



LINCRUSTA®

The Ultimate Wallcovering Since 1877

Make a lasting impression





LINCRUSTA®  
The Ultimate Wallcovering Since 1877

# CREATE YOUR OWN UNIQUE STATEMENT

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*Distinctive and defining, there is no other wallcovering quite as unique or luxurious as Lincrusta.*

In any room, Lincrusta catches the eye and captures the imagination like nothing else. From classic country residences to modern urban living spaces, our incomparable range of wallcoverings, friezes, dado panels and borders evokes a sense of inimitable sumptuousness and style.

So let us share our rich heritage and beautiful designs with you, to create an individual and iconic space of your very own.

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RIGHT: Cleopatra with matt finish - see also page 21



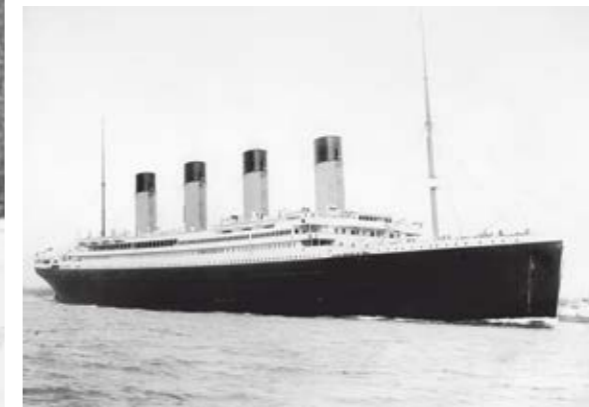
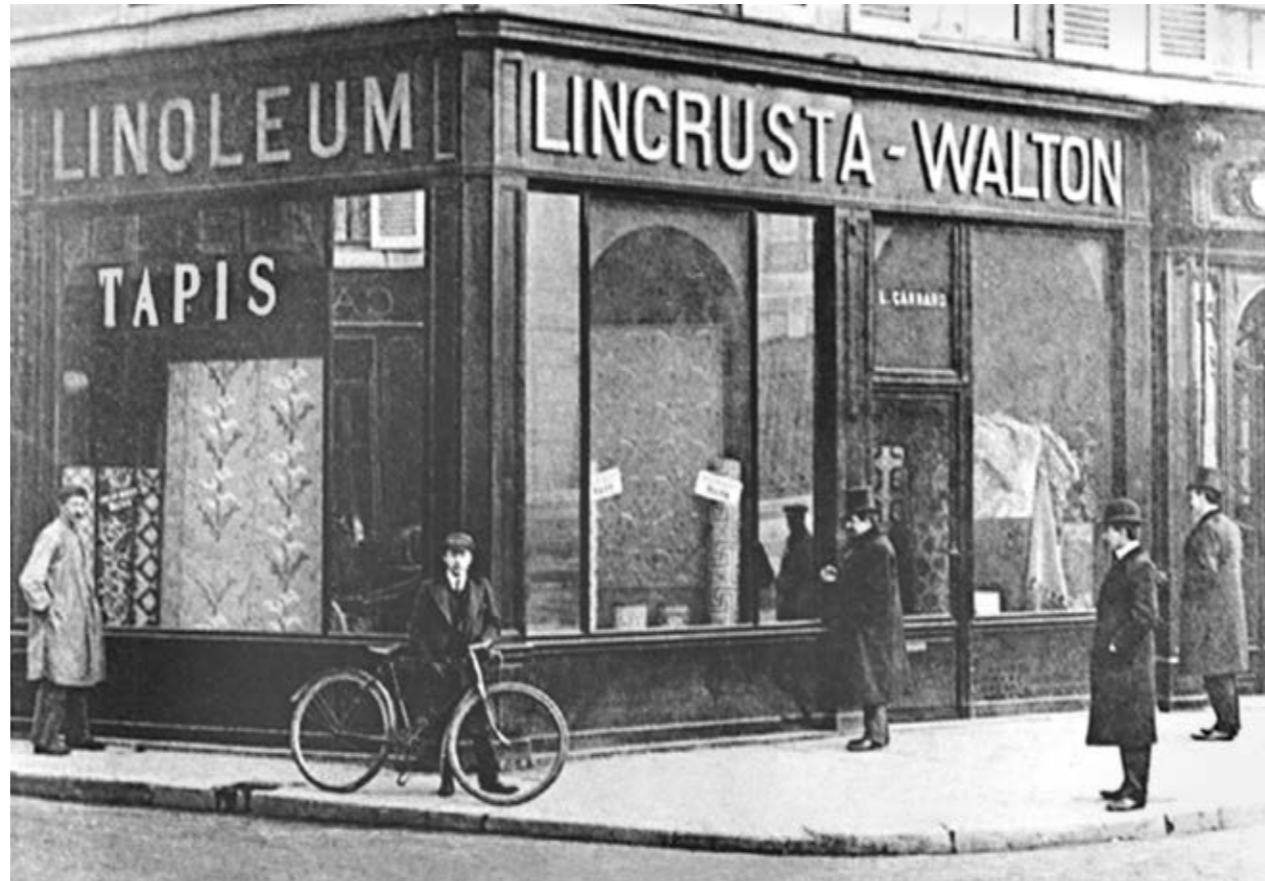
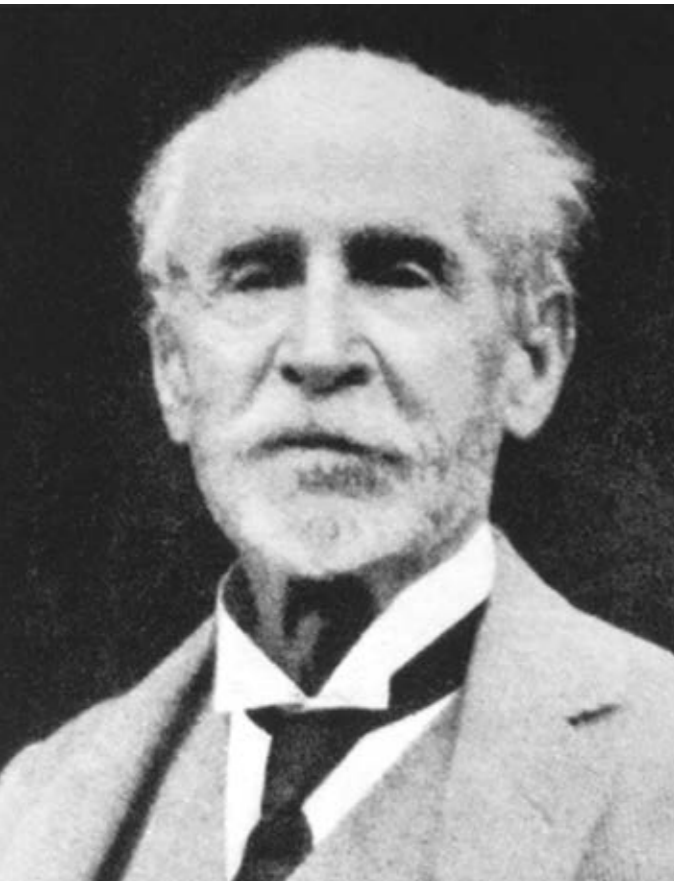
# A BRITISH SUCCESS

