

Designers Turn to MICORE® to Showcase Newest Works

With a constant demand for new clothing and accessories each season, one of the world's largest retailers of specialty apparel needed to develop a quick and efficient way for its designers, product managers and graphic artists to display their ideas in the company's conference rooms.

The answer: MICORE® Brand Mineral Fiber Board, which covers the walls of several conference rooms from floor to ceiling at the apparel company's New York City design center.

The retailer started more than 20 years ago with a single store and has since grown to thousands of stores in the United States, Canada, Europe and Japan. Its products, which are designed for men, women and children, are sold under several different brand names, each appealing to different price points and styles.

The designers use MICORE board as a gigantic bulletin board for clothing and accessories, which they simply pin to and remove from the board in seconds. The design center has been using the board for about six years, when its search began for a durable, functional wallboard that's also aesthetically pleasing to the designers' eyes.



Since then, they have installed tens of thousands of feet of the material, primarily in 4- by 8-foot panels, although custom sizing is also possible.

The versatile board is affixed to existing walls using a variety of techniques, including fastener clips, adhesive and Velcro[®] fabric.

MICORE Fiber Board, which is manufactured by United States Gypsum Company, is a superior substrate for fabric and vinyl-covered wall panels, office dividers and tack boards. It is also an excellent core material for chalkboards, stove boards and other niche applications. It features outstanding resilience, high density, and an excellent strength-to-weight ration, and is UL[®] classified for flame spread rating.

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