. / El revestimiento de pared recubierto es un producto natural, por lo que es posible que haya diferencias de color. Una preparación cuidadosa de la base es muy importante a la hora de colocar un papel recubierto fino o de color claro. Preferentemente sería un color uniforme claro, o bien puede utilizarse como base un papel recubierto liso liso. Los papeles pintados finos o brillantes también requieren una atención especial en el tratamiento de la base, ya que en estos casos también puede resultar visible cualquier irregularidad. / Vlieswandbekleidung is een natuurproduct, wat maakt dat kleurverschillen mogelijk zijn. Dun en lichtgekleurd vliebehang is hier gevoeliger voor en vraagt een grondige voorbereiding van de ondergrond. Deze licht bij voorkeur een uniform lichte kleur, of er kan effen vliebehang als basis geplaatst worden. Ook glanzend, effen behang vraagt extra aandacht bij de behandeling van de ondergrond, onffenheden kunnen ook hier zichtbaar zijn.

PATOLA

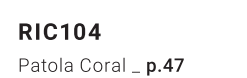
non-woven



RIC101
Patola Moonbeam _ p.36

RIC102
Patola Coffee _ p.19

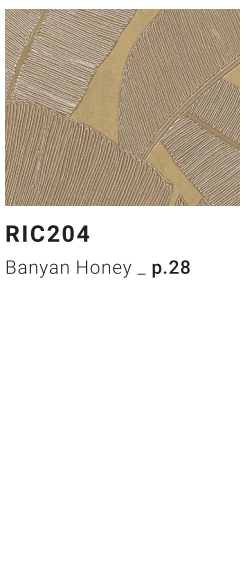
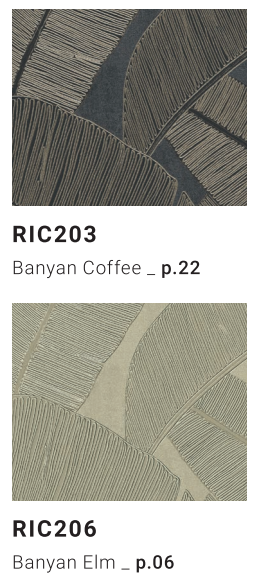
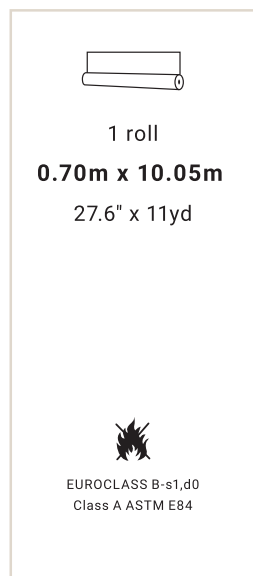
RIC103
Patola Umber _ p.33



