For Immediate Release.

TEXTURES-3D®

CLARIFYING THE OPTIONS AND THE HYPE IN "3D WALL PANELS" AND "WAVE WALL TEXTURES"

Category: 3D Wall Panels, Decorative Wall Panels, Sculptured Wall Panels, Wave Wall Panels, Textured Wall Panels

Dateline:
Los Angeles, California

Do you remember the day that you walked into a five-star hotel or restaurant and noticed something you had never seen before: A 3D design that seem to have been sculpted right on a wall with a continuous pattern flow in which there were no breaks or separating lines. If the first thought that crossed your mind was *"I want this wall in my house or business*", then welcome to the newest wave in interior design that is sweeping the country both at the commercial and residential level. Today, 3D wall panels have become the must-have ingredient to enhance the look of interior environments and a great way to make a dramatic look in any room.

So now that you are thinking of updating the look of your home or commercial property you are being presented with a wide range of options. The first thing to understand is what you saw that very first time was a "seamless" wall installation. 3D wall panels are available from a wide range of sources in four different materials: Eco Tiles, Plastic Tiles, MDF Panels and Plaster/gypsum panels. Of those four options, **only** MDF and Plaster/gypsum panels can be made "seamless".

So to understand what 3D wall panels can do for you, below are the options:

ECO TILES: Made of pressed plant fibers or mulch made from bamboo in a process similar to making cardboard and come in sizes ranging from 19"x19" to 24"x34" with a thickness of about 1.2mm or 1/16". Again, pay attention to the thickness, because every picture you are going to see on-line are frontal shots. They are well priced averaging about $2.25 sq. ft. Tiles are sold in white color only and can be spray painted after being installed with any type of paint, but most do-it-yourself installations use spray can paint. If you live in an apartment and you have a tiny budget this is the perfect product because you would be making a minimal investment in both the tiles and the fact that the installation is a "do-it-yourself" while definitely enhancing an accent wall.

At the commercial level, because of their low cost they are used to decorate shop windows and furniture store installations. The main drawback is that this type of product, being cardboard thick it is not made to last, but in an apartment setting where you could be out in a year or two, or

temporary store installation… who cares! The tiles aren't rot or moisture resistant and are easily subject to damage like dents since the thickness is half of a hard book cover. Since the tiles are molded the surface on the back that glues to the wall is sometimes as thin as ½" inch.
Viewed from the side as shown on the pictures below, the thickness of these tiles become evident.


ECO TILE SIDE VIEW- 1MM= 1/6" THICKNESS

PROS - Very low prices and you can install them yourself. This is great for students and those in limited budgets that want to get the effect of 3D walls without incurring much of an expense, or commercial establishments that want to create a temporary installation.

CONS - Tiles are cardboard thin at 1mm=1/16" thickness, not suitable for high traffic areas because they can be easily dented. They **cannot be made "seamless"** so the dividing line at the seams will be visible. Customers have also complained that since the tiles are made out of paper they exhibit the same absorption properties of paper, and exposure to moisture in the environment can soften up the tiles after a while, which can then make them become detached from the walls and curl.

PLASTIC TILES: Identical to ECO tiles in that they are available in the same size, thickness and price, with identical properties. Being made out of molded plastic, they are moisture resistant and will not rot.

PROS - Same as eco tiles.
CONS - Same as eco tiles except that they are impervious to moisture. Major CON? It's made out of plastic and no matter what you do to it, how you paint it, it will always look like painted plastic.

PLASTER/GYPSUM WALL PANELS & TILES:

The definition of Gypsum is:

*"A soft white or gray mineral consisting of hydrated calcium sulfate. It occurs chiefly in sedimentary deposits and is used to make **plaster of Paris** and fertilizers, and in the building industry".* It's basically the same material inside dry-wall sheets except that it's not covered with paper. The tiles/panels can be made seamless and are perfect for home and commercial installation as well as high traffic areas. Installations will look very nice once completed. Price ranges from $14.95 sq. ft. for fiberglass mesh reinforced 16"x16" tiles, $18.95 sq. ft. for the 32"x32" and up to $22.50 for the 4'x4' panels. Because of the fragility of plaster/gypsum which can crack during transport, the maximum size available is 48"x48". The 3D effect is created through mold casting. First, the plaster is mixed and the pattern is sprayed with a thin film of parting compound to prevent the plaster from sticking to the pattern. The plaster is then poured over the pattern and the unit shaken so

that the plaster fills any small features. The plaster sets, usually in about 15 minutes, and the pattern is removed.

