

press release

LOFTwall™
dividers for living & working

For Immediate Release

“Parwall Introduces LOFTwall™ Divider Screens”

April 1, 2009 Dallas, TX- Parwall, a manufacturer of modular wall partition systems, is introducing LOFTwall™ divider screens for open living and work environments. The combination of an aluminum frame and custom panels make the divider screen a lightweight and easy to assemble solution when compared to traditional walls and partitions. "We wanted to create a user friendly design, with a modern aesthetic, that is easily changed and updated by the end user as their needs or tastes change once they own the divider", says Steve Kinder, designer and founder of LOFTwall. Available in 4', 6' and 8' widths, LOFTwall is a solution for creating multiple areas within one open space, whether it is a loft or workspace.

This patent pending divider solution wall is not only ideal for uptown lofts or contemporary houses, but can be configured for retail environments and corporate offices. LOFTwall allows offices to assemble and break down partitions easily due to a fluctuation of employees or a sudden need for areas. "LOFTwall will allow consumers to have a customized partition wall that is a unique low-cost solution. You decide what you want and it is simple enough for the consumer to build it themselves", says Kinder.

LOFTwall provides over 20 different panel material options for the consumer to customize it to their personal style or corporate environment. LOFTwall is currently available for purchase online at www.loftwall.com and the company is lining up distribution partners by early summer.

LOFTwall will be exhibiting at the International Contemporary Furniture Fair, ICFF, in New York City, May 16-19th at stand #815.

About LOFTwall™

LOFTwall™ is an innovative divider partition for living and work spaces. A modular partition wall comprised of aluminum frames and customizable panels. Loftwall is a solution for anyone facing the challenge of dividing space. For more information please visit www.LOFTwall.com.

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