



The Hummingbird

Thibaut's News & Views

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Design Trends

Lori Reagle ~ Art Director

In the last issue I discussed the general movement of color toward spice, brown and gold tones. The movement continues in this direction but the big news is not color -- it's design! Traditional designs are still en vogue but interior designers are looking for textured and aged looking patterns. Designs that resemble antique fabrics and papers are in demand. The movement toward texture also shows a move toward designs that are layered and detailed.

There is also a shift from clean traditional looks to more rustic, primitive styles. Thibaut's Tamarind collection highlights these trends. "Nicobar" and "Wenzel" capture this rustic look with large shapes, simple designs and block prints. Another

trend is that of a woven tapestry; Tamarind's "Kilim" design is an example of this varied, intricately woven look. Yet another textured look is that of silk, "Gregory" and "Fareeza" showcase this motif.

On the other end of the spectrum large bold and graphic patterns are making a splash. Refer to "Louise" in the Tamarind collection or "Peninsula" in the Barbados collection. View this look in our latest advertisement posted on thibautdesign.com. Graphic patterns are making inroads and are popping up in traditional designs. Stay tuned... in the next issue I will discuss this new style.

THIBAUT TOPS PAPERHANGER POLL

The results of the 1st annual *Master Paperhanger Magazine's* Professional Paperhanger Poll published in April 2004, finds Thibaut as one of the top five companies for quality and service!

Small Print Resource

Small Prints are not just for your grandmother anymore. Just take a look at Small Print Resource, the collection features knockout colors like orange, lime, silver, raspberry, coral and pewter. Varied elements such as miniature potted flowers, trailing vines and turtles create the perfect mix. Looks vary from sweet and whimsical to classic and sophisticated. All are perfect for kitchens and powder rooms, as well as coordinates to



bolder wallpaper and fabric patterns in adjoining rooms. Keep in mind; the patterns were designed to coordinate with existing collections.

Reference the following patterns for examples of how well these novel designs coordinate with existing collections.

"Bienvenue" from the Promenade collection is a terrific coordinate to "Langley" while "Chateau Du Loir" from Toile Resource Volume II is a perfect color match to "Liberty."

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Persian and Indian Influences

"Tamarind" imports you to the bustling open-air markets of a far away country. Warm, rich shades of brown, moss green, olive, terra cotta, rust, black, and spice colors reflect on the land and its cultures. Designs have been inspired by 16th century rugs and tapestries, replicating the look of woven fabric and aged linen. While "Kilim" mimics the brocaded look of a Kilim rug, magnificent medallion-patterned carpets were the inspiration for "Istanbul Damask" and "Tabriz," the latter featuring

scenes with elephants, birds, tiger and journeying citizens. There are large-scale Jacobean patterns like "Challiot" and "Wenzel," and two "Tree of Life" designs--"Louise," with stylized flowers and pomegranates, and "Nicobar," resembling an antique block print fabric. Other designs like "Hemmingway" and "Turkish Court," created with hundreds of tiny color accents, capture the intricate needlework of a paisley fabric.

This collection is sure to be a

hit with customers seeking "natural" tones to coordinate with slate, tile, and terra cotta flooring and more earthy, rustic styles.



Istanbul Damask / Tamarind

Increasing Your Client Base

Increasing your client base is as simple as making yourself known around your community. According to Mary V. Knackstedt, a renowned interior designer, author, and lecturer at Harvard University's School of Design, you can increase your client base with a minimal fiscal investment. Below Mary Knackstedt shares tips on how to best use your time to build your client base:

1. **Provide the best service possible.** Clients will usually return to you and will give you good recommendations.
2. **Call on potential clients.** Visit developers and other people you know may have contracts available.
3. **Talk to current clients.** See if they will introduce you to other people who could be good prospective clients.

4. **Attend every possible community event.** Make yourself known within the community where you want to develop business. Be seen at places where you feel your clients will be. Taking part in community affairs is an excellent way to show your future clients that you are interested in their lifestyle and are apart of it.

It is important, however, to become active in an area in which you are really interested as well as one that offers a good source of clients.

5. **Go to various conferences or seminars and sit with your prospective clients.** Appear accessible to clients don't sit exclusively with design professionals.

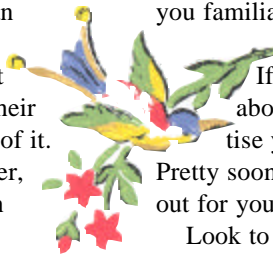
6. **Meet people.** Schedule lunch

meetings. Getting out there and meeting clients is very important.

7. **Learn to advertise yourself.** Become an authority on a design style. A number of designers have developed personal interest and become world experts. Are you familiar with Victorian or Federal decorating? If so, learn as much about the era and advertise yourself as an expert.