*Manufactured in Britain since 1877,  
Lincrusta is still highly desired and  
admired right across the world.*

We've long understood what it takes to create a lasting impression. And not long after launching in Britain, the appeal of Lincrusta's original wallcoverings soon spread across the globe. This has made us a great British success story where skills and craft have stood the test of time. Today, we are extremely proud that our products are still made exclusively here in the UK and that they continue to enhance the interiors of the most desirable addresses the world over.







# A RICH AND ILLUSTRIOUS HERITAGE

*From the White House to the Titanic, Lincrusta has graced the walls of some of the world's most iconic interiors.*

This unique product was the ingenious creation of Frederick Walton who had pioneered the development of linoleum floor coverings during the 1860's. Lincrusta was an instant success, replacing painstaking artisan plasterwork and appealing to Victorian England's tastes because of its beauty, practicality and durability. Our designs quickly found their way into notable buildings throughout the world. Absolutely unique and exceptionally beautiful, our wallcoverings remain unsurpassed for their deeper emboss, exquisite detail and enduring strength.

LEFT TO RIGHT:  
Frederick Walton, Paris Store  
1900, London Showroom 1900,  
Advertisement 1893, SS Titanic,  
The White House





# TAKING CARE OF THE FINER DETAILS



*Lincrusta is produced using the same exacting standards of craftsmanship and attention to detail as it's always been.*

Originally manufactured at Sunbury-on-Thames, production soon moved to Lancashire in 1918. From the very beginning, our wallcoverings have never needed improving. Even today, we still use many of the original rollers to emboss our distinctive designs, and make our products using many of the same natural materials as we always have. And to ensure that the finished product is nothing less than perfect, each roll is individually inspected and dated.





# INSPIRED SPACES FOR LIVING

*Beautiful home or boutique hotel, Lincrusta's distinctive designs take interiors to a whole new level of luxury and sophistication.*

One of Lincrusta's finest qualities is the way it works so well within both traditional and contemporary interiors. Clean lines or elaborate patterns, our timeless designs bring a special edge to any space, transforming walls into a magnificent centrepiece or a refined backdrop. To add a further dimension, our sculptural wallcoverings can be hand painted with the colour or colours of your choice. Creating such contrasts is all part of Lincrusta's appeal - adding even more depth and interest to your room.







Carefully planned feature walls can create a bold and elegant statement in any room

Neo with matt finish - see also page 29



Use Lincrusta to co-ordinate beautifully and seamlessly with statement furniture



As an alternative, keep walls smooth and create a statement by applying Lincrusta to the ceiling



# CREATE YOUR ORIGINAL LOOK



*Classic or cutting edge, you can achieve a stunning and truly unique look with Lincrusta.*

Modern and contemporary or uncompromisingly classical, the unique depth of our embossed wallcoverings allows them to be decorated using a variety of different paint effects and colour combinations. You could choose a flat, neutral scheme or opt for a contrasting metallic colour to add a luminous edge. The options really are limitless. Whatever you choose to do, you're sure to create an original.

ABOVE: Apply contrasting colour to your base colour using a firm sponge roller to create a highlighted effect.

For an even more individual and elaborate look, apply colour to specific areas to bring out the finer details of your design.

LEFT: Apply second colour over base colour, then gently wipe away the top coat before it dries using a sponge to reveal the contrasting finish below. Add metallic colour to the raised areas only using a firm sponge.





# A WORLD OF OPTIONS

*With compelling contrasts in paint effects and texture, Lincrusta looks stunning from every angle.*

This is where traditional character meets contemporary style. Try a fashionable high gloss finish or opt for soft highlights in welcoming neutrals; go for full on opulence with solid metallics or choose a distressed finish and detailing in rich, bold shades.

By painting Lincrusta, there are countless ways you can add even more impact to our designs. Be extravagant, be expressive; whatever you do you'll create a look that's unique and distinctive.

For inspiration and advice on how you can achieve any of the effects shown here, take a look at Lincrusta online.



