



BIG IMPACT PARTNERS WITH RADISSON BLU AND RADISSON RED HOTELS TO INTRODUCE WALLTEX BIOVATE, THE WORLD'S FIRST BIOBASED, CUSTOM-MADE WALLCOVERING

Eindhoven, the Netherlands (31 January 2017) - Big Impact, the digital print innovator and market leader, is delighted to announce its partnership with Radisson Blu and Radisson RED Hotels to launch Walltex Biovate, the first biobased, custom-made wallcovering. The partnership will enhance the brands' strong focus on sustainability and design.

Big Impact will be providing wallcovering solutions for Radisson Blu and Radisson RED hotels. BluPrint is the new interior design scheme by Radisson Blu celebrating the brand's unique design heritage and reinforces its brand signatures: iconic, stylish and sophisticated. Radisson RED is a new hotel philosophy and lifestyle brand that reflects the ageless millennial mindset. Inspired by art, music and fashion, this brand is driven by bold design and breaks the traditional hotel model. The brand partnership with Big Impact will support these ambitions to cater to international travelers' needs.

Walltex Biovate is made from modified starch-based polymers recovered from the potato industry, creating a healthy in-room climate for hotel guests as it emits no Volatile Organic Compounds, contrary to PVC-based prints.

The product is 100% PVC-free, contains no phthalates, no chlorides and no heavy metals. Wallcovering and textile designs are customized by Big Impact for hotels and are printed on-demand.



Marc Schoenmakers, director Big Impact, comments, "At Big Impact, environment protection is a top priority and is integrated into many aspects of our printing business. We are truly honored to launch Walltex Biovate with innovative hotel brands like Radisson Blu and Radisson RED who are committed to offering an eco-friendly design hospitality experience to the world."

Inge Huijbrechts, Vice President of Responsible Business for Carlson Rezidor Hotel Group, which operates and develops Radisson Blu and Radisson RED hotels, said, "Launching the environmentally-friendly Walltex Biovate is a testimony to the innovative spirit of Radisson Blu and Radisson RED. The biobased, top quality wallprints are not only beautiful; they also provide a healthy environment for our guests. Our partnership with Big Impact contributes successfully to our long-term commitment to promoting green hotel buildings. When installed in our hotels across the globe, it will help support our Sustainable Development goals around Innovation and Climate Action."



Interviews available on request.

Photos: (L-R) Inge Huijbrechts, Vice President Responsible Business

Marc Schoenmakers, Director Big Impact

Scott Deibert, Senior Vice President Procurement.

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About Big Impact

Big Impact, with more than 15 years of experience in inkjet production printing, offers high-end applications for professionals engaged in the work and life of tomorrow: project designers, converters, retailers and decorators, as well as suppliers in the textile industry, painting and finishing companies, all working together toward an innovative future. Big Impact is operational 24 hours a day, 5 days a week, employs 55 people, and produces approximately 1 million square meters of digitally printed products per annum.

Connect with Big Impact on social media: <https://www.facebook.com/BIinteriorprinting/> and <https://www.linkedin.com/company/10402091>

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About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies and includes 1,400 locations in operation and under development with more than 220,000 rooms and a footprint spanning 115 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. Guests can benefit from Club CarlsonSM, a program that redefines hotel rewards with a collection of exceptional benefits, services, and privileges at more than 1,000 hotels worldwide. Carlson Rezidor Hotel Group and its brands employ 90,000 people systemwide and is headquartered in Minneapolis, Singapore, and Brussels. For more information, visit www.carlsonrezidor.com and follow on Twitter [@carlsonrezidor](https://twitter.com/carlsonrezidor).

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