

installed

BY MDC INTERIOR SOLUTIONS

SUMMER 2023 ISSUE

TANIYA NAYAK CURATED BY COLOR | EXPLORE: COBALT | SUSTAINABILITY AND MORE

**TANIYA
NAYAK**

Curated by color

**EXPLORE:
Cobalt**

**SUSTAINABILITY
and more**



the BLUE issue

welcome

Greetings and welcome to the very first few pages of our debut issue of Installed, MDC's new quarterly trade publication. This magazine is just the start of many exciting things to come as we progressively embrace a more all-encompassing, customer-centric ethos. We have big plans for Installed and can't wait for you to join us as we work hard to keep you informed and inspired. You can expect topics and stories ranging from new MDC products to trend alerts, chats with both established and emerging designers, sustainability initiatives, trade show updates, our community outreach and so much more. We promise each issue will offer something different yet equally captivating for you as a reader to consume. After all, our main goal in the creation of Installed is to offer you a tangible and useful extension of the MDC brand.

We sincerely hope you enjoy our first issue of Installed. Be sure to check with your Sales Rep to confirm you are signed up to receive our fast-approaching second edition available next quarter. Cheers and take care until then!

THE MDC TEAM



FEATURED PATTERN

Collection: Handcrafted
Pattern: Fragment
Color: Caspian



See it for yourself

TRENDING TYPE II

This season, seven of our best-loved collections feature new pattern and color options. From romantic geometric motifs to reimagined classic designs, all in a variety of curated hues, we're certain you'll find your perfect fit!



Scan to browse
the newest
additions or visit
mdc.is/new

Left to Right
CANDICE OLSON COUTURE: Calypso in Malachite,
GENON CONTRACT: Epic Lines in Newport Navy,
DESIGNER GALLERY: Gradient in Ink.

Below
Iris from our
Esquire Collection
features a
stunning, large
scale design
with a beautiful
fluidity of color.





crafting a more sustainable future

At MDC, sustainability is core to our mission.

Because of this, we strive to continuously broaden the amount of sustainable product options available for designers to specify. Recently, we have created an entirely 100% PVC-free collection as we know more and more clients have started to require this in their project criteria.

With this in mind, we are so pleased to introduce our newest collection, Nvolve. Nvolve is made from durable, cleanable materials that are all 100% PVC-free. Now you can enjoy the luxury of creating beautiful, high-performing spaces while simultaneously meeting your sustainability objectives.