RIC104
Patola Coral _ p.47

BANYAN

non-woven



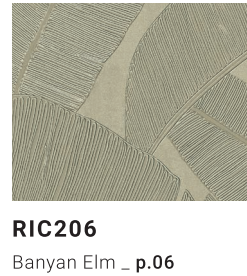
RIC202
Banyan Ivory _ p.35

RIC203
Banyan Coffee _ p.22

RIC204
Banyan Honey _ p.28



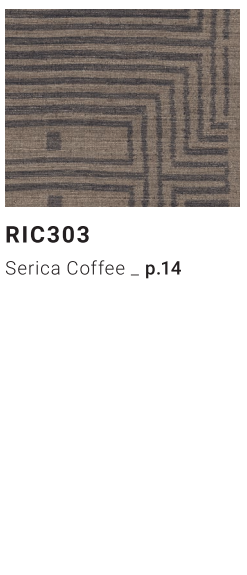
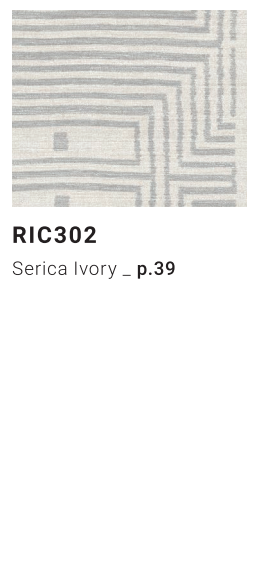
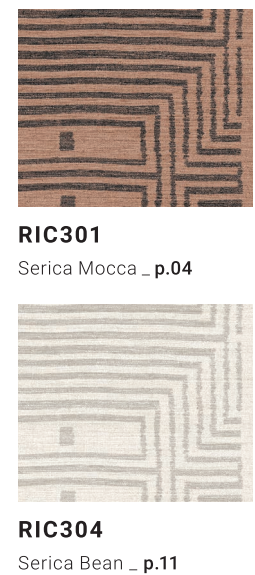
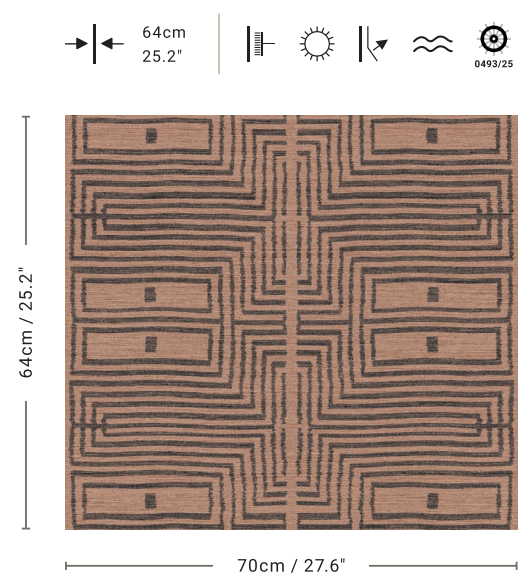
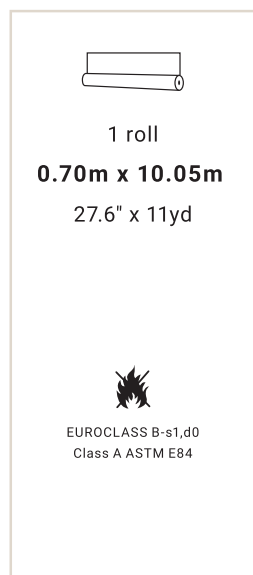
RIC205
Banyan Amberglow _ p.42



RIC206
Banyan Elm _ p.06

SERICA

non-woven



RIC301
Serica Mocca _ p.04

RIC302
Serica Ivory _ p.39

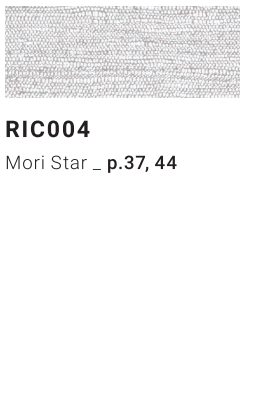
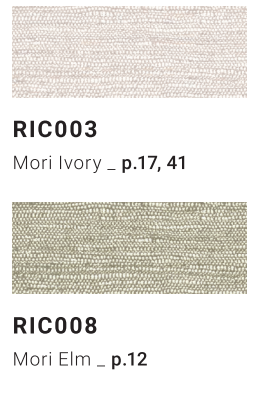
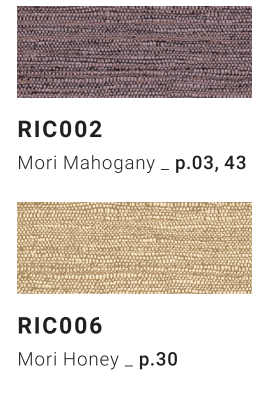
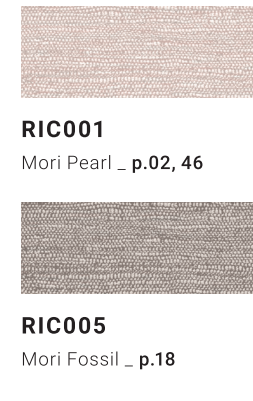
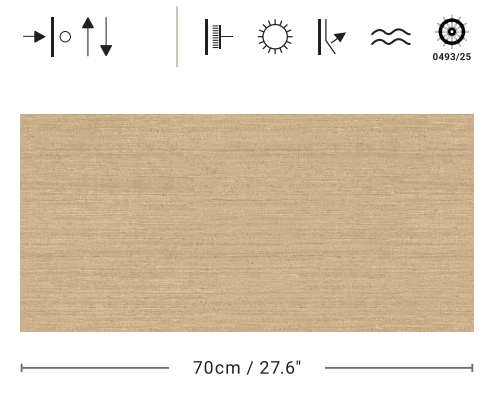
RIC303
Serica Coffee _ p.14



