

Wallprinting safely covers any surface at less than half the cost of wallpaper

Renewing home's appearance is a time-honored rite of spring

A California designer was faced with the time-consuming chore of looking through book after book of wallpaper samples in order to locate an acceptable pattern in just the right color combination. An architect for a large business office complex was confronted with a vast expanse of bare walls and minimal budget. Both situations posed potential problems which were solved with wallprinting.

According to Bill Edholm, who acquired the worldwide rights to Solution To Wallpaper seven years ago and has put over \$500,000 into developing the process, wallprinting achieves the same results as wallpaper at less than one-half the cost.

Using what looks like a hand held printing press filled with one to three colors of paint, the professional wallprinter applies a design directly to wall surfaces.

The designs — which can be applied to even textured and grass cloth walls — are washable, durable and dry to the touch in 15 minutes. They are available in over 1,600 colors — and, yes, the final result really does look like wallpaper.

A pressing problem

Because of the current liability insurance problems facing design professionals, many are seeking building materials which are not considered hazardous by government research and regulatory agencies, consumer groups and environmental organizations.

"In 1984, a total of 13 insurance companies sold policies for design professional liability," Edholm said. "Today there are only two such companies in the entire country. An architect is liable 10 years after a building is constructed. These people have to be careful."

Solution To Wallpaper uses only top-quality water-based latex paint in its process, avoiding controversial substances such as vinyl chloride, a major component of many wallpaper products, he said.

"Gases from burning synthetics were responsible for most of the deaths in ma-



ACHIEVE THE LOOK OF WALLPAPER at less than half the cost. Using a water-based latex paint, professional wallprinters offer a safe and cost-efficient alternative to traditional wallcoverings.

for fires such as the MGM Grand Hotel fire in Las Vegas, a tragedy that resulted in many deaths and lawsuits.

"Our process is very well received by design professionals and property owners who are seeking positive alternatives to controversial hazardous decorating materials."

In 1981, Solution To Wallpaper was featured in *Entrepreneur* magazine's centerfold, "Hottest New Money-making Opportunity." Last year *Entrepreneur* publisher Chase Revel again featured the firm in his *Bantam Press Book, 168 Businesses Anyone Can Start and Make a Lot of Money*.

Retired hockey player Mike Tual and his partner wallprinted 26 hospitals in Canada last year, earning close to \$100,000. High profits and low costs to clients are two reasons wallprinting appeals to entrepreneurs, Edholm said.

"People love you because you save them more than half the cost of buying a low to medium-grade wallpaper and

having it professionally installed. Yet, after the initial purchase of training and equipment, all you pay for is paint."

Price for the Basic equipment and training package is \$8,500. The package includes two sets of equipment with different-sized rollers, 50 pattern designs, ongoing assistance, business cards, brochures, photos, even a bookkeeping system.

Because of the high profitability and low overhead of the business, more than half of those purchasing training and equipment select the Professional package, which includes the Basic package plus two additional machines and 40 brand new patterns modeled after the most popular wallpaper designs.

Selling for \$13,500, the package enables the new entrepreneur to have a minimum of four wallprinters trained and available for jobs. Additional patterns can be purchased as they are developed.

"This is definitely not a do-it-yourselfer," Edholm said.

Spring is a time of renewal. Since ancient days, when the reality of the seasons was explained by the myth of Demeter, the goddess of the crops, mourning for the absence of her daughter Persephone who was constrained to spend three months of every year in the Underworld (corresponding, in calendar terms, to the winter), people have rejoiced when spring returns.

The first pointed crocus buds are an indication that it's time, once again, to make the house sparkle.

Closets are cleaned out, spring clothes pulled out of mothballs and, from attic to cellar, the work of refurbishing proceeds.

Outdoors, siding is washed down or installed, painting proceeds, roofs are cleaned and repaired, decks are built, while, within, a lively wallcovering is hung to reflect the joyous mood of spring, and a fresh coat of paint revitalizes a tired corner.

Large or small, each project adds to the sense of anticipation, and the feeling of a job well done.

If you can't afford, this year, to have a new kitchen installed, you may want to consider new countertops or cabinets — those with ingenious storage systems are particularly appealing.

New curtains can work wonders for virtually every room in the house; in your cleaning forays you may discover, tucked away, ones which didn't look quite right several years ago, but which suddenly seem attractive again.

Failing that, it's a cinch to run café curtains up on a sewing machine, using bright new fabric which captures the spirit of the season.

New sheets and towels, too, can do wonders, and a bunch of fresh flowers in a favorite vase are a small touch which has big impact, wherever it's placed. And, it's a great reward for tackling all the dirt and grime which have built up over the course of the winter.

Some of the refurbishing is purely practical. In spring, as well as fall, for example, smart homeowners check to make sure their insulation is adequate; after all, keeping cool air in during the summer months is as important as keeping it out during the winter.

New windows can give a house a whole new look; they can also add energy efficiency and, depending on the material of which they're made, serve to reduce maintenance time in future years.

Then, there's cleaning out the garage, sorting through the eccentric accumulation of months or — in some cases — years. Do you really need the first rake

you ever owned — sentimental value aside (and who can really get attached to a rake?), is it functional with half its teeth broken off?

What about the old, muscle-powered lawn mower? If it's been replaced by an easy-to-use electric model (or if such a replacement is on your list of priorities for spring '87), now may be the time to do the honorable thing by the old stand-by.

If you can't bear to throw it out, consider donating it to a charitable organization (you may be able to take a tax deduction), or putting it up for sale — along with a myriad of other useless-to-you items — at a yard sale, which can yield extra revenue for some things you really can use.

