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## **CEILUME TO TELL THE TRUTH ABOUT ITS THERMOFORMED WALL PANELS**

GRATON, CALIFORNIA – Ceilume, the leading manufacturer of thermoformed ceiling panels, has finally admitted the truth: its panels can be used on walls as well as ceilings. The revelation will be made publicly at HD Expo in Las Vegas, NV on May 3-5, 2017, booth number 5477 and again at NeoCon in Chicago, IL on June 12-14, 2017, booth number 7-1039.

Company president Ed Davis confesses “Ceilume was so focused on making the best ceilings possible, we lost sight of the walls all around us. Thank goodness our customers were smarter than us; they have been using Ceilume panels as wall coverings and in partitions for years.”

In defense of the company, Davis avers he didn’t want to promote wall panels until he had confidence in how they would perform. After decades of working with satisfied customers, however, Davis says, “Ceilume finally turned the corner and is now willing to stand behind our panels when properly used in vertical applications.”

The decorative panels are made in a wide range of styles — from traditional to contemporary. Two new styles, designed especially for wall covering, will be introduced at the tradeshow. They feature innovative overlap joints that improve appearance and simplify installation.

All Ceilume panels are available in a palette of solid colors plus faux wood-grain and metallic finishes. Three grades of light-transmitting panels, translucent, frosted, and clear, are especially popular for rear-illuminated partitions, merchandising displays, and stage sets. According to Davis, the wall panels can also be seen on the sets of the fashionable TV shows, *Top Chef* and *RuPaul’s Drag Race* and on the big screen in *The Empire Strikes Back*.

Made from thermoplastic just 0.030-inch thick, the thin panels are robust, lightweight, easy to install, and Greenguard Gold certified for low volatile organic compound (VOC) emissions. A couple more innovations being introduced at HD Expo are prefinished panels with 98% recycled content and a paint-grade product with 100% recycled content.

Ceilume isn’t shedding its identity as a ceiling manufacture, however. Davis explains, “Some people refer to ceilings as the ‘fifth wall’ of a room. We prefer to think of walls as ‘ceilings on edge.’ Now you can honestly take advantage of Ceilume panels throughout your buildings.”

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## **ABOUT CEILUME**

Ceilume is the leading manufacturer of thermoformed ceiling tiles and panels. The company's predecessor dates from the early 20th Century and was a pioneer in the invention of the modern suspended ceiling. The family-owned business is located in Graton, CA in the heart of California's wine country, and occupies a historic apple-packing warehouse. With an eye on the future, Ceilume has invested in advanced manufacturing equipment and an active R+D program to create improved ceiling and wall finishes to meet changing environmental, performance, and aesthetic expectations. [www.ceilume.com](http://www.ceilume.com)

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