

*Loving*

JUNE 2020 • Issue 3

# HOME

Brought to you by Graham & Brown

## *The* GREEN ISSUE

*We're back and here to  
talk all things green,  
from the environment to  
bringing the outside in*

### LOVING OUR PLANET

Learn about how we're minimising  
our impact on the environment

*In The Spotlight*

### GLASSHOUSE

How you can introduce this luxurious  
green into your own schemes





# Trend TALK



*“Our desire to bring the outside in has never been more poignant. Nature spots have taken on a new, bittersweet beauty.”*

In my last trend talk for *Loving Home*, I discussed contemporary desires to juxtapose the urban bustle and technology-heavy aspects of modern life with restful shades that conjure visions of fresh, tranquil spaces and blur the boundary between outside and inside.

For many of us those early months of 2020 feel like a lifetime ago, with Covid-19 regulations meaning significant changes to our everyday way of life.

In following government advice and adjusting our working processes to keep our colleagues safe, our monthly digital magazine was sadly put on hiatus, but as we return for this June issue it's clear that our desire to bring the outside in has never been more poignant.

With major closures of key social spots, exercising and walking outside has become a lifeline to a lot of us, and with that nature spots have taken on a new, bittersweet beauty to those lucky enough to be close to them.

Being stuck indoors has driven a seemingly national effort to redecorate the homes we spend so much time in. Looking at searches online and the designs selling - clearly many people are trying to bring the outside into their *Loving Home*.

We hope you enjoy this issue of *Loving Home* and that it helps you in some way, whether with a project or just as something to read if you have some time on your hands.

Stay safe.



**PAULA TAYLOR**  
COLOUR AND TRENDS SPECIALIST



*In this*  
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as seen in **ELLE DECORATION**



as seen in **IDEAL HOME**

**IN THE PRESS**  
*Read all about ... us!*

We're sure you can relate when we say that we like nothing more than leafing through the top interior press magazines and being inspired by their schemes and gorgeous imagery.

Did you spot these patterns and colours from our product range?