HIGH GLOSS FINISH



AGED METAL FINISH



DISTRESSED METAL FINISH



DISTRESSED METAL FINISH



SOLID METALLIC FINISH



METALLIC HIGHLIGHTS



SOFT HIGHLIGHTS



MATT FINISH



AGED FINISH



DISTRESSED FINISH



DISTRESSED FINISH & DETAILING



DISTRESSED FINISH & DETAILING





# THE ULTIMATE WALLCOVERING COLLECTION

*Lincrusta is rich, exquisite and highly desirable, whichever design you choose.*

Our designs are inspired by many sources, including classical architecture from ancient Greece and Rome, the beauty of nature, and key periods in history from the Renaissance to the Edwardian era. And with the inclusion of more modern influenced designs, the collection offers an outstanding range of choice.

From larger bolder patterns to finer, more delicate details, you'll find the perfect design for you and your space, whether you're looking to achieve a traditional style or something more contemporary.

As well as wallcoverings, our collection also includes a selection of friezes, borders and dado panels, allowing you to bring the beauty of Lincrusta to even more areas. With so much to choose from, the only limit is your imagination.



ABOVE: Our designs boast a deeper emboss with a sharper, more finely detailed profile that makes it easier to create outstanding effects and finishes.

LEFT: Italian Renaissance, Linenfold, Elizabeth, Amelia







## KELMSCOTT

Create an exquisitely elegant scheme with this stylised, Jacobean-influenced design, that is heavily inspired by the natural forms of flora and fauna that were so typical of the Arts & Crafts movement.

RD1968FR



## ITALIAN RENAISSANCE

Inspired by the period of great cultural change between the 14th and 16th centuries, our Italian Renaissance design is rich and dramatic, meaning it's perfect for creating a bold and opulent statement.

RD1952FR



## PASSERI

Passeri takes its name from ornately cultivated French gardens and true to the genus it takes its name from, incorporates delightful songbird motifs set amongst floral bouquets within a classic ogee design.

RD1971FR



## CLEOPATRA

Echoing the beauty of its famous namesake, our Cleopatra is a large scale, classical ogee pattern that builds on the success of similarly popular designs in our portfolio, such as Italian Renaissance and Acanthus.

RD1962FR



Product images are not shown at actual size.





## APHRODITE

Inspired by the goddess of love, beauty and pleasure, this delightfully feminine floral design can bring real interest and fine detailing to any wall or ceiling, adding an adorable sense of glamour to their surface.

RD1963FR



## ROCCO

Taking its cues from the fine carvings of 16th century Florentine, the ever-attractive Rocco design is a delicate damask of architectural and natural forms, made rich with flowing fronds and intricate leaves.

RD1969FR



## TAPESTRY

There is an obviously textural quality to Tapestry, which features intricate flowing floral motifs - elements that represent the natural forms and curves so typical of designs from the Art Nouveau period.

RD1972FR



## ACANTHUS

A staple motif of ancient Greek and Roman architecture and design, this classical pattern is very much in evidence in friezes and dentils from these periods and was much loved by artists of the Arts & Crafts period.

RD1960FR



Product images are not shown at actual size.





## SOPHIA

Every stylised leaf and petal is part of a much grander picture that gives this richly textured design the type of lushness and luxury that was so loved by the Victorians and that is still as appealing today.

RD1888FR



## AMELIA

The elegant, graceful Amelia features fine detailing that can be enhanced with colour to great effect. Timeless and traditional, adding Amelia to your plans can help to bring an almost historical dimension to your décor.

RD1956FR



## ELIZABETH

Mirroring the orderly geometric patterns so favoured in the English stately homes of the 16th century, Elizabeth is a regal design that can add a sense of grandeur and majesty to any interior today.