What you have to consider when you decide on gypsum/plaster panels is that in the installation process to make them seamless **SIZE MATTERS**!!! The cost of installing a seamless wall is directly related to the number of linear feet that must be made "seamless". The seamless process is different than applying grout on ceramic tiles which requires nothing more than a wet-sponge to remove the excess grout. On 3D wall panels, the installation process requires the application of a thick spackle type filler in the seams which then have to be sanded to a perfect smoothness by hand with sand paper, starting with a 150 grit and finishing with a 220 grit. Because no machines can get inside the carved edges the sanding requires lots of time, lots of patience and with plaster/gypsum also lots of money. The goal is therefore to minimize the number of linear feet that need to be made seamless.

In a typical installation comparing the cost of plaster/gypsum vs MDF on a wall measuring 9' feet high x 16' feet wide the following are the number of linear feet that would need to be made seamless according to size:

INSTALLATION WITH PLASTER/GYPSUM TILES & PANELS
(72 TILES) 16"x16" plaster/gypsum tiles= approximately **179 linear feet** of seams-
Cost of installation only- **About $ 21.85 sq. ft.**
Average estimated total cost of a 16"x16" plaster/gypsum tile installed:
$ 36.35 per square foot + materials.

(24 PANELS) 32"x32" plaster/gypsum panel= approximately **93 linear feet** of seams-
Cost of installation only- **About $11.50 sq. ft.**
Average estimated total cost of a 32"x32" plaster/gypsum panel installed:
$ 29.00 per square foot + materials.

SAME INSTALLATION WITH MDF PANELS
(5 PANELS) 48"x96" MDF Panel= approximately **41 linear feet** of seams-
Cost of installation only- **About $ 5.00 sq. ft.**
Average total cost of 48"x96" MDF panel installed:
From $14.35 to $17.35 per square foot + materials.

….AND….WHAT ARE THE CONTRACTORS SAYING ABOUT THE DIFFICULTIES OF INSTALLING PLASTER/GYPSUM PRODUCTS ON CONTRACTORTALK.COM?

http://www.contractortalk.com/f11/modular-art-panel-installation-118398/

05-29-2012, 09:46 PM #6

chris klee
Ciaos mitigator

Trade: Carpentry
Join Date: Feb 2008

Re: Modular Art Panel Installation

There's been other threads about these panels. There extremely time consuming and fairly difficult to hang. They have to be hung perfectly, then mudded perfectly with small knives to make it look right. I have been on 2 Jobs where they did this and it took one very skilled finisher the better part of 2 days to make it nice. Then he had to come and sand it.

