

## ***JaDecor: The Most Innovative Wallcovering in 50 Years***

Looking for a wallcovering that's as environmentally safe and easy to maintain as it is beautiful? Check out JaDecor, one of the most innovative wallcoverings to come along in over 50 years. JaDecor is now available locally through Shirley Allen, artist/owner of Decorative Touch, LLC of Southbury.

"JaDecor creates a drop-dead gorgeous look," says Ms. Allen. "Imagine sumptuous, elegant rooms that are completely nontoxic and mold and dust resistant. That's a huge plus for the allergy sufferers I work with."

JaDecor's patented formula combines natural cotton fibers with materials such as silk, mica, and metallic threads to produce a richness and depth unmatched by other finishes or wall treatments. Decorative Touch offers hundreds of possible combinations, and will custom design a look to match any home or office décor.

According to Ms. Allen, JaDecor beats traditional wallpaper hands down. "JaDecor is applied in one continuous process," explains Ms. Allen. "Which means no more unsightly seams to come apart—that's revolutionary. And JaDecor is not affected by humidity, so it can be used in bathrooms."

Durability and ease of maintenance are two more reasons Ms. Allen cites for JaDecor's growing popularity. It has a longer lifespan than any comparable wall treatment, and those little nicks, stains and holes that ruin most other treatments are easily repaired. Best of all, adds Ms. Allen, JaDecor can be applied over almost any surface, including painted/textured walls, sheetrock, brick, plaster, paneling and concrete, giving the flexibility to

decorate just about any space without costly preparations.

JaDecor's superior insulating and acoustical properties are the deciding factors for many Decorative Touch clients. JaDecor's unique interlocking fiber structure, with a thermal conductivity of 0.035 W/Mk, reduces heating and cooling bills. For family rooms, home theaters, conference centers—anywhere noise is an issue—JaDecor controls echo and reverberation and improves the quality of sound without sacrificing aesthetics. "I've been able to save marriages," says Ms. Allen with a laugh. "When the slap echo from a home theater is driving some of the family members crazy, JaDecor solves the problem. And no more of that ugly "egg crate" material. In fact, I just finished a gorgeous installation in a store that sells home theater equipment. They wanted to demonstrate how well it works!"

Developed in Germany over thirty years ago, JaDecor has only been available in the United States for the last thirteen years. It has a class A fire rating and is recognized as a "green" building product—good news for the growing ranks of environmentally-conscious consumers.

Because it's not a do-it-yourself technique, JaDecor is available only through certified installers. Ms. Allen is one of four licensed JaDecor installers in Connecticut, and the only one serving the northwestern region. Ms. Allen, a certified custom faux finisher, also offers custom faux finishes and murals for commercial and residential spaces. For more information, contact Ms. Allen at 203-264-2786, or visit [www.decorativetouchllc.com](http://www.decorativetouchllc.com).