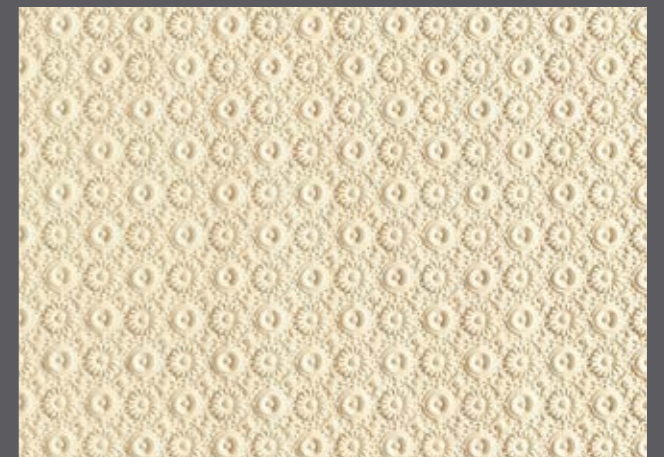
RD1583FR



## VILLA LOUIS

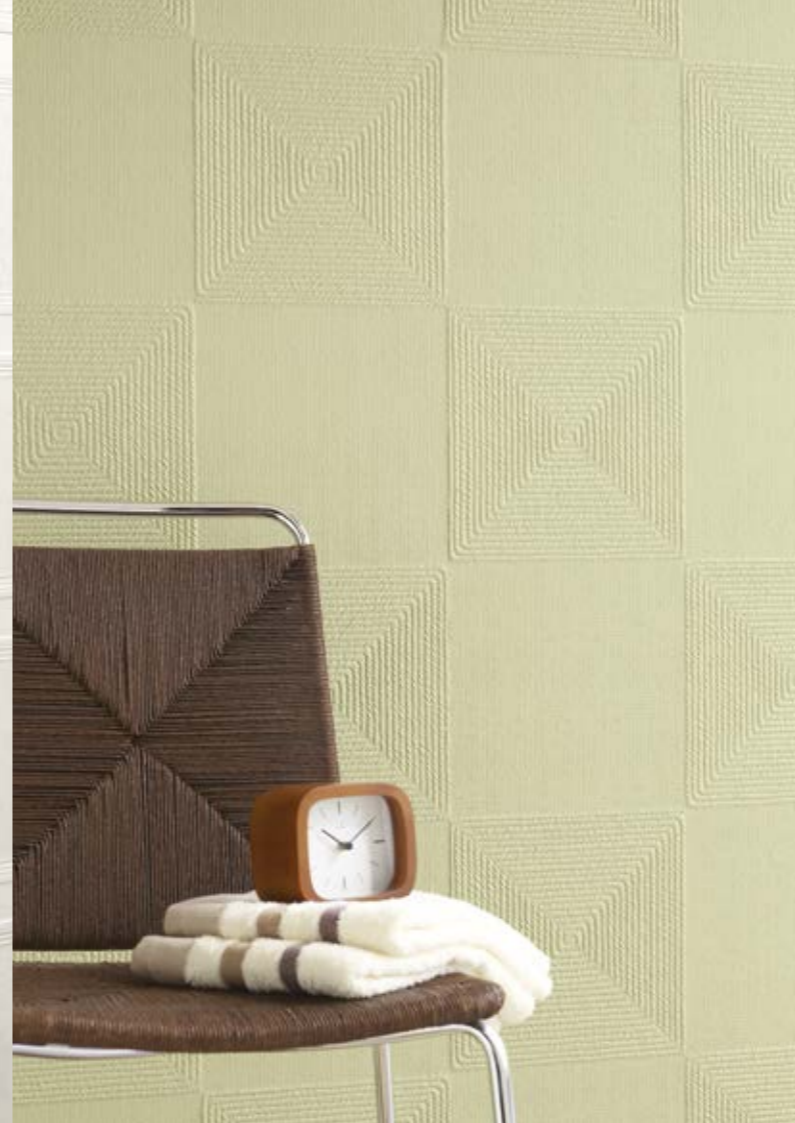
Boasting real heritage and an impressive pedigree, this original design was re-introduced at the request of The State Historical Society of Wisconsin, as part of the restoration of the Dousman family home.

RD1903FR



Product images are not shown at actual size.

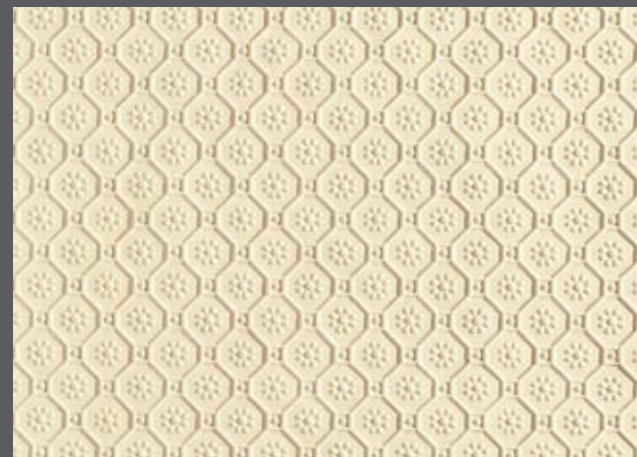




## BYZANTINE

A medium sized pattern with stylised floral elements, Byzantine is a 19th century inspired design, who's mosaic-like appearance is perfect for adding a touch of turn-of-the-century style to any wall, anywhere.

RD1954FR



## GEORGIAN PANEL

Many fine houses of the mid 18th century would have featured authentic panelling just like this. Finish our version with a finely grained wood effect for a beautifully convincing alternative to the real thing.

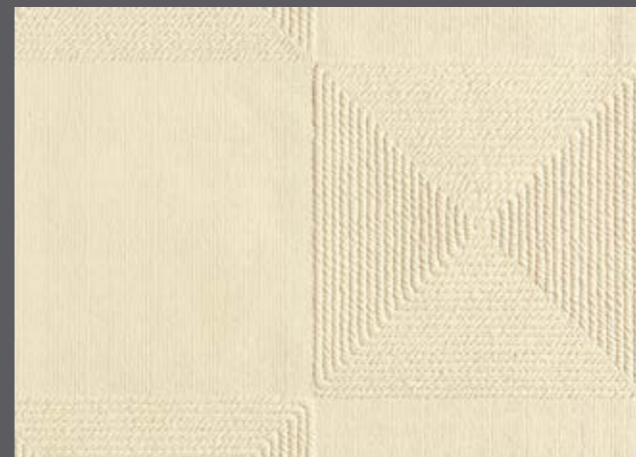
RD1650FR



## CORDAGE

The depth of emboss in our designs allows for an extremely detailed finish, which is demonstrated to great effect in this particular design. Each individual twist in every corded strand is so clearly defined.

RD1860FR



## SEA GRASS MATTING

So often found in flooring, you can now use the ordered, organic style of natural sea grass matting to make a real statement on your walls. Such a versatile design, create a feature or add it throughout the whole room.

RD1843FR



Product images are not shown at actual size.

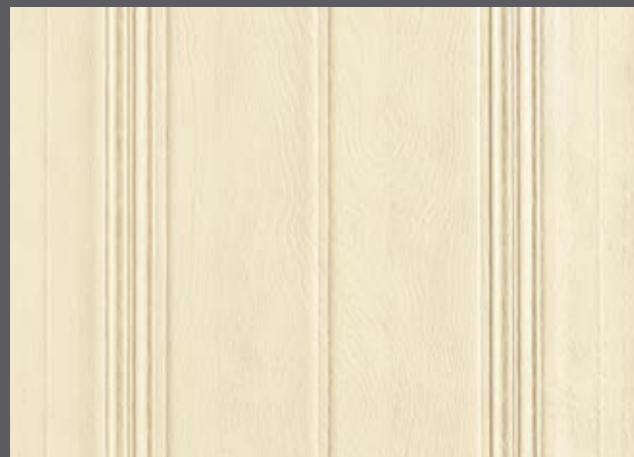




## LINENFOLD

The softly pleated appearance of Linenfold gives this design a highly tactile quality that allows you to add unique style and a sense of warmth and comfort to any interior space of any size.