Location: Delaware
Posts: 1,802

online

_____
CK Carpentry

TIGHTER MITER
Pro

Trade: Contractor
Join Date: Jul 2011
Location: NEW JERSEY
Posts: 249

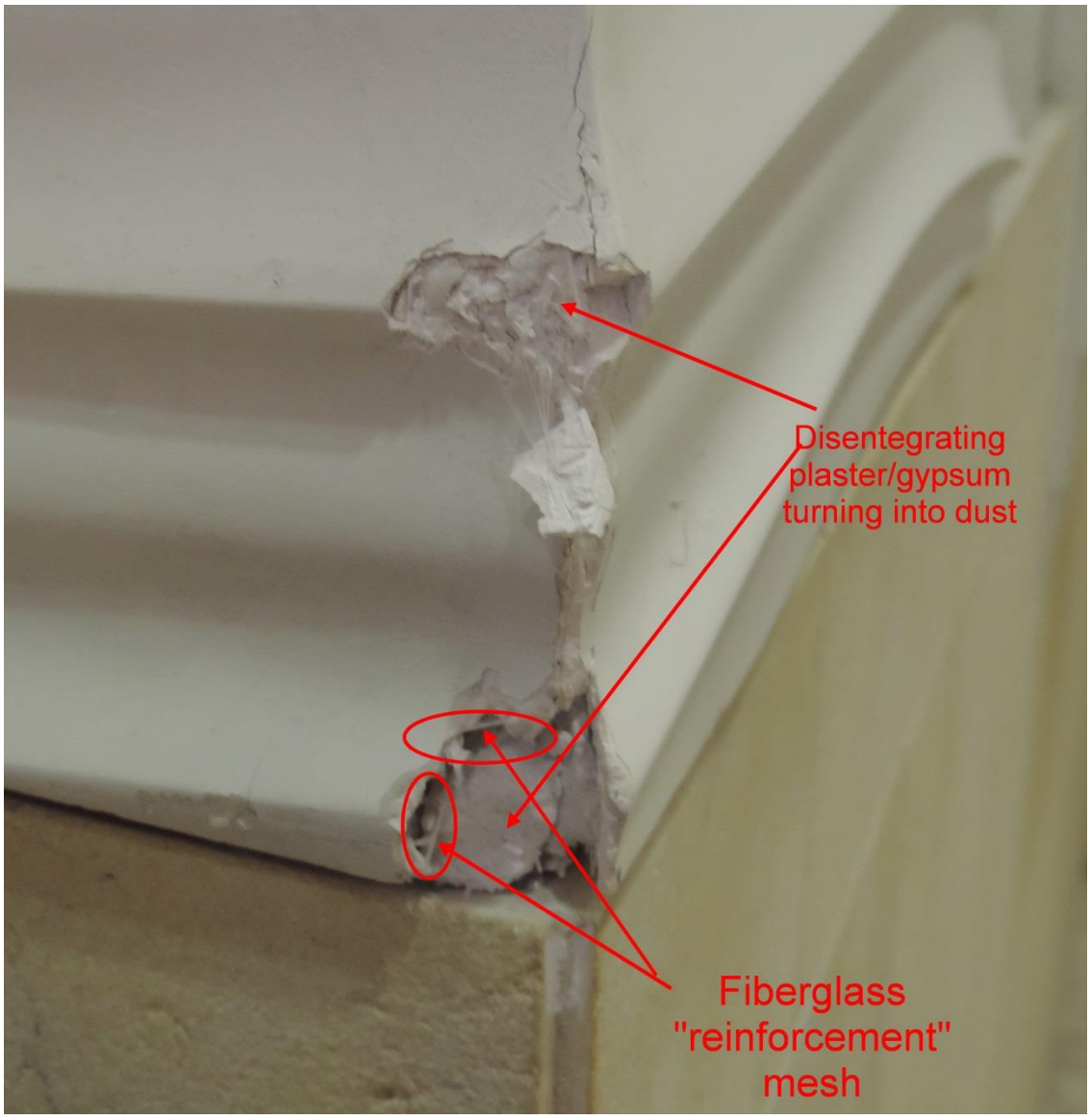
Re: Modular Art Panel Installation

We have had 2 jobs installing Modular arts panels and I just bid on a 3rd job today! - The first one was 80 panels (Dune pattern) and we are currently working on a small 8 panel installation (Swim pattern)- I can tell you that 1 man hour per panel is not enough. I learned my lesson from the first 80 panels that we did and now figure on a 2 hours per panel total for install and finishing. The finishing is where the extra time especially comes into play- IT IS NOT EASY! What you think is done perfectly is sometimes revealed as flawed as soon as the lighting is applied from a different direction- I highly suggest you try to get the final lighting installed before you prime, if possible- After priming you can add filler, but you can not remove what is under the paint very easily!

DON'T BELIEVE THE HYPE

The leading companies in the plaster/gypsum business touts the superiority of their products by stating that their *"proprietary, steel-reinforced joints interlock to ensure accurate panel-to-panel alignment and superior joint stability. Cast entirely of mineral, they're durable, safe and healthy."*

A picture is worth a thousand words: below are pictures of a large installation of plaster/gypsum panels at the Westfield Topanga Canyon Mall in Canoga Park, California taken February 2014. You be the judge if these panels have stood the test of time and *the* effectiveness of *"steel-reinforced joints interlock to ensure accurate panel to panel alignment and superior joint stability"*. What the pictures clearly do show is that plaster/gypsum despite installation costs that can run **two to four times that of MDF**, still can be subject to the seams cracking and the product disintegrating.



Another claim made is that plaster/gypsum panels are “glass reinforced”. That reinforcement is shown in pictures below. While “glass” description gives the image of high-tech hardness the fact is that “glass reinforced” is semantics for run of the mill “fiberglass mesh”. If you have ever patched a hole on drywall that is what you used to fix the hole.



PROS - Plaster/Gypsum panels represent the true concept of 3D effect and can be made seamless. They are suitable for any interior use and if money is no object the final product will enhance the feature of any walls.

