

The latest news, views, and announcements

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The REVIEW

With the Covid-19 pandemic still raging, many of the news had been gloomy this year.

However, there have also been uplifting moments, and Wallco has some to share!

Looking FORWARD

While the road ahead may still be a bumpy and fragile one, but there's no reason to despair! Let us all look forward to the new year!

Did you know?

Here's something interesting about the famous Rockefeller Center Christmas tree to tell!

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The REVIEW

Braving the global pandemic

2021 hasn't been easy. There is no softer way to say it, but it was indeed a year that tested our resilience. However, quoting an aphorism from 19th century German philosopher Friedrich Nietzsche, "What doesn't kill you, makes you stronger".

Looking back, we are nothing but thankful to all our loyal clients out there who have showered us with endless support and trust as our small and humble team continues to grow amidst this pandemic. While there had been many challenges faced this year, especially in terms of labour supply and logistic arrangements, it is with the faith and patience that all our lovely stakeholders have placed upon us that have motivated the team to brave through these constraints and achieve our goals in pipeline. Reviewing 2021, not only have Wallco successfully launched our new texture coating collections *MARBLE* and *RACAEDO* in Q1 and Q3 of the year respectively, we have also successfully delivered many projects that have value added to our portfolio. Let's look at some of them!



Disclaimer:
Please note that this is not an exhaustive display of our company portfolio and/or the texture coatings that we do. For more information on our full range of products, please kindly contact us for more information.



Did you know?

With Christmas just round the corner, it is again the time of the year for our gift exchanges, party food, and Christmas tree lightings of course!

The famous Rockefeller Center Christmas Tree is undoubtedly one of the biggest attraction each year at the Rockefeller Center, in Midtown Manhattan, the heart of New York City. The tree is displayed annually in mid-November and lit in a public ceremony on the Wednesday evening following Thanksgiving.

While it has become one of the most anticipated holiday specials that continues to draw large crowd of both locals and tourists there each year to witness the magnificent lightings, did you know that this tree hasn't always been so beautiful?

The first Christmas tree at Rockefeller Center in 1931 was a very small and undecorated one that was bought by construction workers who had pooled their money together. While the famous tree now features more than 25,000 lightings, those men had decorated the then 20-foot-high balsam fir with handmade garlands made by their families back then!

In the upcoming 2022, Wallco is also hoping to engage more of our lovely business stakeholders in the journey of discovering texture coatings! We hope to show you just how much our textures can do, not only in adding a touch of creativity and sophistication to your space, but also to recognize the high quality and durability in compared to all other traditional wall and floor coating applications. Hence, do keep a lookout for further announcements on some of our upcoming campaigns, workshops and seminars that will be launched progressively in the new year!

Lastly, here's wishing you good health, prosperity, and happiness for the new year ahead!

Looking FORWARD

Bigger and bolder dreams

Despite the challenges faced, it is fulfilling to see how far the Wallco Team has come this year. Going through 2021 has also given us more confidence to stand stronger against what is to come in the upcoming year, no matter how tough.

We will be ringing in 2022 in less than a month time! Slowly and steadily, life does seem to be back on track now and returning to some sort of normality. While resuming back to a mask-free world may still be some time away, but more of us are already streaming back to our workplaces and committed to renewing the goals we had set in our pre-pandemic lives. Wallco is no exception.

Welcoming 2022 with positivity, Wallco has plans to launch new collections for both wall and floor coatings in estimated Q2 to Q3 of 2022. Following the success of our *MARBLE* and *RACAEDO* collections this year, we are impelled to introduce new and exclusive texture collections that will continue to impress and deliver satisfaction. So do continue to stay with us for further announcements on our new launches!

And is that all you can look forward to? Definitely NOT! While texture coatings have been starting to trend in recent years, our team at Wallco have noticed the fact that it is still a relatively "new" concept to many people as compared to the long-established ideas of emulsion painting and wallpaper installation. For floor applications, texture coatings may also still seem like a challenging idea that poses many shortcomings in compared to traditional tiling works. And this is something that we would like to change!

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