RD1827FR



## CANE

With its clearly defined, split bamboo detailing here is a design that would look at home in a traditional Malay residence, yet its appeal is so universal it will work fabulously in any period or contemporary space.

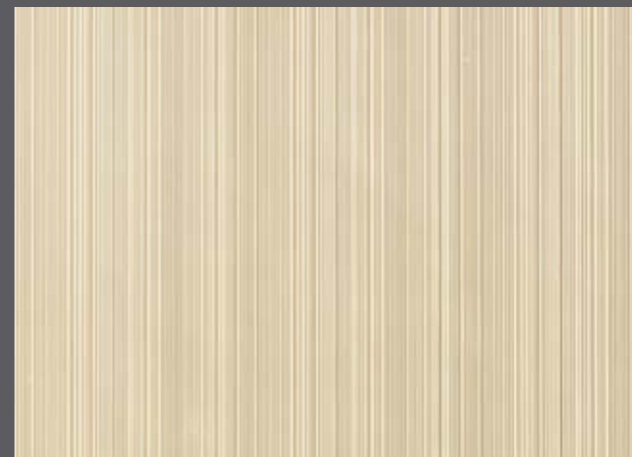
RD1902FR



## CRICHTON

Considered and contemporary, Crichton's deeply embossed lines of varying thicknesses gives it a rich texture, making it an ideal design to use on its own or as a fine way to complement a feature wall.

RD1805FR



## NEO

Neo's vintage crushed silk effect gives it a versatile texture that looks equally perfect in traditional or modern spaces. Use it to create a natural organic feel or provide a rich backdrop to sumptuous textiles.

RD1970FR



Product images are not shown at actual size.





## CAPRICE

Caprice suggests a sense of impulsiveness; of sudden movement and driving energy. These qualities are very much evident in the dynamic detailing that gives this design a highly unique, very vibrant feel.

RD1873FR



## CHEQUERS

Each varyingly angled square gives the surface of Chequers an intriguing texture that can be brought out brilliantly with different paint effects, adding a further unique dimension to this very individual design.

RD1893FR



## FRANCESCA FRIEZE

Add extra charm and elegance to your room with the fabulous Francesca frieze. Both regal and feminine in its appearance, it is influenced by 19th century floral patterns.

RD1946FR



## EMPIRE FRIEZE

Inspired by a period when Britain truly ruled the world, this is a design that's as richly detailed as the Empire was vast. It is a bold and powerful way to really make a statement.

RD1957FR



Product images are not shown at actual size.





## ADAM FRIEZE

Adam's detailed Grecian urns are joined by garlands of leaves; creating a simple, pleasing, symmetrical design that looks amazing when picked out in a contrasting colour.

RD1955FR



## ANNE FRIEZE

Anne's stylish flourishes and winged creatures give the design a real sense of stylish opulence. Perfect for placing beneath cornices, it's fully paintable.

RD1947FR



## DIANA FRIEZE

The sweeping whorls of greenery that adorn the graceful Diana design give this frieze a lightness of style, which can be further accentuated with the right painting technique.

RD1958FR



## ADELPHI FRIEZE

While Adelphi is an English design inspired by 19th century artists, the column, laurel wreath and floral flourishes it features seem to symbolise ancient Rome.

RD1949FR



Product images are not shown at actual size.





## CAMEO FRIEZE

Framed floral motifs linked by richly detailed swags of laurel make up the stunning Cameo design. Intricate and visually interesting, it adds a regency touch to your walls.

RD1948FR



## BORDER

The sharply defined edges of this versatile border make it the ideal way to accurately create effective dados and panelled areas.

RD1639FR



## BORDER

True to our 19th century origins, this authentic decorative border can also be used to create dados, panels and picture rails.

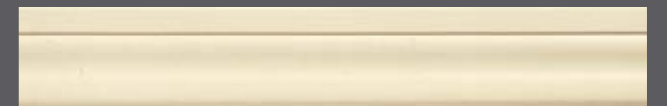
RD1640FR



## BORDER

With its softly sculptured profile, this border is a simple and effective way to add an elegant detail to your walls and décor.

RD1953FR



Product images are not shown at actual size.





## EDWARDIAN DADO

Both traditional and modern interiors can be given an authentic Edwardian edge with this timeless, considered design that is fresh, light and informal in contrast to the heavier Victorian style it succeeded.

RD1964FR



## ART NOUVEAU DADO

Add an element of authentic Art Nouveau style to your walls and rooms with this highly decorative pattern that echoes the universally admired designs of Charles Rennie Mackintosh.

RD1965FR



## SEVILLE DADO

There is an obvious Spanish influence to the Seville design, which has an almost lace-like quality to it. Dramatic and detailed, it also mirrors the embossed leather that was popular in Spain in the 1800s.

RD1966FR



## GOTHIC DADO

Developed between the 12th and 16th centuries then revived in the 1800s, Gothic style is typified by the decorative tracery and pointed arches that give this design a medieval style and ecclesiastical air.

RD1967FR



Product images are not shown at actual size.



# PRODUCT INFORMATION

To help you achieve the desired effect with our products, this section contains the important information you need.



### Suppliers

To find your local supplier or to request samples, visit [lincrusta.com](http://lincrusta.com) and click on 'Suppliers & Installers'.

### Installation & Decoration

Detailed installation instructions are provided with the product. Alternatively, visit [lincrusta.com](http://lincrusta.com) and click on 'Advice' to download instructions, or email [enquiries@lincrusta.com](mailto:enquiries@lincrusta.com).

### Lincrusta Adhesive

Lincrusta Adhesive has been formulated specifically for the application of Lincrusta. We do not recommend using any other adhesive.

Coverage: 1 litre covers approximately 5sq metres (6½ sq yards).

