

# CASART

## E N E W S L E T T E R

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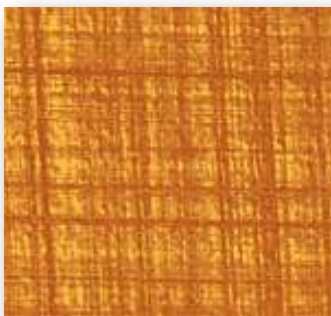
## HOUSE/ART NEWS YOU CAN USE

by C. Ashley Spencer

### Decorative Painting Made Easy for Interior Design

Imagine being able to change your wall color and decorative texture seasonally with no painting mess. Now you can!

- Casart™ Coverings has been up and running since January and we've been getting a lot of press. See our [Press Page](#) for our latest mentions. The initial line includes three decorative finishes that can be custom matched to most Benjamin Moore paint colors, a Woodland Stream Stair Mural as well as other mural elements and photography. Personal photos can also be uploaded. Additional finishes and murals will be added this fall. If you are on our mailing list, we will send you the announcement and you can sign up via our website, [www.casartcoverings.com](http://www.casartcoverings.com).



- This revolutionary wall covering is called casart™ and incorporates the decorative finishes and mural services that I currently provide. These finishes and murals are scanned at a high resolution, so they are true to the original, and are printed on durable Type II (15 oz), Class A, high-end, vinyl wall covering that is **repositionable, removable and reusable** -- like

*slipcovers for your walls!*

- Full scale rooms, accent walls or most anything for that matter can be covered, with little prep and without any wall damage, enabling you to **transform your décor** easily.

- Please refer to the back-page to provide your feedback and to receive your discount for participating in our 10 question survey. This is [online](#) or linked on our [Contact Page](#).