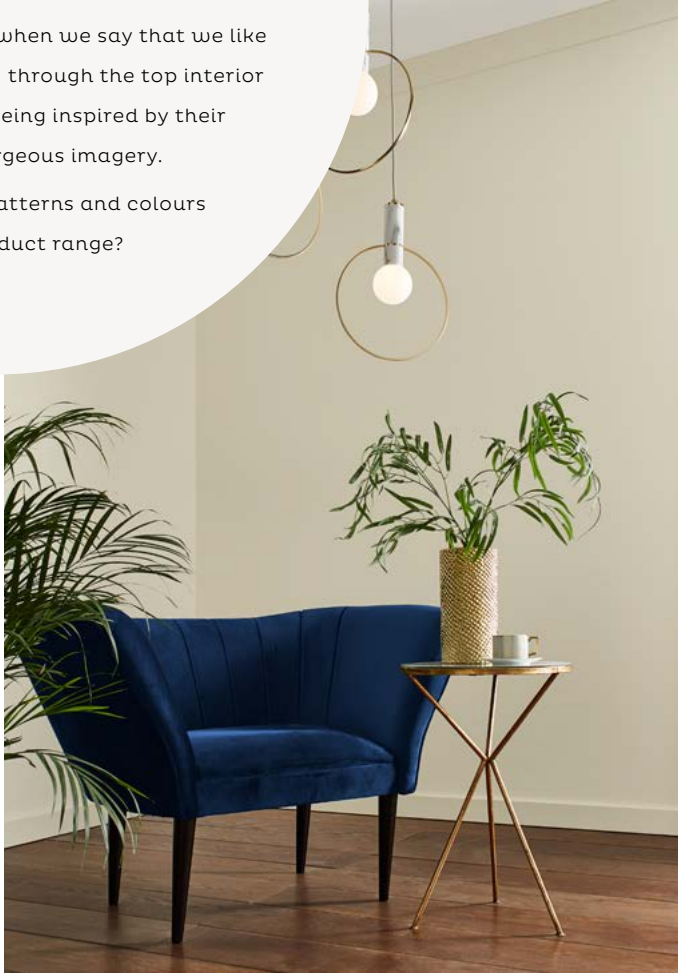
as seen in **REAL HOMES**



**BALDWIN BLUE PAINT**  
as seen in **ELLE DECORATION**



**POSIE PAINT**  
as seen in **LIVINGETC**



**CUSTARD CREAM PAINT** as seen in **SHEERLUXE**



# *The grass is greener* **ON THE INSIDE**

**R**econnecting with nature when it's comes to decorating our homes is not a new phenomenon but it is a lasting one. There's just something about a natural aesthetic that we as a species cannot get enough of in the post-industrial age.

As in nature itself, there is a lot of space for subtlety. Bringing the outside in does not have to mean we limit ourselves to a predominantly green colour palette (although who isn't OBSESSED with green these days, am I right?). When it comes to a nature-inspired space, texture is just as important.

A fibrous wallpaper is a great starting point. The thousands of tiny fibres that make up the paper create a subtle but visible texture that is as irresistible to the human touch as a tree's bark. With a matt finish, it has a satisfying autumnal feel, while a mica or coated finish gives it a dewy spring-like quality.

Speaking of wood textures, furniture constructed from nature's star material is ideal, especially unvarnished pinewood, which is inherently fresh and does not appear overly processed. If you are of the creative persuasion, you might even consider accessorising with painted twigs and and logs found on a Sunday afternoon walk.





Look out for mineral textures too, such as marble and stone, which make for great accessories and are extremely versatile due to their organic colours. Vases spread about the place are an easy way to introduce these materials, or if you're going full-on renovation they make for a great statement mantelpiece or as a stylish alternative to porcelain fixtures.

## Leaf it out

When it comes to pattern, it's natural to make a beeline for leafy or sprig designs and it's true that these are ideal, but they are by no means the only option. If you plan to keep a lot of houseplants in the space, for instance, you might want something a bit less statement such as our Glasscloth Texture plains.

Furthermore, our Grasscloth Geo collection is a slick hybrid of grass texture and tessellating geometric shapes that serves a more modern interior beautifully. Accessorise it with framed prints of abstract leaves and black nickel furniture to accentuate the contemporary look.







### *Choosing co-ordinates*

Our Grasscloth collection notably consists of three designs; the leaf pattern of Aspen, the textured plain, and the textured geometric, each of which are available in green, teal and grey. This helps you to confidently pair designs in one space and know that the colour co-ordination is perfect.

When choosing paint colours to match, for trims or even to flow adjacent rooms with a similar colour palette, earthy neutral tones respond beautifully to a green feature.

Green as a colour group has something for everyone. Whether you favour the dry quality of a green with yellow undertones, or the more blue pigment of succulent greens, your space will benefit from choosing a side and sticking with it.

Don't forget that every Graham & Brown wallpaper has four suggested paint colours, including matching hues and complementary contrasts, giving you the perfect place to start when building new schemes.



*Loving Home*

# LOVING OUR PLANET

ECO WALLPAPER, ECO PAINT



**W**ith the climate debate raging, we are rightfully proud of being a responsible manufacturer who works tirelessly to manage our impact on the environment both globally, and locally. We've taken this approach for over seventy years.

We make products, so naturally energy and materials are consumed so we know we can make a big difference in small ways.

We use around 23,000 tonnes of paper each year. That's a lot of trees. Yet all of our paper pulp comes from managed forests.



This means that for every tree we use three more are planted. Amazingly, our paper mill is based in 10 square kilometres of forest and as trees are used and replenished the cycle to go around the forest once takes ten years. Our paper literally grows on trees!

*“For every tree we use,  
three more are planted.”*

Even the machinery used in the forest runs on biodegradable fuel, so any leaks do not damage the eco system on the forest floor.



## MANUFACTURING

When the paper hits our purpose-built factory the process of efficient manufacture begins. We are accredited with ISO14001 which means we are deemed as a 'low-risk' to the environment.