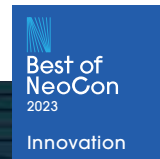
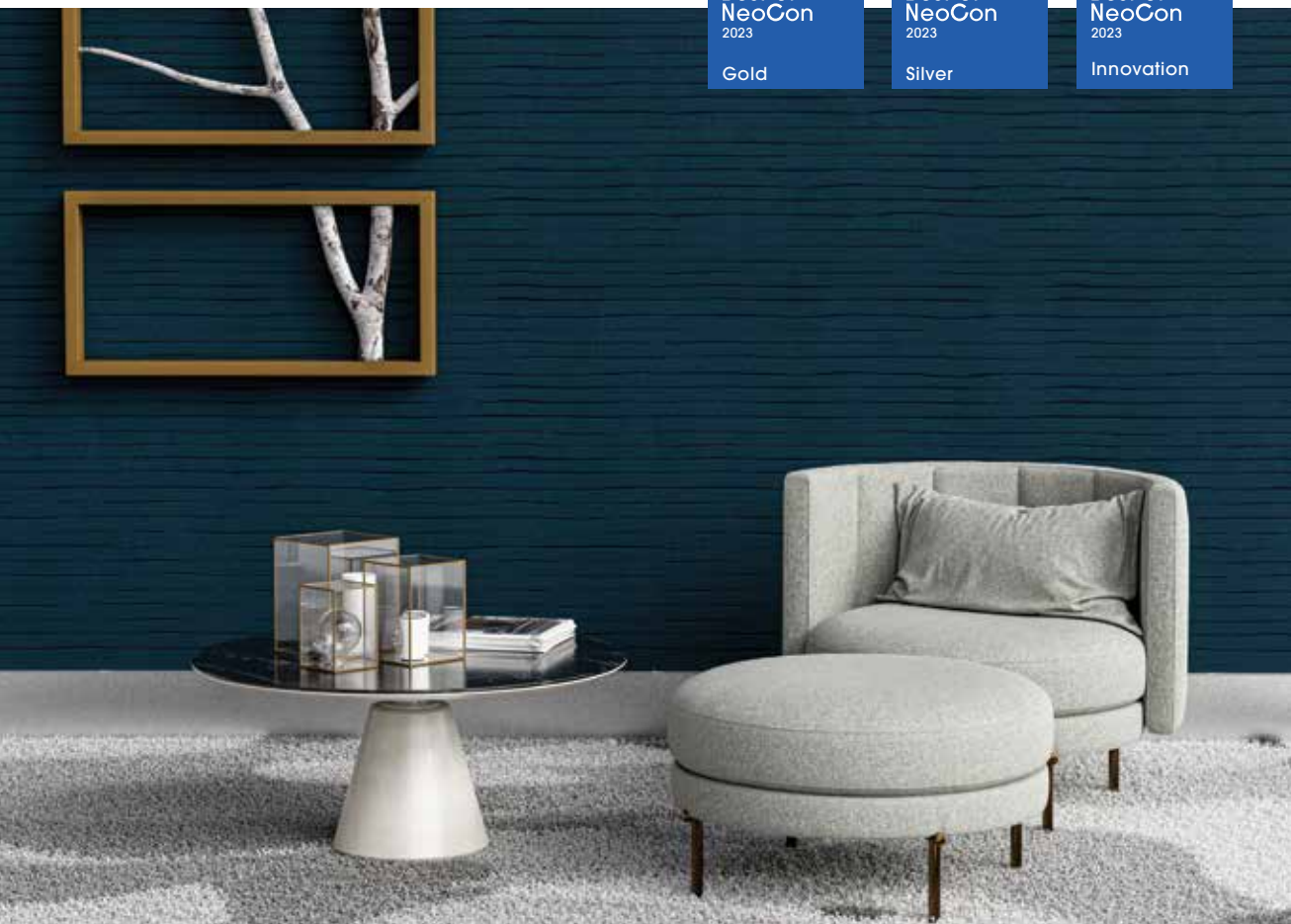
Nvolve consists of 9 naturally-inspired patterns, each showcasing their own unique expression. From subtly impactful to vivid and profound, there is sure to be a pattern and color combination ideal for your next environmentally-minded project. And regardless of which design you may choose, you can be assured that you are making a sound decision without ever sacrificing style.