RIC304
Serica Bean _ p.11

MORI

non-woven



RIC001
Mori Pearl _ p.02, 46

RIC002
Mori Mahogany _ p.03, 43

RIC003
Mori Ivory _ p.17, 41

RIC004
Mori Star _ p.37, 44

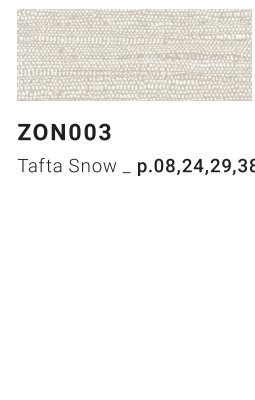
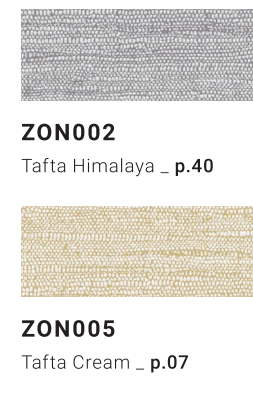
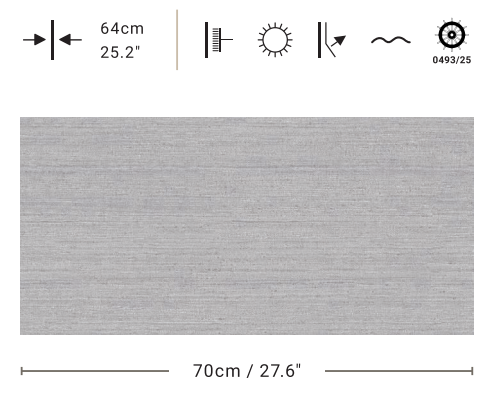
RIC005
Mori Fossil _ p.18

RIC006
Mori Honey _ p.30

RIC008
Mori Elm _ p.12

TAFTA

non-woven



ZON002
Tafta Himalaya _ p.40

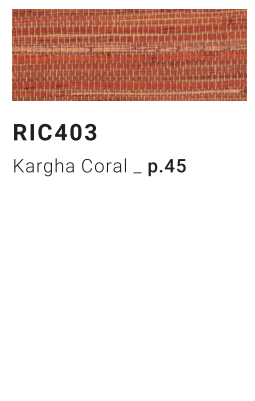
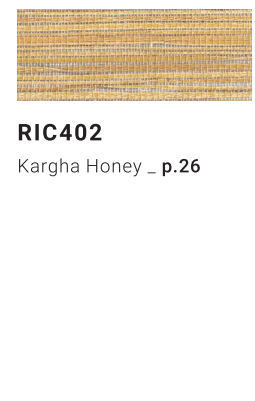
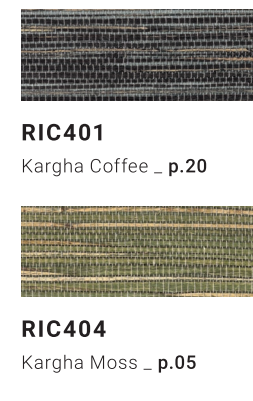
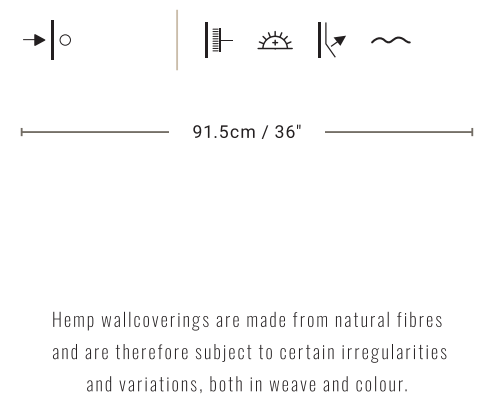
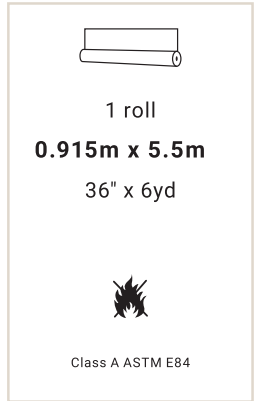
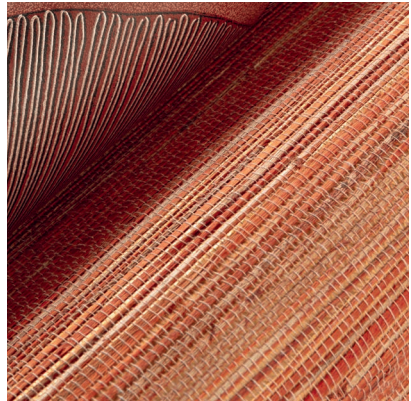
ZON003
Tafta Snow _ p.08,24,29,38