Pretty soon clients will seek you out for your skills.

Look to our next issue for tips on increasing your client base from interior designer and author Mary V. Knackstedt, FASID, FIIDA. For greater detail please reference "*The Interior Design Business Handbook*." Wiley & Sons Publishing.

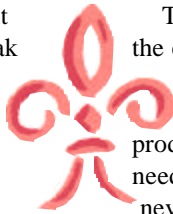


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A Word From the General Manager

Thibaut is pleased to welcome you to the third issue of *The Hummingbird*. *The Hummingbird* has become the most frequently downloaded item on our website, www.thibautdesign.com. Knowing how many of you read this publication, it makes it easier to speak directly to you.

In the last year there has been a cautious but sustained improvement in the interior design market. As promised, Thibaut has continued to upgrade our collections in both look and scale. The colors introduced in Tamarind and Boat House are bold and fresh, yet warm and elegant. We have added new, more evocative greige goods to our printed fabrics, as well as introduced exclusive woven



designs. Our sales demonstrate your approval. The 27" by 27" hanger program, introduced last Fall, has been more popular than any of our projections could have forecast. We thank you all for your enthusiasm and support.

The future for Thibaut is in the expansion of our fabric offering to provide more exclusive designer products to suit your customers needs. Be assured we will never abandon our primary business of creating beautiful wallpaper. Our goal is to expand upon these roots with innovative products that will enrich the homes and lives of your customers.

Recently Thibaut added a new AS400 computer to improve response time. We have added additional customer service personnel to

reduce telephone queue time. We have added warehouse staff to speed up sample delivery and ensure continued rapid shipment of your orders.

As Thibaut continues to evolve and grow, we are aware that every change we make will, with refinements and opportunities also bring new challenges and sometimes new problems. Thibaut is constantly evaluating, updating, correcting and improving how we serve you. Our systems are growing with us and are daily being improved to respond to your needs and comments. All your input is taken seriously and is appreciated. Thibaut knows that you drive our business and we are committed to serve our customers.

Doug Joyner

Total Design Library

Thibaut is excited to announce a new custom fabric program, Total Design Library. Now, every single wallpaper design in every Thibaut collection is available on your choice of fabric. The minimum order quantity is only 30 yards. Base cloths are available in natural and synthetic fibers for residential and commercial applications.

Just think of the possibilities, any design on any fabric. How many times have you had customers tell you, "Oh, I wish they made a fabric in that pattern"? Or do you hear, "I love that fabric but I wish it

were on a heavier weight cloth so I could use it on my couch"? How many restaurants and Bed & Breakfasts are in your area that would love Thibaut designs in their businesses but are not large enough to require the usual 300 yards minimums for custom flame-proof substrates? Now you can satisfy every customer.

New prepress and printing technology permits all Thibaut designs to be reproduced and printed on fabric substrates using dyes that have all the durability, washability and light fastness of those used on

the fabrics printed on rotary screen wet-printing machinery.

Please contact your Thibaut Sales Rep for details and to review substrate samples.



Primrose / Small Print Resource

Spotlight on Pete LaGreca, Sales Manager



After 30 years in the wallpaper and fabric industry Mr. LaGreca has been a part of every facet of the design industry. From his start as a young boy stocking shelves at a wallpaper and paint retail shop to his current position as sales manager in one of the industries most successful companies, Pete LaGreca knows wallpaper.

As sales manager at Thibaut for just over a year, LaGreca is excited to be a part of a company where everyone works together for a common good. "The management style at Thibaut is family oriented and this makes for a great working environment. People truly respect and support each other. There is a sense of pride in the work that is completed here."

LaGreca also notes "Thibaut is a

dynamic place to work." Because all designs are created in house, Mr. LaGreca is able to view designs from concept to completion and often has the opportunity to present new collections to interior designers. "It is wonderful to witness the excitement of designers when viewing collections for the first time because I know the amount of work and creativity that was put into each collection."

When asked about the goals he has for the sales force he mentioned he will make sales representatives a greater resource for you, the designer. "They have a wealth of knowledge and understanding of Thibaut's many wallpapers and fabrics. They are and will become an even greater source of information and trends to you, Thibaut's valued customer."

THIBAUT.^{inc.}

Wallpaper & Fabrics Since 1886

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Kiesha G. Sigler
Editor



Founded in 1886 upon the principles of style, elegance, and service. Thibaut wallpaper and fabrics continues the tradition of providing only the best to our customers.

Sales Representative's Corner



Welcome new sales representatives !
(from left to right): Ruth Bradford,
Colleen Duffy and Susan Sarto.



Management & award winning sales representatives (from left to right): Doug Joyner, Mary Ann DiClemente, Michael Sprauer, Julie Chipps and Pete LaGreca.

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