

Home Decorating Alert: In a Downturned Economy, Wallpaper Sales Rise

By Tammy Billings

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While the new home market continues it's downward spiral, wallpaper sales are on the rise.

The US Commerce Department reported that the construction of new homes and apartments fell 4.5 percent in October, the fourth straight monthly decline. Construction sank to an annual rate of 791,000 units from an upwardly revised September rate of 828,000 units. The results were the lowest on government records dating back to January 1959.

With very few new homes being built across the country, people who have been able to make their mortgage payments and stay in their existing homes are taking better care of them and doing remodeling projects while they wait for home values to rise again.

“One of the easiest and most affordable remodeling projects that will make a significant change and add value to your home is wallpapering” says Tammy Billings of USAWallpaper.com.

Wallpaper can change the visual appearance of a room in many ways. Small rooms can be made to appear larger by using lighter colors. Patterns that include reds and yellows can brighten a room. Bold patterns can be chosen to add character to a dull or boring room. Wallpaper patterns can also perform optical illusions that can make the size of a room more proportionate, such as adding vertical stripes to a room to make the ceiling height appear taller.

It used to be that wallpapering was considered a difficult task, but that is not true today. With the advances in technology in this field, wallpaper is easier than ever to hang for today's busy homeowner.

One of the most popular manufacturers of this modern day wallpaper is Chesapeake Wallcoverings with their selection of Easy Walls product. As stated on their website, “Easy-Walls wallpaper requires minimal preparation, no booking time, has improved durability, and is fully breathable eliminating vapor lock which contributes to the cause of mold and mildew.”

Wallpaper is also on the rise due to the fact that it is an economical solution to many home problems. Wallpaper can cover flaws that paint cannot. It will also last for many years and stains or marks can be wiped off easily, unlike most painted surfaces.

With construction dropping, the number of unsold homes should fall quickly in the coming months, wrote Ian Shepherdson, chief U.S. economist at High Frequency Economics. There are many new or practically new homes available for purchase. However, most homes that are newly constructed have the personality of a plain white box.

“Many people are unaware that wallpapering is an economical way of adding interest or architectural effects that may be missing in your home” states Tammy.

Wallpaper is a timeless home decorating product. As new styles emerge, the designers who create wallpaper capture it and then present it in a variety of the latest color choices. The wallpaper industry has always kept up on the latest trends and color forecasts, and yet still always offers the timeless traditional patterns and colors that make your house a home.

Visit <http://www.USAWallpaper.com/wallpapers.html> and browse the thousands of wallpaper and wall border patterns available. USA Wallpaper has a team of customer care design specialists waiting to help you add value to your home today.

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About USAWallpaper.com: USA Wallpaper has been in business for 14 years and has papered over 100,000 walls in all 50 states. Their warehouse has over 10,000 items in inventory ready for immediate delivery, and over 200,000 wallpaper selections to choose from. <http://www.USAWallpaper.com>

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