ZON004
Tafta Ivory _ p.23, 34

ZON005
Tafta Cream _ p.07

KARGHA

*hemp on non-woven



RIC401
Kargha Coffee _ p.20

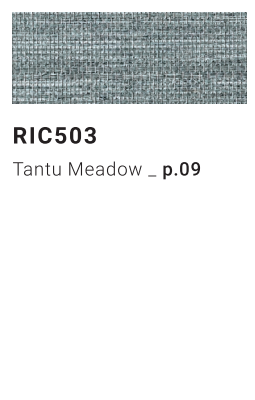
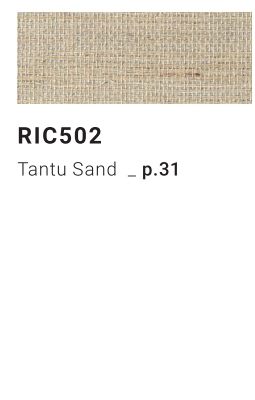
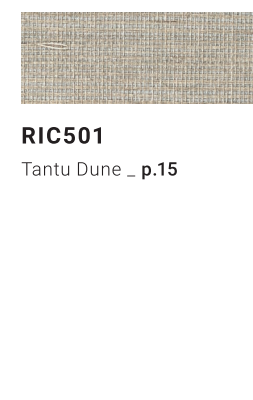
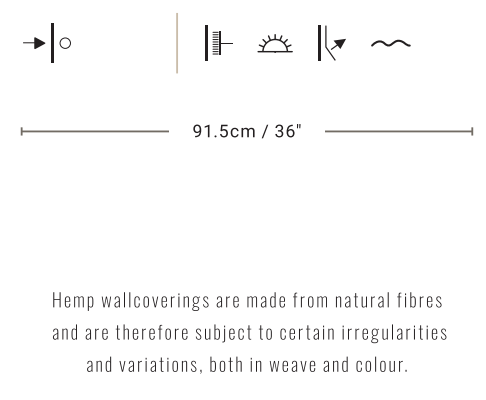
RIC402
Kargha Honey _ p.26

RIC403
Kargha Coral _ p.45

RIC404
Kargha Moss _ p.05

TANTU

*hemp on non-woven



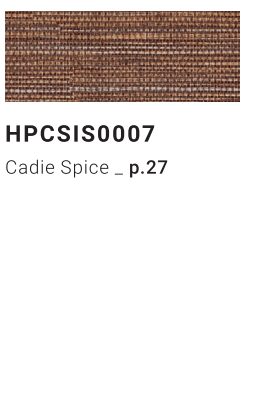
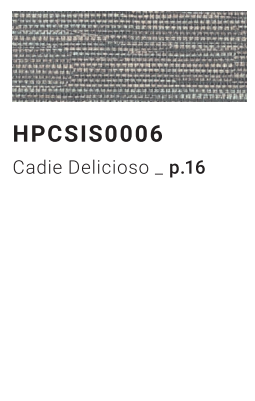
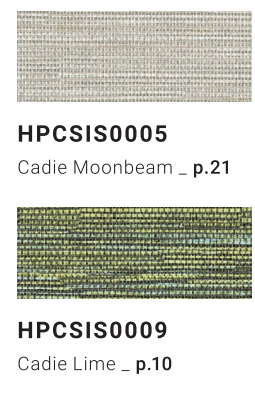
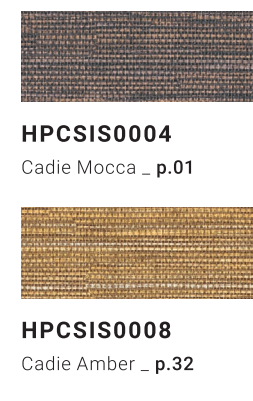
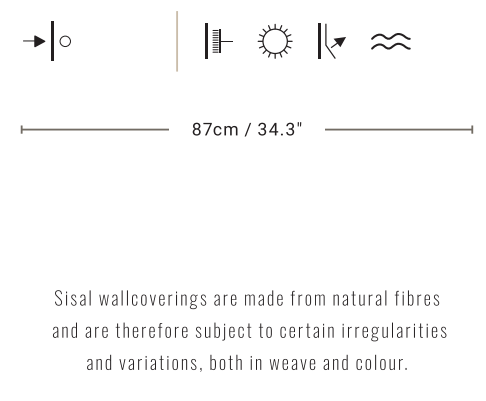
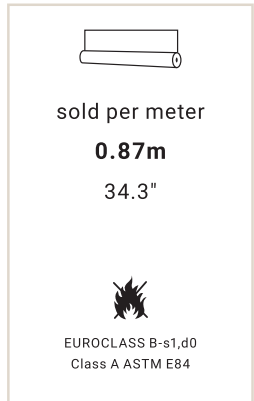
RIC501
Tantu Dune _ p.15

