

For Immediate Release

“LOFTwall Creates Design A Wall Online Designer”

May 16, 2009 Dallas, TX- LOFTwall™, a manufacturer of divider screens for living and working environments, has developed an online tool that allows visitors to customize their own LOFTwall. The Design A Wall Online Designer lets customers choose between different frame options that are 4', 6' and 8' wide. After selecting a frame design to customize, visitors can then choose between over twenty different infill options that range from wood laminate, translucent, fabrics, solid colors and specialty custom infills.

“We created the Design A Wall interface to let visitors create their own unique design and see the cost in real time, after choosing the frame and the infills, the cost is calculated immediately,” explains Steve Kinder, founder of LOFTwall. “The possibilities are almost endless” added Kinder, allowing visitors to have over a million different LOFTwall design options.”

Select a Frame

then drag and drop material swatch on to frame opening

Item List		
1x	LW84	\$950
2x	WP2-eb	\$210
2x	WP4-eb	\$390
3x	FR-2	\$90
2x	TW-2-Gray	\$90
Total		\$1730

RESET FRAME

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Wood Veneer Translucent Fabric Specialty

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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