If you're really assiduous during your spring cleaning marathon — and strict with yourself, in addition — you may be able to collect quite a number of objects which you can turn into capital in this fashion.

And, undoubtedly, in the process, you'll find things you've forgotten all about, and which have been put away for so long they seem new again!

Whether the projects you tackle are large or small, done on weekends, or a little every day, you'll derive a certain satisfaction from the whole process of readying your home for the summer to come.

In the process of beautifying it, you will be part of a continuum that stretches all the way back to the dawn of recorded history, participating in the spirit of renewal which has been a springtime ritual ever since man has been able to define the difference between winter and spring.

Now, doesn't that thought make all those hours spent working on a ladder — or with sleeves rolled up, and hands in a bucket of soapy water — worth every minute of it!

Shades of difference: Focus on windows to create a new look

In a small apartment or house there's no treasure as great as an extra room. If you have an enclosed porch or patio you already have that room. Now all it takes is a small leap of imagination and some down-to-earth ingenuity to adapt it to year-round use.

Begin by focusing on the windows. You'll want a window treatment that lets you have your view and your privacy, too. A treatment that controls light, is energy efficient and, most of all, is beautiful. It's a tall order, but not as difficult to fill as you might think.

Combining fabrics
One particularly effective and attractive idea would be to combine drapery panels with "Duette" dual-pleated fabric shades. Developed by Hunter Douglas, a fashion leader in alternative window treatments, "Duette" are fabric shades with a difference.

They're fashioned from two layers of fabric, double-pleated in a honeycomb effect, to trap air between the layers for natural insulation.

Duettes are custom-made and can be tailored to fit even the most oddly-shaped or difficult-to-fit windows. They can be operated from the bottom up as well as from the top down.

Styled for today

Duettes make a fashion statement with a range of designer color that suit today's romantic mood. These are combined with an off-white neutral on the back side so you are assured of a uniform appearance on the outside of the house.

And because Duettes have no tape seams or holes, they cover windows up to 174 inches wide with a clean uncluttered look that makes a particularly beautiful foil for curtain, drapery or valance treatments.

Lightly scaled, comfortable furniture and piles of plump pillows complete your four-season retreat...so slow down, enjoy yourself.

VINYL SIDING CAN REDUCE YOUR MAINTENANCE COSTS

Solid vinyl siding, which eliminates the cost, time and bother of painting every few years, is available with a complete line of matching accessories.

These include shutters, fascia, downspouts, gutters and other solid vinyl trim to help reduce exterior maintenance.

INGERSOLL yard tractors

The New Name To Say | For Case.

Garden Tractors

A complete new line of high performance yard tractors.

8 H.P. 108YT-2486 With Mower
11 H.P. 111 YT-2886 With Mower
16 H.P. 116yt-3486 With Mower

MORE PERFORMANCE
Dependable starting Briggs and Stratton 110 engine. Gear and sector steering for easy maneuverability. Five speed, plus reverse in-line shifting for versatility of attachment use and varied ground speed. Gear drive for efficient operation. Pivoting front axle allows wheels to follow ground contours. Wide Notation tires protect turf. Electric headlights standard equipment. 12 volt electrical system all models with economical battery.

E.D. STEWARTS EQUIPMENT
"THE DEALER"
We Service What We Sell - CERTIFIED SALES & SERVICE
Junction Hwys. 24 & 25N ERIN
(416)457-5261 (519)833-9616

Roper GT18
Garden Tractor

ROPER

- 18-HP twin cylinder Briggs & Stratton Industrial/Commercial engine
- 6-speed transaxle
- Electric PTO clutch
- 2-year limited warranty

ED STEWARTS EQUIPMENT
"THE DEALER"
We Service What We Sell - CERTIFIED SALES & SERVICE
Junction Hwys. 24 & 25N ERIN
(416)457-5261 (519)833-9616

Shades of difference: Focus on windows to create a new look

In a small apartment or house there's no treasure as great as an extra room. If you have an enclosed porch or patio you already have that room. Now all it takes is a small leap of imagination and some down-to-earth ingenuity to adapt it to year-round use.

Begin by focusing on the windows. You'll want a window treatment that lets you have your view and your privacy, too. A treatment that controls light, is energy efficient and, most of all, is beautiful. It's a tall order, but not as difficult to fill as you might think.

Combining fabrics
One particularly effective and attractive idea would be to combine drapery panels with "Duette" dual-pleated fabric shades. Developed by Hunter Douglas, a fashion leader in alternative window treatments, "Duette" are fabric shades with a difference.

They're fashioned from two layers of fabric, double-pleated in a honeycomb effect, to trap air between the layers for natural insulation.

Duettes are custom-made and can be tailored to fit even the most oddly-shaped or difficult-to-fit windows. They can be operated from the bottom up as well as from the top down.

Styled for today
Duettes make a fashion statement with a range of designer color that suit today's romantic mood. These are combined with an off-white neutral on the back side so you are assured of a uniform appearance on the outside of the house.

And because Duettes have no tape seams or holes, they cover windows up to 174 inches wide with a clean uncluttered look that makes a particularly beautiful foil for curtain, drapery or valance treatments.

Lightly scaled, comfortable furniture and piles of plump pillows complete your four-season retreat...so slow down, enjoy yourself.

VINYL SIDING CAN REDUCE YOUR MAINTENANCE COSTS
Solid vinyl siding, which eliminates the cost, time and bother of painting every few years, is available with a complete line of matching accessories.
These include shutters, fascia, downspouts, gutters and other solid vinyl trim to help reduce exterior maintenance.