RIC502
Tantu Sand _ p.31

RIC503
Tantu Meadow _ p.09

CADIE

*sisal on non-woven



HPCSIS0004
Cadie Mocca _ p.01

HPCSIS0005
Cadie Moonbeam _ p.21

HPCSIS0006
Cadie Delizioso _ p.16

HPCSIS0007
Cadie Spice _ p.27

HPCSIS0008
Cadie Amber _ p.32

HPCSIS0009
Cadie Lime _ p.10

Sisal wallcoverings are made from natural fibres and are therefore subject to certain irregularities and variations, both in weave and colour.

ATTENTION - Slight colour differences between the samples in this collection, pictures and the rolls delivered are possible. / De légères différences de couleurs entre les échantillons ainsi que les images et les rouleaux fournis pourraient être possibles. / Leichte Farbabweichungen zwischen den Mustern und Bildern/ in der Kollektion und den gelieferten Rollen sind möglich. / Es probable que haya ligeras diferencias de color entre las muestras y las fotos de la colección con los rollos entregados. / Lichte kleurafwijkingen tussen de stalen in deze collectie, de fotografische weergave en de geleverde rollen zijn mogelijk.

*** SISAL/HEMP** wallcoverings are made from natural fibres and are therefore subject to certain irregularities and variations, both in weave and colour. / Les revêtements muraux en sisal/hemp sont fabriqués à partir de fibres naturelles et sont donc sujets à certaines irrégularités et variations, tant au niveau du tissage que de la couleur. / Sisal/Hemp-Tapeten werden aus Naturfasern hergestellt und unterliegen daher gewissen Unregelmäßigkeiten und Schwankungen, sowohl in der Webart als auch in der Farbe / Los revestimientos murales de sisal/hemp están hechos de fibras naturales y, por tanto, están sujetos a ciertas irregularidades y variaciones, tanto en el tejido como en el color. / Sisal/Hemp wandbekleding is gemaakt van natuurlijke vezels en is daarom onderhevig aan bepaalde onregelmatigheden en variaties, zowel in weefpatroon als in kleur.

SEE HANGING INSTRUCTIONS ON THE LABEL - CONSEILS DE POSE SUR L'ÉTIQUETTE - ANWENDUNGSVORSCHRIFTEN FINDEN SIE AUF DEM ETIKETT - LAS INSTRUCCIONES DE COLOCACIÓN: EN LA ETIQUETA - ZIE ETIKET VOOR BEHANGINSTRUCTIES

IMO



2010 FTP Code Annex 1 Part2 & Part5

TOPWALL MASUREEL

Available: 10kg, 5kg, 2.5kg
Indicative paste usage: 200 g/m²



Masureel recommends **TOPWALL PROKOL**:
ready-to-use non-woven wallcovering paste

Masureel raadt **TOPWALL PROKOL** aan:
gebruiksklare vliesbehanglijm

Masureel recommande **TOPWALL PROKOL**:
colle pour papier peint intissé, prête à l'emploi

Masureel empfiehlt **TOPWALL PROKOL**:
gebrauchsfertiger Vliestapetenkleber



www.masureel.com

With respect for **NATURE & ENVIRONMENT**



THOROUGH RESEARCH



LOCAL COMPANY



PVC-FREE



ECO-FRIENDLY
MANUFACTURING PROCESSES



GOOD QUALITY =
MORE SUSTAINABLE



GREEN INNOVATION AND BEING COMMITTED TO THE ENVIRONMENT IS AN IMPORTANT VALUE FOR MASUREEL.