**durable, cleanable materials
that are all 100% PVC-free.**

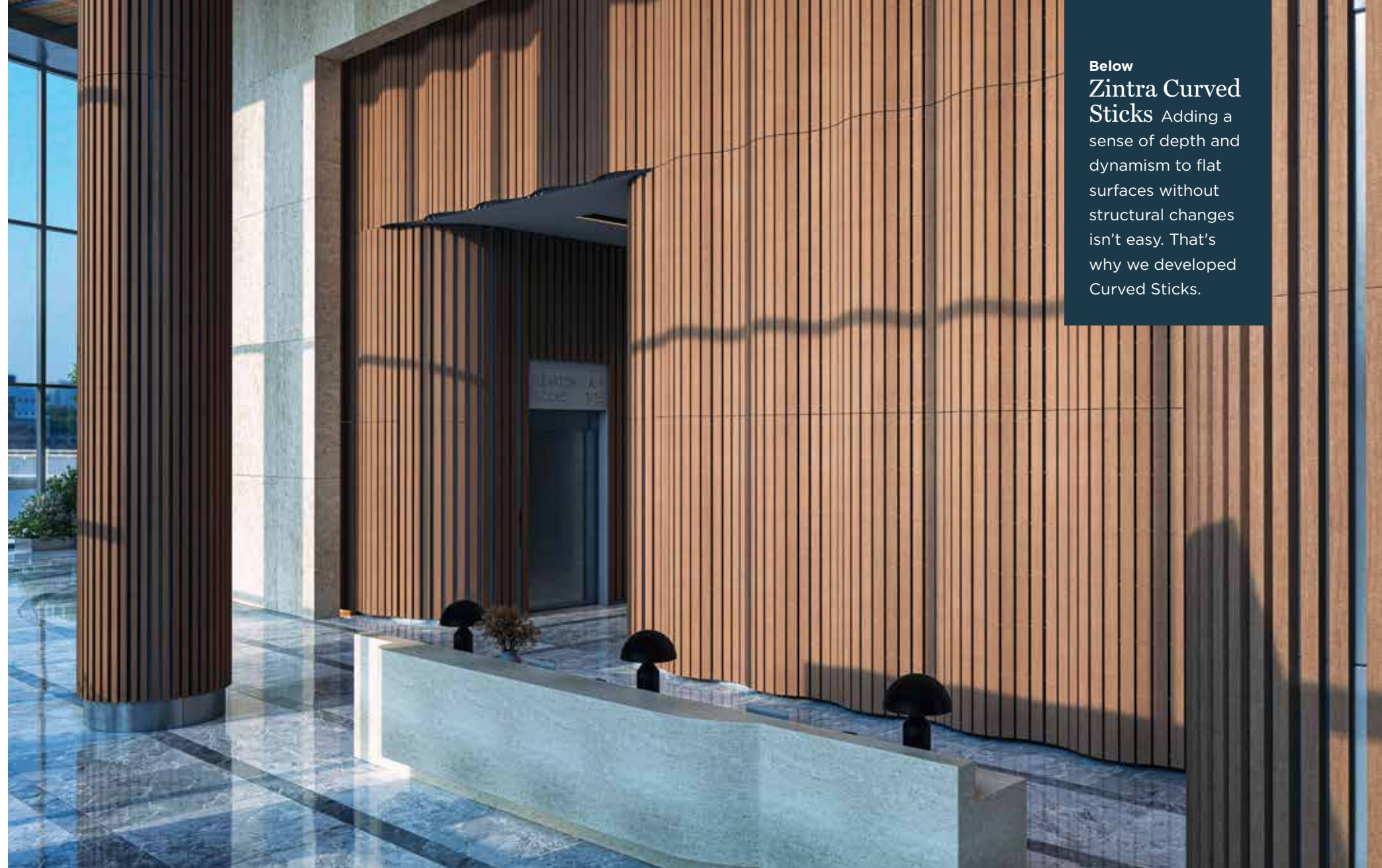
While Nvolve's styles are both fresh and stunning, the technology used to create them is just as impressive. We carefully selected evo® PVC-free technology to manufacture all of Nvolve's materials. With evo®, it is possible to obtain wallcoverings with the luxury look and the proven performance that you want.

In addition to the absence of PVC, evo® materials are also free from all formaldehydes, heavy metals, phthalates and much more. Plus, they are designed to be stain and impact resistant. They even boast Class A flame and smoke performance!

We are truly proud of this collection and are dedicated to always making responsible choices that continue to propel us into the future. It is imperative to us that we stay on top of the demands of the market, and we know sustainability is one that will continue to be at the forefront for many years to come. Our hope with Nvolve is to grant you the ability to reflect nature's palette with the confidence and peace of mind you deserve.



Scan to browse
more Zintra acoustic
solutions at
mdc.is/zintra



**Below
Zintra Curved
Sticks** Adding a
sense of depth and
dynamism to flat
surfaces without
structural changes
isn't easy. That's
why we developed
Curved Sticks.

MDC is... Acoustic Solutions

At MDC, we pride ourselves on being ahead of the curve. Predicting trends and producing products that meet our clients' ever-changing needs is important to our mission, as doing so helps to provide our clients with the very best and most cutting-edge selections. Eight years ago, MDC was one of the first to recognize the need for sound solutions in the commercial environment. This is when we first introduced Zintra, one of our mainstay and bestselling lines.

Presently, the demand for acoustical solutions is stronger than ever. We are pleased to have identified

this demand when we did as it has allowed us to fine-tune the Zintra line over the last decade. Backed by an overall 50 years of commercial experience and with an unmatched sales and customer service team leading the way, Zintra is the ideal solution for designers. With industry-leading technology and endless ways to customize, this line truly continues to do it all.

Are you ready to start your next MDC Zintra project? Together, let's make it happen. Email our Customer Care Team at info@mdcwall.com now!



MDC’s custom Zintra panels bring

MODERN SOPHISTICATION TO HISTORIC MILWAUKEE BUILDING

Recently, design firm Rinka was tasked with redesigning a historical building located in the heart of downtown Milwaukee. This building serves as the headquarters for Zizzo Group, the Midwest’s premier digital engagement firm. Since 1866, this particular building located on 131 South 1st Street has housed everything from grocery stores, a distillery, a lighting gallery and even a speakeasy during the Prohibition era. Broad and stately, Zizzo Group wanted to preserve the historical nuances of the space while also updating it to function as a dynamic and collaborative environment.