We use water-based inks and paints, which are known to be less harmful for the environment to produce VOC free product.

Any pollutants produced during manufacture are 'burnt-off' in an incinerator. The heat produced during this process is not wasted but recycled within the production process. Who knew all that hot air could be so useful?

Since the early eighties Graham & Brown has been separating production waste to ensure that paper is re-pulped, and all white spirits are recovered from any liquid waste.

All our cartons are FSC accredited, and boxes are glued together to avoid the use of non-biodegradable vinyl tape.

Whilst we hold stock of the paint on our colour card - our extended range of paint is made to order - and all water based - with low VOC. This means that we don't need to carry as much stock, and material usage is managed



tightly further reducing waste.

Our purpose-built distribution centre has all its environmental impacts managed from motion sensor lighting (only need to be on if someone is in that pick location), to managing rainwater into the river network.

Graham & Brown minimise energy consumption where possible and coordinate dispatch & route planning, keep transport impact to the absolute minimum. Internationally we have warehousing in the US, Holland and Australia to ship in bulk and avoid unnecessary air freighting.

## QUALITY AS STANDARD

It's reassuring to know that the product in your hand has not only been crafted with passion but has been produced as sustainably as we possibly can with current technologies, and safe in the knowledge that as technology develops, we apply it to our processes.

Equal to our commitment to the environment is our commitment to Quality. All Graham & Brown wallpapers are produced to the highest standards. One roll from every batch of wallpaper made in the factory is hung onto the walls in our quality control department. This ensures that the colour is consistent, that the print has been produced correctly and most importantly that the wallpaper hangs and removes easily.

*“This dedication to quality probably makes this the most decorated wall in Britain.”*

Don't just take our word for it, 93% of our customers think our products are really easy to hang, and 92% are



delighted with our quality. All the feedback we receive goes into making the products and experience better for the next customer.



# GLASSHOUSE.



GLASSHOUSE GREEN



## CUSHION

*Adeline Green Opulence*  
[grahambrown.com](http://grahambrown.com)



## PAPER

*Glasshouse Green*  
[grahambrown.com](http://grahambrown.com)



## PAPER

*Jungle Mood Green*  
[grahambrown.com](http://grahambrown.com)

GLASSHOUSE GREEN  
[grahambrown.com](http://grahambrown.com)



## CUSHION

*Jade Luxe Cushion*  
[grahambrown.com](http://grahambrown.com)

## IN THE SPOTLIGHT

A new twist on the key colour trend – Glasshouse is a luxurious green which will add *endless depth* when included in any colour palette.

The blue undertones help give this hue a *subtle freshness*, going hand in hand with the “outside in” design trend which places emphasis on breathing life into your home and blurring the line between interior and exterior design as we become more *eco conscious*.



## PAPER

*Grasscloth Geo Pine*  
[grahambrown.com](http://grahambrown.com)

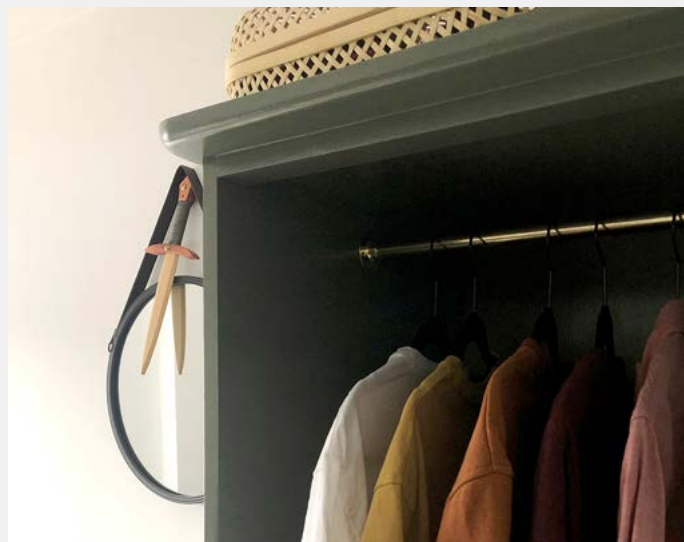




reLOVED

Now that's what you call a Summer wardrobe refresh!