In our search for sustainable solutions, we became market leader in non-woven, (textile) wallcoverings. All our print pastes are water-based and do not harm the environment or people's health. **All our non-woven wallcoverings are free of PVC and formaldehyde.** We purify the wastewater from our manufacturing processes and partly re-use it. Our remaining wastewater is of higher quality than local environmental standards demand. We manufacture all our products locally, in our own factory in Belgium. This significantly reduces our carbon emissions. Masureel is always on the lookout for innovative processes and technologies that reduce our environmental impact.

L'INNOVATION VERTE ET L'ENGAGEMENT POUR L'ENVIRONNEMENT SONT DES VALEURS IMPORTANTES POUR MASUREEL.

Dans notre quête de solutions durables, nous sommes devenus leader du marché des revêtements muraux (textiles) intissés. Toutes nos pâtes d'impression sont à base d'eau et ne nuisent ni à l'environnement ni à la santé publique. **Tous nos revêtements muraux intissés ne contiennent pas de PVC et de formaldéhyde.** Nous épurons les eaux usées issues de nos processus de fabrication et les réaffectons en partie. Les eaux usées restantes sont d'une qualité supérieure à celle exigée par les normes environnementales locales. Nous fabriquons tous nos produits localement, dans notre propre usine en Belgique, permettant de réduire sensiblement nos émissions de carbone. Masureel est toujours à l'affût de processus et de technologies innovants permettant de réduire notre empreinte écologique.

GRÜNE INNOVATION UND ENGAGEMENT FÜR DIE UMWELT IST EIN WICHTIGER WERT FÜR MASUREEL.

Auf der Suche nach nachhaltigen Lösungen wurden wir im Bereich, (textile) Wandbeläge aus Vliesstoff zum Marktführer. Alle verwendeten Druckpasten sind auf Wasserbasis und sind weder umwelt- noch gesundheitsschädlich. **All unsere Vliestapeten sind frei von PVC und Formaldehyd.** Abwässer aus unseren Produktionsprozessen werden gereinigt und teilweise wiederverwendet. Das verbleibende Abwasser ist von höherer Qualität, als es die lokalen Umweltstandards verlangen. Sämtliche Produkte werden vor Ort in unserer eigenen Produktionsstätte in Belgien hergestellt. Dadurch werden unsere CO2-Emissionen erheblich reduziert. Masureel ist immer auf der Suche nach innovativen Verfahren und Technologien, die unsere Umweltbelastung verringern.

GROENE INNOVATIE EN TOEWIJDING AAN HET MILIEU IS EEN BELANGRIJKE WAARDE VOOR MASUREEL.

In onze zoektocht naar duurzame oplossingen, werden we marktleider in non-woven (textiel-)behang. Al onze drukpasta's zijn op waterbasis, wij gebruiken geen oplosmiddelen die schadelijk zijn voor het milieu of de gezondheid. **Al ons non-woven behang is 100% vrij van PVC en formaldehyde.** We zuiveren het afvalwater van onze productie en hergebruiken het zoveel mogelijk. De rest is van hogere kwaliteit dan de lokale milieustandarden vereisen. Wij maken al onze producten lokaal, in onze eigen fabriek in België. Dit vermindert onze CO2-uitstoot aanzienlijk. Masureel blijft steeds op zoek naar innovatieve processen en technologieën die onze milieu-impact verminderen.



*Information sur le niveau d'émission de substances volatiles dans l'air intérieur, conformément au décret du 15/06/2011 relatif à la réglementation de l'air intérieur (décret du 15/06/2011 relatif à la réglementation de l'air intérieur).



EN 15102:2007+A1:2011



The mark of
responsible forestry
FSC® C105599



formaldehyde-free

All our products are FSC® certified
except our items on silk

CREATION PROCESS OF NEW DESIGNS FOR THE COLLECTION SERICA



MASUREEL COMPANY MOVIE

ROOTS, ART and NATURE

are our core values, together they
form the passion that drives Masureel.

LES RACINES, L'ART ET LA NATURE SONT NOS VALEURS FONDAMENTALES. ENSEMBLE, ELLES FORMENT LA PASSION QUI ANIME MASUREEL.