When Rinka reached out to MDC regarding a custom installation for this project, we were excited and ready to get creative. Rinka was looking to solve several issues with MDC product, including acoustics, privacy and aesthetic appeal all at the right cost. Since the building itself was so special, the client did not want its uniqueness to get lost in the redesign.

With this in mind, MDC worked together with Rinka to create custom Zintra panels inspired by the existing historical cast floor vents located on the first floor.

Mimicking the shape of the vents while adding a touch of modern sophistication, the one-of-a-kind Zintra screens were born. Both functional and artistic, the client was thrilled with the final outcome. They even noted that one of their favorite “bonus” perks of the installation was the shadow pattern it creates on the floor when the sun shines through.

Do you have a project that requires a custom installation? If you can dream it, we can make it! Reach out today to our Customer Care Team at info@mdcwall.com to get started.



These custom MDC Zintra sliding screens provide the powerful sound absorption benefits of Zintra in a one-of-a-kind installation. Designed to boost aesthetic appeal and create flexible room division, find out how MDC can create a unique Zintra creation for your next project at info@mdcwall.com.



WELCOME ROLL-A-SHADE TO THE MDC FAMILY

MDC Interior Solutions is pleased to announce the acquisition of Roll-A-Shade, a leading provider of quality window treatments to the commercial market. With a commitment to quality, service and innovation, Roll-A-Shade offers a vast portfolio of products including motorized and manual shades in both interior and exterior applications.

Gary Rothschild, CEO of MDC, sees window treatments as a logical addition to MDC’s portfolio of products. Rothschild says, “We are thrilled to add Roll-A-Shade to the MDC family. Their complementary product line is both design-driven and functional with a focus on end-to-end service excellence and customer satisfaction, which aligns perfectly with the MDC culture.”

Steve Williams, President of Roll-A-Shade, is equally as optimistic about the synergies between the two companies.



Williams says, “MDC’s acquisition of Roll-A-Shade provides a unique opportunity to our customers and employees. We are committed to the values that have driven our growth for the last 35 years, which are helping our customers succeed through exceptional service, quality and innovation.” MDC is grateful for the ongoing support and is confident that this acquisition will provide greater resources to better serve our clients’ needs.