CONS- Despite the fact that plaster/gypsum is a very cheap base material, it is sold by price-gougers at prices that are nearly double those of MDF panels. The plaster/gypsum panels are available only in size up to 48"x48" and are extremely expensive and difficult to install with installation cost running as high as $20 sq. ft. Making cut outs for electrical outlets is a major production because as you can see from the picture above the "glass reinforcement" is nothing more than a fiberglass mesh near the surface. Most suppliers of plaster/gypsum panels make them to order so there's long wait to get the product and that can stretch out as long as six weeks.

MDF (MEDIUM DENSITY FIBERBOARD) WALL PANELS:

MDF is an engineered wood product made by breaking down hardwood or softwood residuals into wood fibers, often in a defibrator, combining it with wax and a resin binder, and forming panels by applying high temperature and pressure. MDF is generally denser than plywood. It is made up of separated fibers, but can be used as a building material similar in application to plywood. It is stronger and much denser than particle board and used in everything from kitchen to bathroom cabinets to furniture.

When TEXTURES-3D® @ www.Textures3Dpanels.com first started selling 3D wall panels in 2006, this product was known as "sculptured or carved wall panels", and high prices was the norm to the point that the only customers that could afford their products were 5 Star Hotels and 1% per-centers where money is no object.

TEXTURES-3D® was the first company to introduce a high quality wall panel at extremely affordable prices and named the product TEXTURES-3D®, which is now our REGISTERED TRADEMARK. We looked into the future and we saw a customer base beyond the uber-wealthy deep-pocket crowd being catered to. Our unique high volume & high quality atelier manufactures product to strict quality specifications at incredibly low prices that would permit us to bring 3D wall panels to the masses.

Quality and design are in our DNA. We live and breathe quality. Our prices are the LOWEST in the USA, but the quality of our products is unsurpassable. The MDF panels are carved with CNC machines in a process that can take several hours per panel to insure a perfect finish and fit and a computer designed continuous pattern which flows from one panel to the next so they can be made seamless.

At one time, MDF panels were made with added formaldehyde. The national change begun when the California Air Resources Board Regulation 93120.2 banned in 2009 the sale of MDF products containing added formaldehyde within the state of California. The US Environmental Protection Agency promptly followed with the creation of new national restrictions based on the California model. As a California based company TEXTURES-3D® products have contained no added

formaldehyde since the law went into effect in 2009, and as of January 2013, this has also applied to the rest of the USA.

One the features to look for when purchasing MDF wall panels is the surface finish. The one feature that you DO NOT WANT in an MDF 3D wall panel is RAW SURFACE. Many companies in order to offer a lower price never mention this and you will not find out what you have gotten yourself into until you start working with the panels.

A raw MDF panel requires a minimum of two coats of primer paint and hand sanding in between each coat. The reason is that a raw panel will absorb the primer paint unevenly, so the entire 32 sq. ft. surface has to be sanded by hand after the first and second coat. The sanding process is messy, can take as much as one solid hour PER PANEL, and exposes the person sanding to primer paint dust. If a typical installation requires six to ten panels imagine having to sand all that surface.

All TEXTURES-3D® panels are sold delivered with two to three coats of primer, hand sanded and ready for painting.

PROS - Just like plaster/gypsum panels, MDF carved wall panels represent the true 3D effect that is normally desired. TEXTURES 3D® wall panels are available in size 4'x8' with thickness ranging from 5/8" to 1" with continuous pattern flow on all four sides and can be made seamless.

Price wise, MDF wall panels are much lower priced than plaster/gypsum panels, and TEXTURES-3D® offers the lowest prices in this quality category in the USA, as well as fast delivery from a standard in-stock at all times of more than half a million square feet. Class A or B fire rated MDF panels are available with custom orders.

If properly installed, MDF panels will last the lifetime of the property. If they are damaged, dinged, cracked, scratched or subjected to any repairable type of surface damage, they can be easily repaired by applying the same type of filler that is used to make them seamless. Once repaired and painted, they will look just like new again. They are cheap to install and cut outs for electrical outlets can be easily made as well as mitered corners.

CONS – Only those companies making high priced 3D wall panels out of other materials like plaster/gypsum find fault with MDF, a product that will last the lifetime of the property. Before **TEXTURES-3D®** introduced its first collection the prices being charged were as much as **$37 sq. ft.** for their 3D panels.

Now that you read this, you have become an expert in 3D wall panels and if you have any technical questions, we will be more than glad to hear from you.

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