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SWAG PAPER LAUNCHES ONLINE STORE FEATURING PREMIUM PEEL-AND-STICK ACCENT WALLCOVERINGS

Reposition, Reuse and Reinvent

(CHICAGO; June 25th, 2012) - **Swag Paper**, an extension of **Batch & Queue LLC**, unveils their new web store featuring a line of premium quality "peel and stick" accent wallcoverings made specifically for the true do-it-yourselfer. This poly-woven lightly textured material possesses a unique PSA (pressure sensitive adhesive) backing, making the product repositionable, crinkle free, removable and reusable while leaving no residue behind. Swag Paper offers custom cut panels for easy application and matches the colors in each pattern to colors of popular paint brands. Achieving luxury design in minutes just became possible!

Made for and created by, Chicago native brother-and-sister team, who's vibrant, fresh and contemporary [designs](#) are made to reinvent any space appealing to an array of customers which include renters, home owners, commercial spaces, nursery's and set/interior designers. Unlike a roll of traditional wallpaper or other 'peel-and-stick' products, "The approach of offering pre-cut panels was developed to solve the daunting task of lining up patterns," says D. Fields (co-creator). Each panel comes at a standard 25" width and the option to choose from 5 standard wall heights eliminating time and waste. Prices start at just \$8 a square foot and eliminate the need to hire labor for [installation](#) and tear down making Swag Paper a cost effective option to achieve luxury design. "Once your panels arrive you simply peel the backing and stick them to your wall side by side. It's like a sticker for adults!" Since the product possesses a unique crinkle free quality you can reposition it as many times as you need. It's really as simple as that.

[SwagPaper.com](#) offers a user-friendly navigation allowing customers to enjoy an enhanced shopping experience not to go unnoticed. "Building a website that people could truly understand and not be confused was just as important as the product itself," says D. Fields. The site is packed with useful information, vibrant images and tools that take the guesswork out of your decorating dilemmas. Customers can use the '[match-to-paint](#)' tab to reveal paint colors that coincide with the pattern of choice, leaving no wall behind!

Swag Paper's exclusive patterns combine vivid colors, textures and 'faux finishes' to create carefully crafted works of art. The quality of each print is achieved by using premium latex inks, the green solution to solvent inks. The product is virtually odorless and achieves a print quality that emulates a hand painted masterpiece. Plans to introduce new patterns and collections are already underway to meet the needs of different clientele including a luxury baby line sure to please all mommy's-to-be! Custom and wholesale inquiries are welcome by contacting the Swag Team at sales@swagpaper.com.

Visit [SwagPaper.com](#) to take advantage of their introductory offer of 20% off on all orders placed between June 25th- July 2nd using code **LAUNCHIT** at checkout. Now it's time to ask yourself, when was the last time you did something for the first time?

About Swag Paper

Swag Paper is an extension of Batch & Queue LLC, a collaboration of creative minds producing innovative products that 'make sense.' Swag Paper is the first line of truly do-it-yourself repositionable, removable, reusable, custom cut panels, match to paint, premium accent wallcoverings.

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