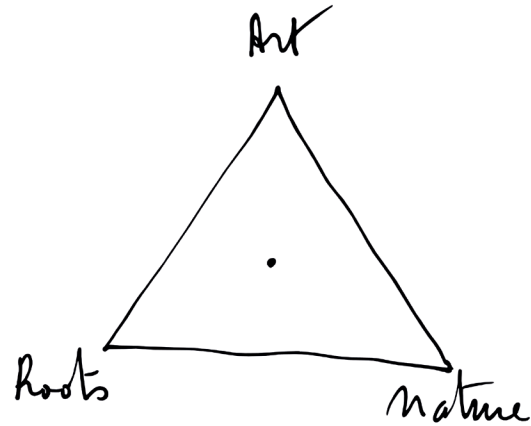
Située au cœur des plaines flamandes, Masureel possède une longue histoire familiale de la culture du lin. Nous valorisons profondément notre **patrimoine** et nous engageons à combler le fossé qui sépare l'art de l'industrie. De la conception à la production, chaque collection prend naissance en interne. Nos produits s'appuient par de riches archives de motifs textiles et sur une vaste collection d'œuvres d'**art** contemporain. L'élan créateur insatiable de nos designers et la volonté inépuisable de développer des techniques de production de pointe poussent Masureel à innover en permanence et à exceller dans les couleurs, les motifs et les structures. L'engagement en faveur de l'**environnement** est une valeur très importante pour Masureel. Nous sommes déterminés à continuer à œuvrer pour un avenir meilleur en prenant soin de la nature. Nous cherchons à minimiser l'impact environnemental de nos installations de production et des matériaux que nous produisons, et nous sommes toujours à la recherche des dernières techniques innovantes pour produire des papiers peints écologiques et respectueux de l'environnement.

WURZELN, KUNST UND NATUR SIND UNSERE ZENTRALEN WERTE, DIE ZUSAMMEN DIE LEIDENSCHAFT BILDEN, DIE MASUREEL ANTREIBT.

Unser Unternehmen liegt eingebettet in flämische Felder und hat eine lange Familiengeschichte im Flachs-anbau. Wir schätzen unser **Erbe** sehr und engagieren uns dafür, Kunst und Industrie zu vereinen. Jede Kollektion wird vollständig hausintern hergestellt, vom Entwurf bis hin zur Fertigung. Unsere Produkte stützen sich auf einem umfangreichen Archiv an Textildesigns und einer einzigartigen Sammlung zeitgenössischer **Kunst** inspiriert. Der anhaltende Schaffensdrang unserer Designer und der unerschöpfliche Wunsch, die modernsten Produktionstechniken zu entwickeln, erlauben es Masureel, kontinuierlich zu innovieren und sich in Farbe, Design und Struktur hervorzuheben. Der **Umwelt** gegenüber verpflichtet zu sein, bedeutet für Masureel mehr als nur leere Worte. Wir streben nach minimalen Umweltauswirkungen unserer Produktionsanlagen und der von uns hergestellten Materialien, und sind stets auf der Suche nach den neuesten innovativen Techniken zur Herstellung ökologischer, umweltfreundlicher Tapeten.

ROOTS, ART EN NATURE ZIJN ONZE KERNWAARDEN, SAMEN VORMEN ZE DE PASSIE DIE MASUREEL DRIJFT.

Geworteld in het hart van West-Vlaanderen, kent Masureel een rijke familiegeschiedenis in de vlaseelt. Met respect voor die **roots**, zet Masureel zich in om de kloof tussen kunst en industrie te overbruggen. Elke behangcollectie wordt vanaf het prille ontwerp tot afgewerkt product, volledig in-huis gemaakt. Onze producten worden onderbouwd door een rijk archief aan textielontwerpen en een uitgebreide collectie hedendaagse **kunst**. De onuitputtelijke creatieve drang van de ontwerpers en het aanhoudend verlangen om de nieuwste technologieën toe te passen in productie, zorgen ervoor dat Masureel blijvend innoveert en uitblinkt in kleur, ontwerp en textuur. Toegewijd zijn aan het **milieu** is voor Masureel een erg belangrijke waarde. We zijn vastbesloten om te blijven werken aan een betere toekomst met zorg voor de natuur. We streven ernaar een minimale impact te genereren in zowel onze productiefaciliteiten als de materialen die we produceren en zijn steeds op zoek naar de nieuwste innovatieve technieken om ecologisch, milieuvriendelijk behang te produceren.



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