**Sample Transformation**  
– An example of casart™ in a faux linen.



# WHAT'S NEW

## Casart Designs

**casart™**

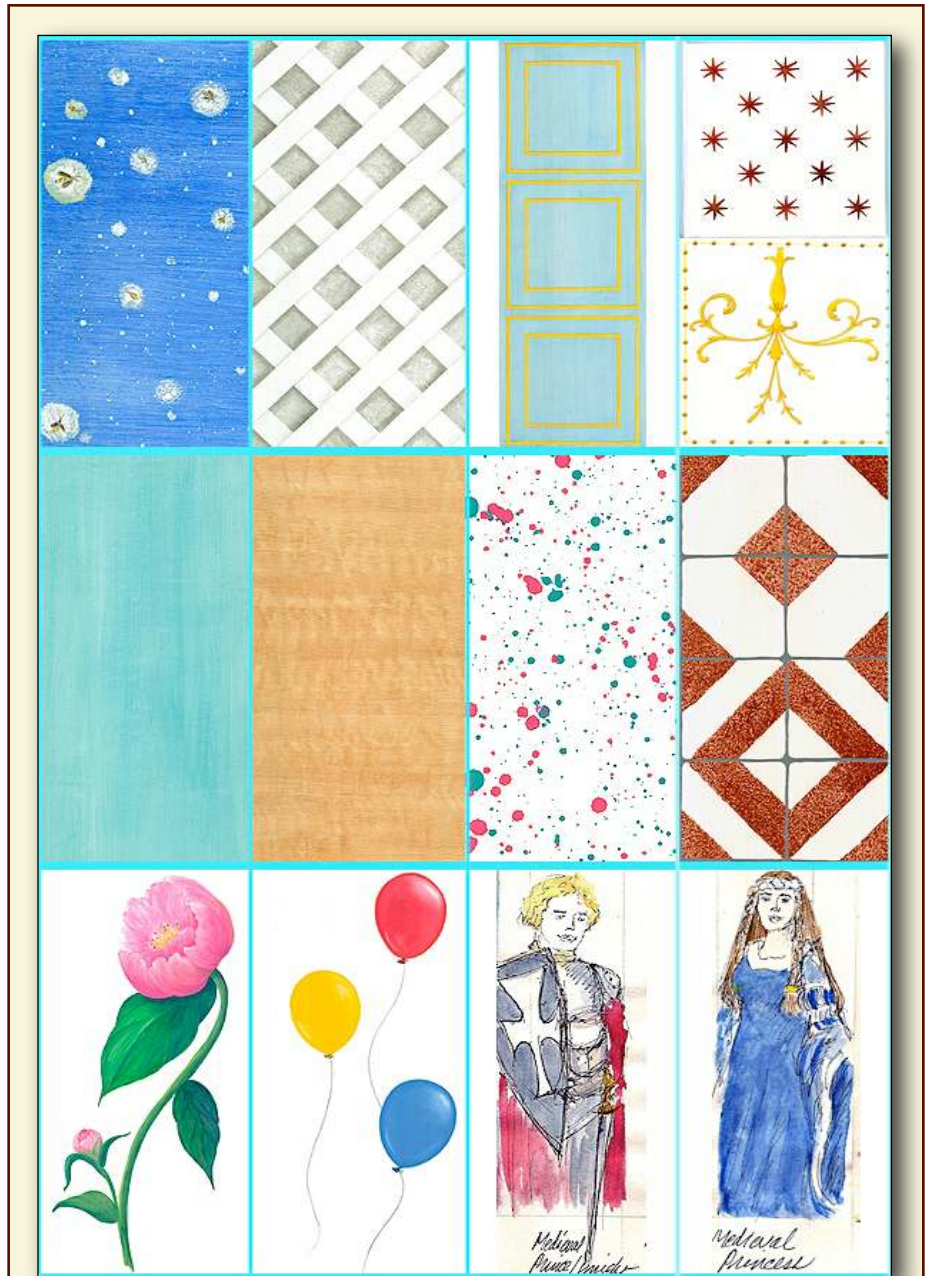


- Repositionable, Removable, and Reusable
- Type II, Class A canvas-like vinyl
- Stock decorative finishes and murals

- Color matched to BM paint colors
- Custom sizes and commissions
- Durable and washable
- Slipcovers for your walls
- Easily transform your décor

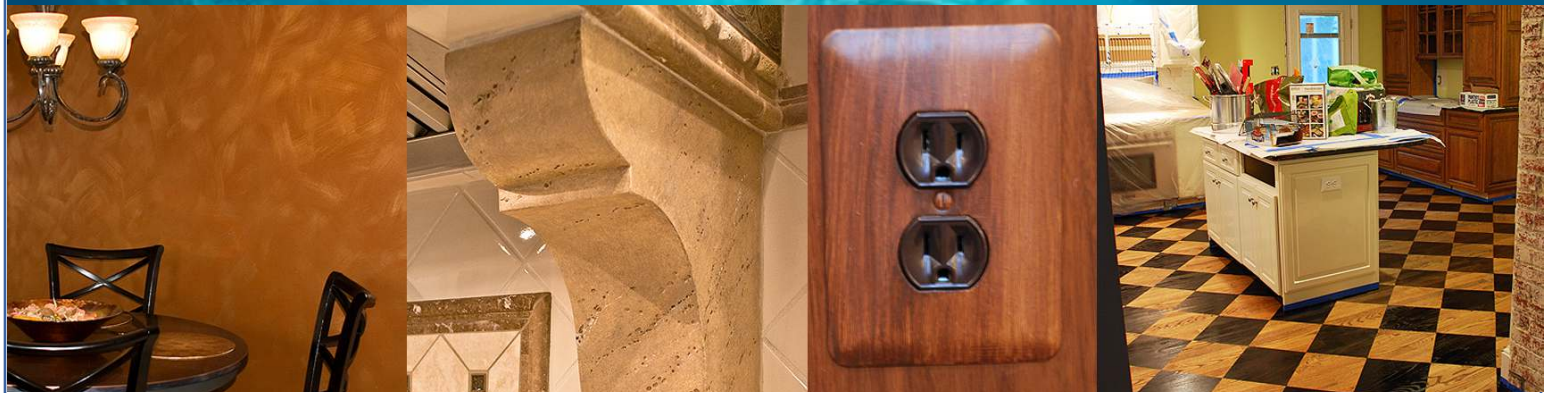


*Can be customized to fit any space, mural elements can be manipulated, and color can be matched to most any Benjamin Moore paint color, using printer inks to work with any décor. Above is an example of a customized color and multiple image placement.*



**casart™** New designs are coming this fall. Some of the many versions can be seen above: firefly pattern with brushed-on, horizontal finish background; trompe l'oeil lattice; faux panels with interchangeable inserts; raw silk; faux satinwood; splatter; faux tiles; large scale peony; and kid themes -- balloons, a Medieval knight and princess that can be used with a growth chart overlay.

# LATEST PROJECTS



## From Metallic to Faux Stone, It's all about the details

The latest projects include: a copper metallic brushed-on finish for an accent wall, a gradient rainbow in a little girl's room, a harlequin porch floor, matching existing finishes, faux stone corbels, faux bois electrical plates -- both natural finishes for a model home in McLean and a stained diamond kitchen floor. See [Finishes](#) and [Floors Finish](#) pages.

