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Wallcoverings Association: Navigating High Traffic in Hospitality

Durability and design are always in season when it comes to the wall. Here are four lines that maintain an enduring style.

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The summer season may be winding down soon for the hospitality industry, and as we head into the holidays, traffic is heating up for hotels and restaurants. Whatever the “busy season” may be for your commercial design clients, there is always a need for high-quality, sustainable, nearly indestructible wallcovering solutions. According to the [U.S. Travel Association](#), while travel patterns are stabilizing post-COVID, there are still predictions that business and leisure travel will continue to grow, albeit at more normalized levels. In addition, international travel continues to rise.

As we enter the “off-season,” operators are factoring in the longevity of décor solutions when looking into renovation options. Even with the hospitality industry rebounding, commercial designers are tasked with shrinking renovation budgets and increasing scrutiny to redesign return on investment. Today’s new décor designs need to withstand high traffic while bridging generational gaps to withstand the test of time. In a recent [Hotel News Now article](#), hotel operators acknowledge that even with the increased activity in the renovation market, they are looking for ways to cut costs to reduce the overall capital expense when refurbishing as construction costs continue to inflate. While the standard timeline for hospitality industry renovations is still on a 7-14 year cycle, when elements of a design can withstand the test of time that cycle can be even longer.

The [wallcoverings industry](#) is ahead of its time, focusing on form and function when designing new collections. Enhanced innovation and superior materials are table stakes. Now, the composition of wallcovering materials needs to not only be GREENGUARD certified and low VOC, but for hotel lobbies, corridors and guest rooms, operators need to source the strongest materials possible with Type II vinyl. For commercial designers embarking on their busy season of research, planning, preparation and procurement for the newest materials, there is good news in the variety of sourcing options that are both resilient and robust without sacrificing gorgeous design for every new hospitality client's renovation project.

Strong + Sustainable Wall Protection



The latest designs in RAMPART Resolve ([Wolf-Gordon's](#) recently developed line of PVC-free wall protection) offer impact and abrasion-resistance with the unique addition of a sustainably-oriented material construction. Redondo is a multi-textured embossing with metallic accents and naturally-inspired colorways. Lucea, on the other hand, is a grass-cloth embossing with irregular strands and knots. RAMPART Resolve offers exceptional durability, is bleach-cleanable, and is made from 30% pre-consumer recycled content. Making it easier and less expensive to protect walls in hospitality environments, RAMPART Resolve also offers straightforward installation without the requirement of additional trim and hardware, and can be railroaded below a chair rail for 80 linear feet without a seam.