



# Chic & Sleek

The addition of Elsner roll packaging and rewinding equipment provides an in-line system that streamlines the production of trendy wallpaper at Eco-Borastapeter.

By Edward Boyle, Contributing Editor

**I**KEA's line of modern home furnishings is virtually synonymous with the phrase "Scandinavian design." But one Sweden-based wallpaper manufacturer was using the same sleek design philosophy decades before the famed retailer made it fashionable.

Eco-Borastapeter, established in 1905, describes its wallpaper brands as "a young, trend-conscious expression," and "a masculine collection featuring graphic

patterns and medallions used in a new and creative way."

"Our design is not so complicated," explains Fredrik Larsson, production manager. "It's more simple and modern looking. In the US, wallpaper is a very classical product; they don't think of modern design. In our country, it's just the opposite."

### Improving Workflow

Eco-Borastapeter recently has begun to incorporate its "sleek" approach to wallpaper design into



its production process as well. Larsson explains that the company, which formerly operated 12 production lines at its 16,000-sq-m facility, has begun the laborious process of consolidating those lines to improve workflow.

Screen printing is accomplished on Stork equipment, and gravure printing is done on Schiavi (Bobst Group) and Emerson & Renwick presses.

"The special thing about our Emerson & Renwick gravure

press is that it has a lot of drying equipment," says Larsson. "It allows us to run very fast. We feed mill rolls into it, and take pallets off the other end."

Printing and converting, which formerly were completed as separate processes, ultimately will be combined as lines are merged.

The first step in that transformation was the installation two years ago of an Elsner Engineering Model GWR-760/OW-30-C High Speed Roll Packaging



## ► Converter Info ◀

► **Eco-Borastapeter** |  
**Box 1, SE-503 01 Boras,**  
**Sweden | [www.ecobt.se](http://www.ecobt.se)**

System for rewinding, labeling, and overwrapping various substrates of retail rolls of wallpaper. The 30-in. machine, which produces up to 25 rolls or 620 ft of wallpaper/min, will be integrated

on a Schiavi line.

Eco-Borastapeter's most recent purchase was the Elsner Model RRW-1400-W Wallcovering Rewinder for converting various substrates of commercial and retail rolls of wallpaper in-line with the Stork screen press. The converted products are nonwoven-based wallcoverings.

The Elsner high-speed re-winder operates at 650 fpm and is designed specifically for in-line application with printing and embossing equipment. It has cut lengths from 32.8 ft minimum to a maximum finished diameter of 10 in. It has a heavy duty, servo driven, rotary shear-type cutoff knife assembly for straight cut edge and a three-station winding turret with servo-controlled indexing for winding tension control.

Larsson explains that the most recent Elsner machine allows Eco-Borastapeter to go from mill roll to finished product in one pass. As a result, the company is able to offer same-day shipping. The company's plan is for other lines to be consolidated as well, improving both speed and efficiency.

"We are in the process of re-engineering our production into an in-line process, and that requires very good, reliable machinery," Larsson says of the decision to install the Elsner converting equipment. "We looked around quite a lot and had experience with other suppliers as well. This new machine has to take various materials—from the thinnest nonwoven to very heavy board. It meets the demand on the winding machinery that no one else can meet."

In addition, Larsson says, "This was a big investment for us, but it was in line with our thinking of an in-line process, from mill roll to a ready consumer product."

He adds, "We try to do it different from the high-volume producers. We differ from mainstream offerings in low-cost product."

## Eco-Friendly Products

Rolls of wallpaper are converted in widths from 20–48 in. The wider rolls typically are used in commercial applications, while smaller rolls are for home use.

"Each market has different demands," says Larsson. "One thing is that we are specialized on non-PVC [polyvinyl chloride] products. All of our products are nonwovens. We use water-based coatings and water-based printing inks, and that is quite different from the mainstream wallpaper volume in the world, which is made of PVC."

"PVC has its benefits in production and durability, but we never took that path," he explains. "We stick to the simple nonwoven and paper-based products, which are now good for us from environmental aspects."

Eco-Borastapeter's primary market is Scandinavia (Finland and Norway). Russia is its largest export market, with "good development" in the UK, Greece, and Turkey, among others. Stresses Larsson, "We have a lot going on." PFFC

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*Elsner's RRW-1400-W re-winder features easy machine operation, servo motion control, and heavy-duty construction. It is designed to work in-line with printing/embossing equipment.*

*Below, Fredrick Larsson (left), production manager at Eco-Borastapeter, celebrates the purchase of a new re-winder with F. Rusty Elsner, president/CEO of Elsner Engineering.*