Available in 1 litre (RDADH10) and 5 litre (RDADH50) sizes.

### Lincrusta Surface Degreaser

The surface of Lincrusta should be degreased before decorating. We recommend using Lincrusta Surface Degreaser for this.

Coverage: 500ml covers approximately 5sq metres (6½ sq yards).

Available in 500ml spray bottles (RDDEG05).

### Approved Installers

Lincrusta is a specialist wallcovering requiring specialist installation skills. To find details of Approved Installers near you, visit [lincrusta.com](http://lincrusta.com) and click on 'Suppliers & Installers'.

### Performance in Fires

In accordance with BS EN15102: 2007, Lincrusta products have attained Class B, s2-d0.

In accordance with ASTM-E84, Lincrusta products have attained Class 1 or A.



The mark of responsible forestry. Look for FSC certified products.

It is the policy of Heritage Wallcoverings Ltd to take action to prevent any infringement of its rights in the design of this book.

Lincrusta is a brand of Heritage Wallcoverings Ltd.

## Wallcoverings

Code	Name	Roll Length	Trim Width	Design Repeat
RD1583FR	Elizabeth	10m (11yds)	536mm (21 <sup>1</sup> / <sub>8</sub> "	268mm (10 <sup>3</sup> / <sub>16</sub> " Straight Match
RD1650FR	Georgian Panel	10m (11yds)	534mm (21"	367mm (14 <sup>3</sup> / <sub>8</sub> " Straight Match
RD1805FR	Crichton	10m (11yds)	532mm (20 <sup>5</sup> / <sub>16</sub> "	Free Match
RD1827FR	Linenfold	10m (11yds)	531mm (20 <sup>7</sup> / <sub>8</sub> "	Free Match
RD1843FR	Sea Grass Matting	10m (11yds)	535mm (21 <sup>1</sup> / <sub>16</sub> "	267mm (10 <sup>1</sup> / <sub>2</sub> " Straight Match
RD1860FR	Cordage	10m (11yds)	532mm (20 <sup>5</sup> / <sub>16</sub> "	533mm (21" Straight Match
RD1873FR	Caprice	10m (11yds)	535mm (21 <sup>1</sup> / <sub>16</sub> "	260mm (10 <sup>1</sup> / <sub>4</sub> " Offset Match
RD1888FR	Sophia	10m (11yds)	534mm (21"	267mm (10 <sup>1</sup> / <sub>2</sub> " Offset Match
RD1893FR	Chequers	10m (11yds)	534mm (21"	178mm (7") Offset Match
RD1902FR	Cane	10m (11yds)	535mm (21 <sup>1</sup> / <sub>16</sub> "	267mm (10 <sup>1</sup> / <sub>2</sub> " Straight Match
RD1903FR	Villa Louis	10m (11yds)	536mm (21 <sup>1</sup> / <sub>8</sub> "	67mm (2 <sup>5</sup> / <sub>8</sub> " Straight Match
RD1952FR	Italian Renaissance	10m (11yds)	532mm (20 <sup>5</sup> / <sub>16</sub> "	1055mm (41 <sup>3</sup> / <sub>16</sub> " Straight Match
RD1954FR	Byzantine	10m (11yds)	533mm (21"	533mm (21" Straight Match
RD1956FR	Amelia	10m (11yds)	538mm (21 <sup>3</sup> / <sub>16</sub> "	172mm (6 <sup>3</sup> / <sub>4</sub> " Straight Match
RD1960FR	Acanthus	10m (11yds)	523mm (20 <sup>5</sup> / <sub>16</sub> "	271mm (10 <sup>5</sup> / <sub>8</sub> " Straight Match
RD1962FR	Cleopatra	10m (11yds)	533mm (21"	1016mm (40") Offset Match
RD1963FR	Aphrodite	10m (11yds)	535mm (21 <sup>1</sup> / <sub>16</sub> "	914mm (36") Offset Match
RD1968FR	Kelmscott	10m (11yds)	540mm (21 <sup>1</sup> / <sub>4</sub> "	916mm (36 <sup>1</sup> / <sub>8</sub> " Offset Match
RD1969FR	Rocco	10m (11yds)	533mm (21"	640mm (25 <sup>3</sup> / <sub>16</sub> " Straight Match
RD1970FR	Neo	10m (11yds)	533mm (21"	640mm (25 <sup>3</sup> / <sub>16</sub> " Straight Match
RD1971FR	Passeri	10m (11yds)	533mm (21"	1014mm (40") Straight Match
RD1972FR	Tapestry	10m (11yds)	610mm (24"	597mm (23 <sup>1</sup> / <sub>2</sub> " Straight Match

## Friezes

Code	Name	Roll Length	Trim Width	Design Repeat
RD1946FR	Francesca Frieze	10m (11yds)	281mm (11 <sup>1</sup> / <sub>16</sub> " or 250mm (9 <sup>3</sup> / <sub>16</sub> "	540mm (21 <sup>1</sup> / <sub>4</sub> "
RD1947FR	Anne Frieze	10m (11yds)	267mm (10 <sup>1</sup> / <sub>2</sub> " or 222mm (8 <sup>3</sup> / <sub>4</sub> "	533mm (21"
RD1948FR	Cameo Frieze	10m (11yds)	280mm (11" or 259mm (10 <sup>3</sup> / <sub>16</sub> "	536mm (21 <sup>1</sup> / <sub>8</sub> "
RD1949FR	Adelphi Frieze	10m (11yds)	270mm (10 <sup>5</sup> / <sub>8</sub> "	536mm (21 <sup>1</sup> / <sub>8</sub> "
RD1955FR	Adam Frieze	10m (11yds)	528mm (20 <sup>3</sup> / <sub>16</sub> " or 444mm (17 <sup>1</sup> / <sub>2</sub> " or 380mm (14 <sup>3</sup> / <sub>16</sub> "	533mm (21"
RD1957FR	Empire Frieze	10m (11yds)	275mm (10 <sup>3</sup> / <sub>16</sub> " or 210mm (8 <sup>3</sup> / <sub>4</sub> "	536mm (21 <sup>1</sup> / <sub>8</sub> "
RD1958FR	Diana Frieze	10m (11yds)	282mm (11 <sup>1</sup> / <sub>8</sub> " or 260mm (10 <sup>1</sup> / <sub>4</sub> "	536mm (21 <sup>1</sup> / <sub>8</sub> "