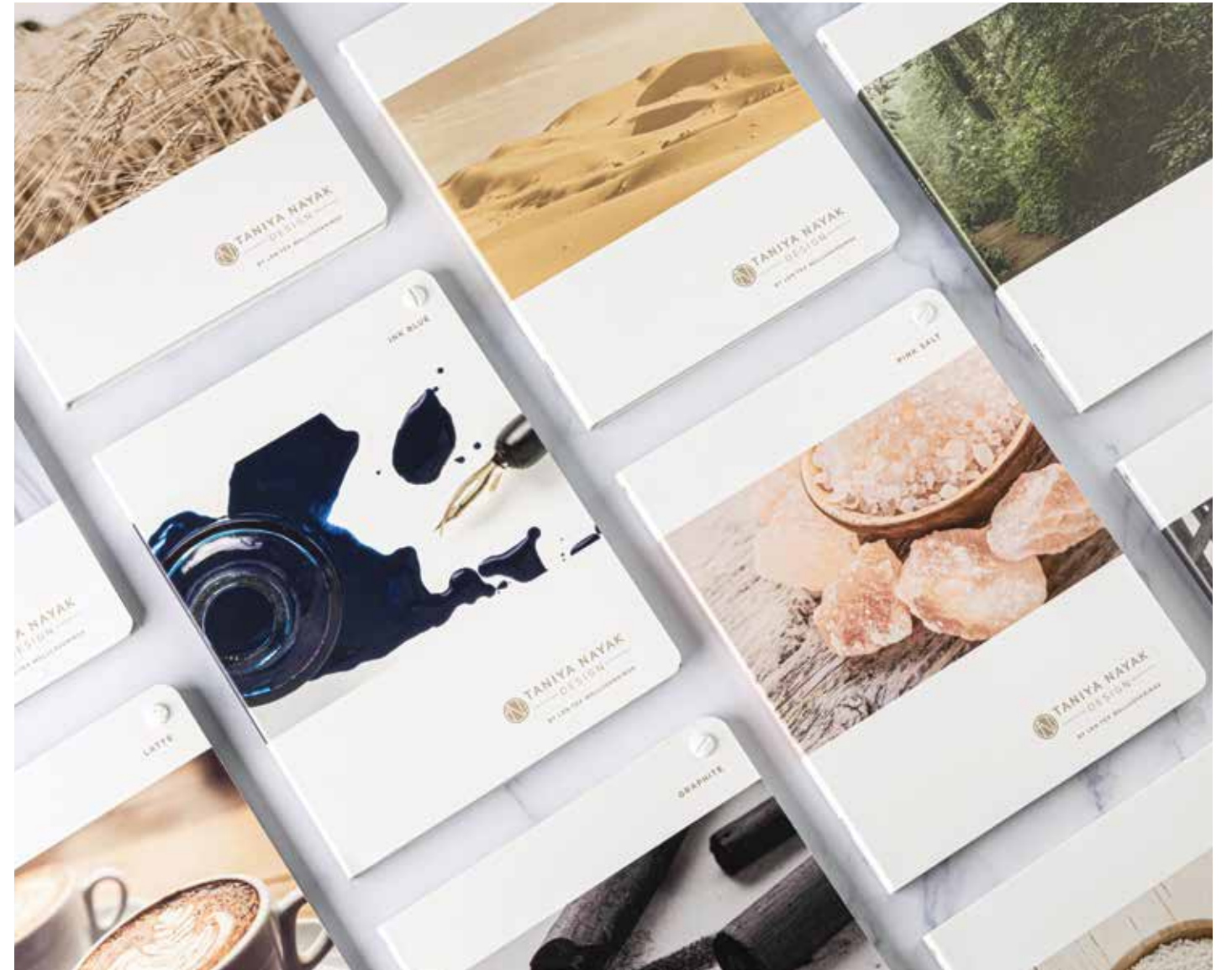
TANIYA NAYAK ON DESIGN

A COLLECTION CURATED BY COLOR

The Taniya Nayak collection features fresh styles from a globally-inspired perspective. In Taniya's own words, these designs exude the ideal fusion of 'livable luxury' — they are beautiful, but also meant to be lived in!

Featuring nods to her family and upbringing, this collection is a stunning manifestation of Taniya's unique vision. Plus, the way it shops is also directly influenced by Taniya and her design process. The signature blending of patterns is expertly curated by color, so designers can select hue first before delving into different prints. Taniya says, "As a designer myself, the first thing I do is look for a color group when searching for a wallcovering. This makes the search a lot easier."

From crisp neutrals to soft pinks and vibrant greens, the Taniya Nayak collection has introduced a brand-new niche to the MDC lineup. We couldn't be any prouder of this exciting new collaboration.



Left to Right Ink Blue in Current, Dune in Bloom, Pink Salt in Hinge.