## Decorative Finish Restoration

I recently restored and matched several decorative finishes in Old Town for a dining room and kitchen where there was extensive water damage. I have added this project along with others to the [Repair and Restoration](#) page of my website.



## Paint Consultations

Since adding [paint consultations](#) to my list of services, I've consulted on a 17 plus room project, including the house's exterior. Here's a link to a few of the before and after rooms. This service takes the fear out of choosing colors when doing straight painting.

## Casart Blog Addition

The art blog [Art Is Everywhere](#) that I started in February 2008 is still going strong and I have since added a blog linked to our [casart coverings website](#), called *Slipcovers for Your Walls* at ([www.casartcoverings.com/casartblog/](http://www.casartcoverings.com/casartblog/)). This is where you can share your ideas for how to use casart™ and where you've used it. Interior Designers can post their casart projects here and gain exposure. Send us your photos of design dilemmas and we can offer free consultations and solutions using casart.

## Last Minute Notes

You can also find casart coverings on [Facebook](#) and the "casartcrew" on [Twitter](#). Both the casart blog and these public links are good ways to see what we're doing, as we update it often.

You can sign up for our [newsletter](#).

### Ah ha observation

- When you have an idea, go for it! I wasn't sure if we could do it, but casart coverings pulled it off in becoming one of the finalists for the [Leading Moms in Business Award](#) from Start Up Nation. We couldn't have done it without your support. Thank you!
- Don't think too hard when you're on the radio, it will mess you up. Our interviews on HomeTalk are on our [Facebook](#) and [News](#) links.

## Mural Inspiration

*Contrary to popular thought, murals do not require a lot of space. The new casart™ coverings product line allows for custom painted murals to be printed on repositionable canvas-like vinyl and installed in the*

*smallest of places. A sheet of hand painted butterflies can be cut and used as removable and reusable art. Murals don't even need to be directly painted on a wall. They can be painted on canvas and installed. This offers the advantage of flexibility. The*

*artist can have the convenience of painting the canvas in the studio and the client can have the option of removing the installed work of art at a later date. Large-scale murals can be painted half-size, reproduced and printed as full size casart™.*

# SURVEY

## Your Feedback

• Casart coverings, LLC wants to offer the designs you want, so please let us know. You can view possible images from my website of [Finishes](#) or send us your own ideas. For example, let us know if you'd like to see more patterns and what kind, stripes, mural concepts and for what uses? Casart™ can be used as reusable slipcovers for your walls as well as for specific party themes and as keepsakes when children outgrow their nursery murals. Teenagers and college-aged kids can upload personal

photos to personalize their rooms and remove their casart when they go.

- Casart can be used on cabinet door fronts as decorative inserts and cut and assembled in geometric designs, as well as for home staging for a house sale or if you just want something new to lighten up for the summer with a seasonal color.
- **Participating in this survey gives you a 10% discount on your next casart coverings order. [Click here](#) or visit our [contact page](#) or copy and paste it and email it to us at [contact@casartcoverings.com](mailto:contact@casartcoverings.com), or mail to the address below.**

Rate/Check Your Preference	1 Most	2	3	4 Least
How interested are you in purchasing removable wall covering?				
How well does our website do in explaining what removable wall covering is and how to apply it?				
After seeing our website, how interested are you in purchasing casart?				
What products on our website are you most interested in? Others not on website? (write in)				
Did you know that you can customize casart and submit your own ideas for custom wall covering?				Yes/No
Did you know that casart is reusable?				Yes/No
Did you know that casart can be wiped with mild soap and water without damage?				Yes/No
Did you know that you can send in photos for free consultations?				Yes/No
Have you visited other websites selling removable wall covering				Yes/No
If you answered yes above, please list				
What is most important to you when purchasing a product or service? (write number below choice)	price	quality	convenience	design
If you had removable casart where would you use it?				

*C. Ashley Spencer is an artist—decorative painter, muralist and illustrator. She lives in Old Town, Alexandria, Virginia. She has been working throughout the DC metropolitan area as well as in her studio for 22 years. She can be contacted through her website: [www.ashley-spencer.com](http://www.ashley-spencer.com).*

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## CASART NEWSLETTER

121 Harvard Street • Alexandria, VA 22314 or email survey to [contact@casartcoverings.com](mailto:contact@casartcoverings.com). This [eNewsletter](#) is downloadable on my website