## Dado Panels

Code	Name	Panel Height	Panel Width	Panels per Roll
RD1964FR	Edwardian Dado	1016mm (40")	610mm (24"	10
RD1965FR	Art Nouveau Dado	914mm (36")	540mm (21 <sup>1</sup> / <sub>4</sub> "	10
RD1966FR	Seville Dado	914mm (36")	560mm (22"	10
RD1967FR	Gothic Dado	914mm (36")	560mm (22"	10

## Decorative Borders

Code	Name	Roll Length	Trim Depth	Design Repeat
RD1639FR	Border	10m (11yds)	70mm (2 <sup>3</sup> / <sub>4</sub> "	N/A
RD1640FR	Border	10m (11yds)	41mm (1 <sup>5</sup> / <sub>8</sub> "	N/A
RD1953FR	Border	10m (11yds)	32mm (1 <sup>1</sup> / <sub>4</sub> "	N/A









LINCRUSTA®

The Ultimate Wallcovering Since 1877

NEW  
2018 COLLECTION



ROCKETT "GEORGE" JANE ROCKETT  
LUCY BY GEORGE  
STUDIO SALLY COULTHARD  
STUDIO SALLY COULTHARD



# INTRODUCING THREE NEW CONTEMPORARY PATTERNS FOR 2018

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*Add luxury and interest to your rooms with the stunning new 2018 range of wallcoverings from Lincrusta.*

Our experts have spent hours in the archives, pored over the works of British design icons throughout the ages and taken inspiration from the natural world, to ensure each new addition to the Lincrusta family has its place.

Combining current trends with themes from our rich 140-year history, this covetable collection has been created to work in a variety of stylish settings – both commercial and residential – and features contemporary florals and timeless repeats.

A collaboration with revered wallpaper designer Karen Beauchamp has resulted in our wonderfully calming Palm pattern.

We've turned the popular organics trend on its head with lovely Tropical Leaf, while Fanfare takes influence from the Art Deco movement and can be adapted to sit as a subtle accompaniment to existing themes or to make a bold statement of its own.

Manufactured in Britain using the finest natural ingredients, each deeply embossed design is your blank canvas and, as with all Lincrusta wallcoverings, can be dramatically enhanced using colour and paint effects to create a truly bespoke space.

All you need to decide is how fabulous you want your walls to look.