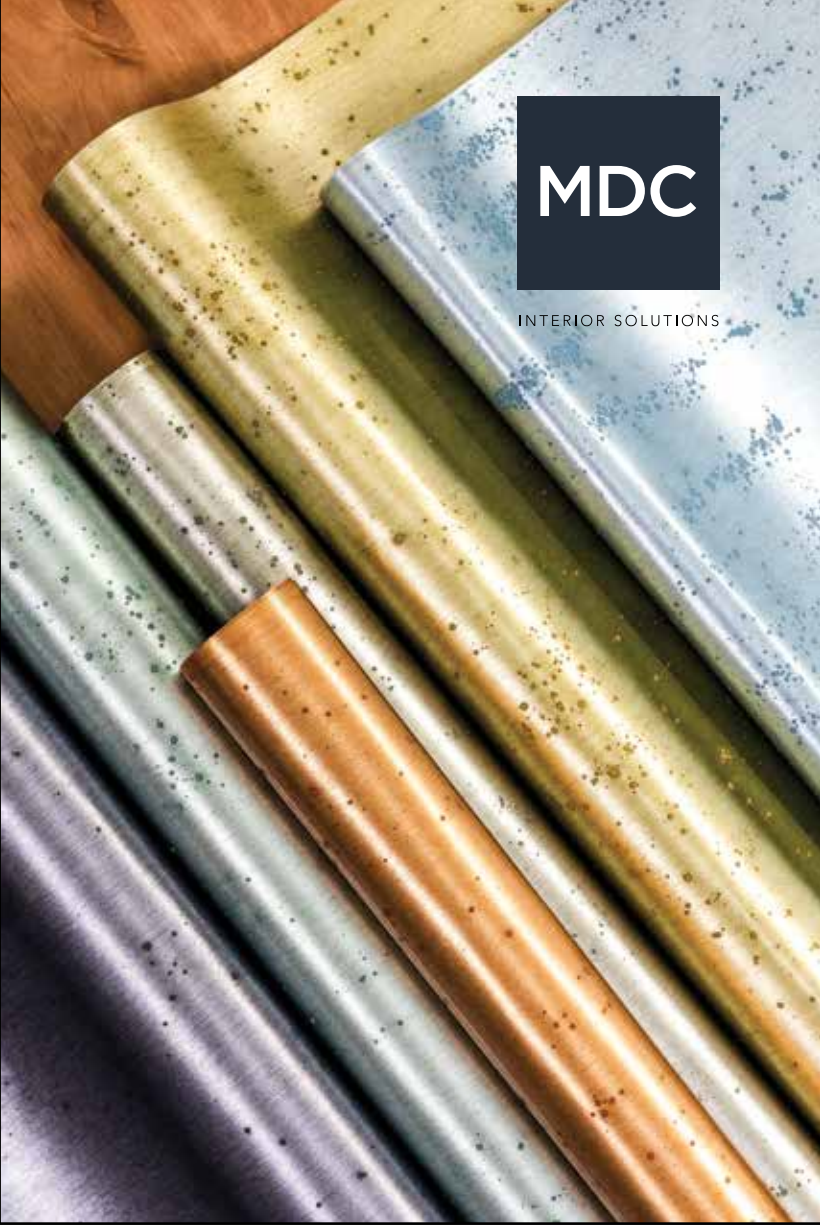
“
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Pairing an unmatched product with unmatched service is one of the things MDC does best. We wholeheartedly stand by our industry-leading offerings, but we also know that they can only go so far without the support of an incredible team. This is precisely why we have dedicated our time and resources into building a skilled and knowledgeable MDC team, from sales representatives to our customer service department and more. Our MDC team is truly who makes it happen.

With 20 plus years of experience, our teams are top tier when compared to our competitors. We like to keep

everything in-house to ensure all processes meet our MDC standards — a practice that is often rare in the commercial space. We also believe in taking an artistic approach to every project, allowing every MDC experience to be unique and emotionally-driven rather than just a cold transaction. Lastly, we feel that the ability to customize is not only important but fully necessary. After all, being creative should never come with limits or constraints.

Because of this, every product we offer has the capacity to be customized from the design, to the substrate, to the installation method and more.



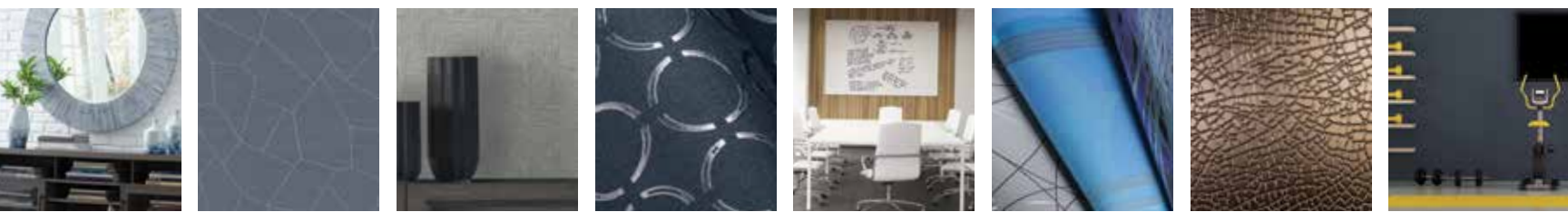
When you think ‘service,’ we hope you also think ‘MDC.’ We truly care about the experience you have with us and want you to be happy with your final results. Our goal always has been, and continues to be, serving the commercial industry in a way no one else can. That is what makes MDC...MDC!

FEATURING
80+ REPS,
MDC OFFERS
UNMATCHED
PRODUCT
KNOWLEDGE
& CUSTOMER
SERVICE.



400 High Grove Blvd
Glendale Heights, IL 60139

INTERIOR SOLUTIONS



Featured: Thom Filicia, Sennett Grand.

LET'S MAKE IT HAPPEN.

MDC is your trusted source for a variety of interior needs. Backed by a team of experts ranked #1 in customer service, MDC offers high-style designs paired with proven functionality. We pride ourselves on enriching contract spaces, hotels and restaurants with premium wallcoverings, wall panels, paints, mirrors, acoustic solutions and so much more.



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