Primed with Graham & Brown Primer & Undercoat and painted in Uluwatu Eggshell, the final result is ultra-cool, cost-effective and a great example of living sustainably.



BOTANICAL MIDNIGHT  
@\_thehandymama



ADELINE  
@aflairforthelair



PARADISE MIDNIGHT  
@cashmere.digs

# LOVING YOUR HOMES

Tag us, submit a review and become part of the Loving Home family

#grahamandbrown #lovinghome



AMALFI CIELO

★★★★★ Jen, Central Kentucky



JUNGLE MOOD GREEN

★★★★★

'GREAT QUALITY'

Really good quality, heavy-ish gauge wallpaper. Beautiful pattern. Produces a stunning effect across a whole wall.

Robh, GB.com Customer



YASUNI LUSH GREEN

@hedgehog\_studios



@the\_colour\_file



WE LOVE THIS USE OF STIRLING GREEN



Available in various finishes and sizes.





# Office@Home

## SUBJECT: GORGEOUS HOME OFFICES

Social safety regulations have more and more of us working from home and it's easy to blur the lines between our working hours and our personal lives. For some of us it's a blessing of convenience but for others this lack of separation between home and office can feel like a drain on productivity.

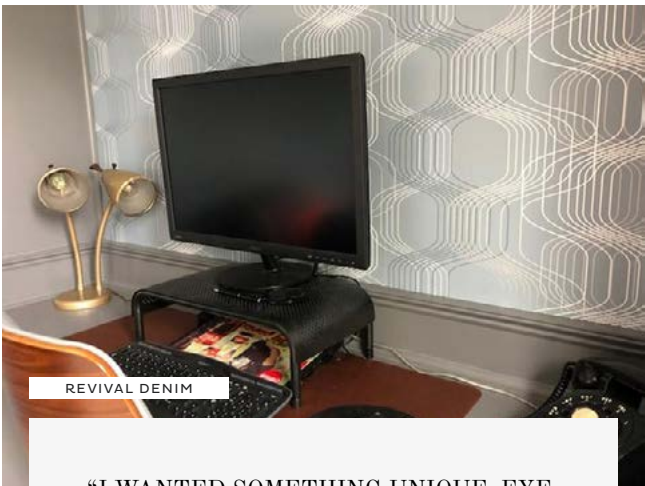
Giving your home work-space a bit of a love can do wonders to maintain this distinction and have a positive impact on your morale during the nine-to-five hours. And let's face it, we all want the best backdrop on all those video calls!

Even if you don't have a spare room to dedicate to your WFH setup, a wallpapered alcove or some creative paint colour-blocking is a great way to zone the space and allow you to 'step out' of the office when you clock out for the day.

Trend Alert!

PINK COLLAR  
PROFESSIONAL





"I WANTED SOMETHING UNIQUE, EYE-CATCHING AND EASY TO INSTALL. THIS DELIVERED! MY FRIENDS SAY MY HOME OFFICE IS *sexy*. IT'S THE EXACT *vibe* I WANTED."

NICKATKNIGHT, MINNEAPOLIS

★★★★★

# WORKING FROM HOME

## June Playlist

<i>Green Light</i>	LORDE
<i>Smile Like You Mean It</i>	THE KILLERS
<i>Just Be Good To Green</i>	PROFESSOR GREEN FT. LILY ALLEN
<i>Inner Smile</i>	TEXAS
<i>Green Garden</i>	LAURA MVULA
<i>Secret Smile</i>	SEMISONIC
<i>Green &amp; Gold</i>	LIANNE LA HAVAS
<i>Smiley Faces</i>	GNARLS BARKLEY
<i>Green Light</i>	JOHN LEGEND FT. ANDRÉ 3000
<i>Smile</i>	NAT KING COLE



SEARCH **GRAHAM&BROWN** ON SPOTIFY  
OR TAP THE CAMERA ICON IN THE SEARCH BOX  
AND SCAN THE CODE ABOVE