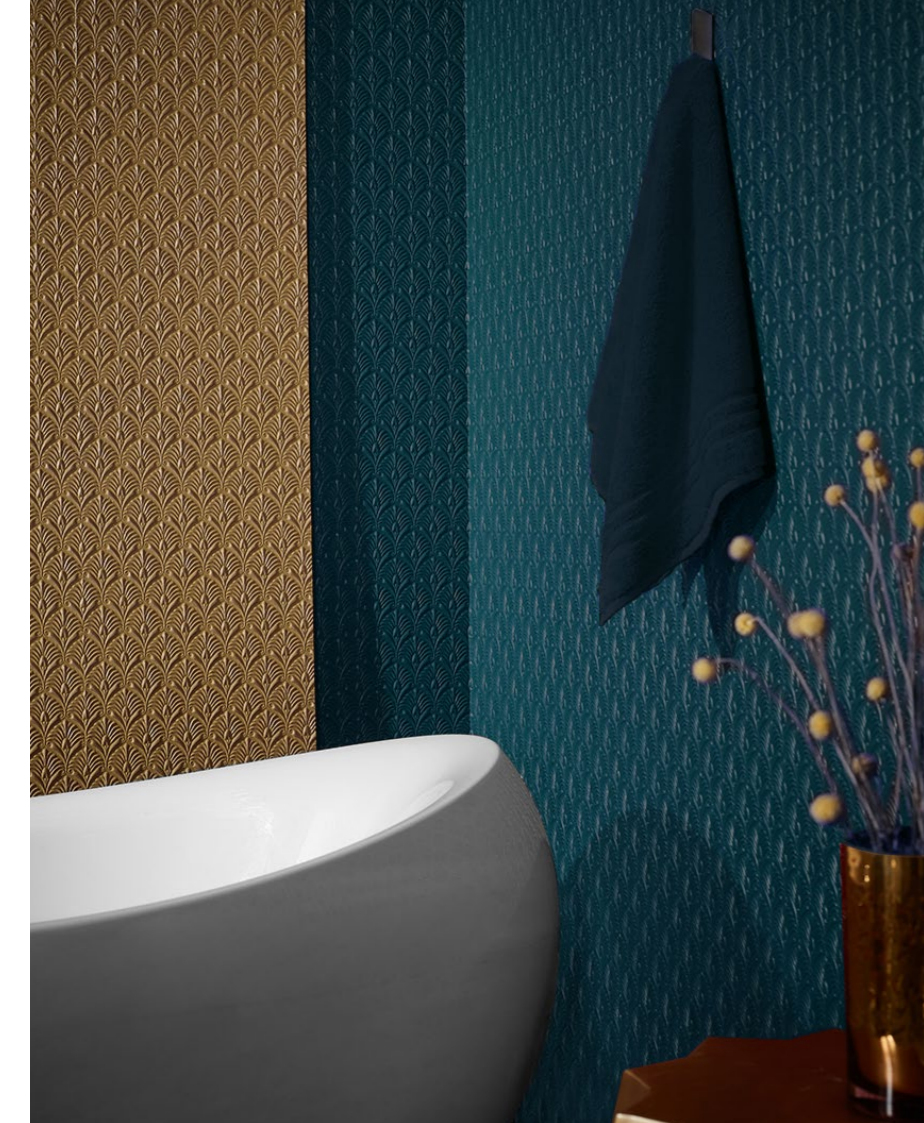


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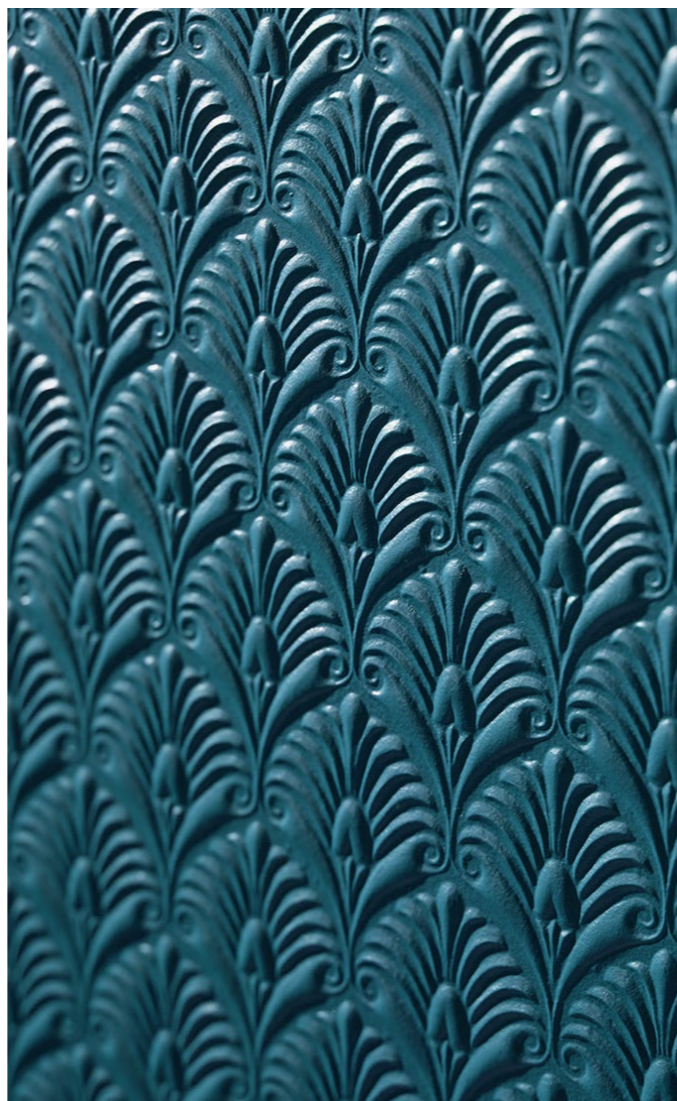
## TROPICAL LEAF

Bold yet elegant, Tropical Leaf is inspired by the global organics trend and is a playful, deep-textured pattern that's ideal for a feature wall.





INSPIRED  
SPACES  
FOR LIVING







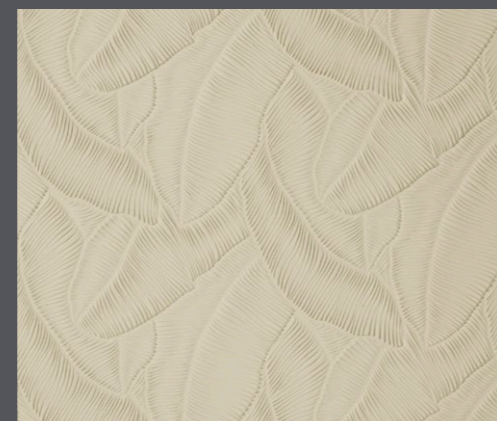
## TROPICAL LEAF

RD1976FR

A beautifully bohemian nod to the traditional organics theme, our statement-making Tropical Leaf features a deep texture that works equally well with bright, block colours or softer, more natural hues.

Roll length	10m (11yds)
Trim width	610mm (24")
Design repeat	616mm (24 1/4") Straight Match

UNPAINTED PRODUCT



Product images are not shown at actual size



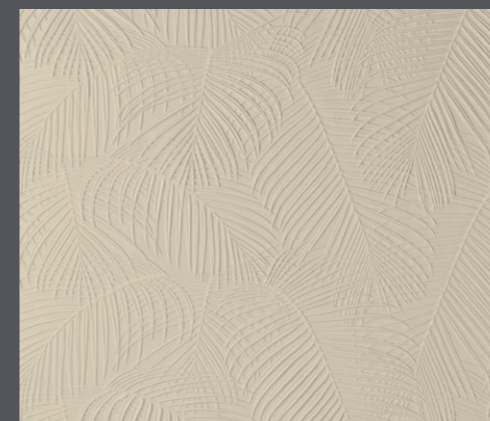
## PALM

RD1978FR

Inspired by the tropical inhabitants of one of Kew Gardens' iconic Victorian glasshouses, this striking yet simple print has a delicate, multi-layered structure that takes its cue from nature.

Roll length	10m (11yds)
Trim width	610mm (24")
Design repeat	816mm (32 1/8") Straight Match

UNPAINTED PRODUCT



## FANFARE

RD1975FR

Inspired by cuttings from our 1920s archive, this timeless Art Deco motif is a subtle way to add drama and depth to your walls, evoking memories of opulent pre-war times in a modern format.

Roll length	10m (11yds)
Trim width	530mm (20 7/8")
Design repeat	476mm (18 3/4") Straight Match

UNPAINTED PRODUCT

