

VERSA™

DESIGNED SURFACES

Versa Designed Surfaces Eco Story

The Inspiration

It was the mid-1990s when Versa Designed Surfaces CEO Phil Tarullo began hearing about Interface founder Ray Anderson's quest to transform the carpet industry. Inspired by Anderson's passion for sustainable manufacturing practices, Tarullo searched for ways to improve Versa Designed Surfaces environmental footprint and to model that example for the wallcoverings industry.

Achievements

Tarullo believes that technology is a key driver in pioneering sustainability advancements. To that end, he invested in what he calls "technovations" that today position Versa Designed Surfaces at the forefront of the wallcoverings industry. Versa Designed Surfaces was one of the first companies to adopt water-based inks and to make its entire line low-VOC. In 2006, the global manufacturer invented the first recycling technology for post-consumer wallcoverings. Second-Look has won six awards from the A&D community.

Industry Leadership

Versa Designed Surfaces has helped shape an ecological vision for the wallcoverings market, and in 2014, won the industry's highest honor, the Allman Award. As president of the Wallcoverings Association, Tarullo was instrumental in the development of NSF 342, the first sustainability standard for wallcovering. Versa Designed Surfaces was the first manufacturer to certify to it. The company currently is helping create Product Category Rules and Environmental Product Declarations for the global wallcoverings market. For 30+ years, Versa Designed Surfaces associates have been involved at every level of industry action, from developing standards to improving materials to creating educational tools for specifiers.

Continuous Improvement

Versa Designed Surfaces remains committed to leading the industry in environmental stewardship. From small beginnings 60 years ago, the family-owned company has grown into one of the world's largest wallcovering manufacturers supplying over 2,000 wallcoverings to more than 60 countries. Its global operations embrace Kaizen, the Japanese practice of continuous improvement that involves all associates from plant workers to the CEO. Versa Designed Surfaces process emphasizes sourcing of sustainable materials, lean manufacturing that reduces waste and environmental impacts, and responsible end-of-life management.

The Legacy

Versa Designed Surfaces continues to build on its rich history of quality and innovation that goes back three generations. The family's fondness for the wall began with Tarullo's grandfather, a stone mason in Italy. Known as the "Master of the Small Wall," the patriarch instilled his passion for perfection in Tarullo's father, who started at Versa Designed Surfaces in 1955 and eventually bought the company. Tarullo joined in 1977 and took over Versa Designed Surfaces in 1989. Now a worldwide operation, Versa Designed Surfaces looks to the future with a strong commitment to the welfare of its people and the communities where it operates; to providing the best quality, value and delivery to the A&D industry it serves; and to being a responsible citizen in safeguarding the sustainability of the planet.