



## INSTALLERS SAY "NETWORKING" IS FIRST AMONG MANY BENEFITS OF MEMBERSHIP IN NGPP

A paperhanger from the Washington, DC, area had a problem. He was awarded a contract to reinstall restored canvas murals in a historic building. It was a big job, and the murals were irreplaceable. It was not a task for amateurs, or even paperhangers of average skill. Where could he find people qualified to work with him?

A Canadian paperhanger reports that even after many years of experience in the craft she still occasionally encounters installation issues that leave her scratching her head. Where does she turn to get the immediate answers she needs to get the job done?

Both of these wallcovering installers look to the same source for assistance and information—their fellow members of the National Guild of Professional Paperhangers. They know, as one Guild member said, that **"a few well-placed calls or e-mails [to other NGPP members] will get the answers I need to accomplish the task."**

### Paperhangers are unique

Paperhangers not only turn the plans of artists and designers into beautiful covered walls, but they are also often called on to perform a creative function, as well as supply quality installation services. As a professional wallcovering installer you provide home and commercial building owners with a high level of creative ability as well as craftsmanship. Quality installation is valued by today's building owners, who want projects completed on time, on budget, and with the least amount of disruption. There are great opportunities

for qualified, experienced paperhangers, but many wallcovering installers miss out because they operate in isolation.

### Why NGPP?

The National Guild of Professional Paperhangers was established in 1974 to support the craft of professional paperhanging. It is



*NGPP members have a long history of helping other paperhangers when help is needed.*

the only trade association dedicated exclusively to the interests and needs of wallcovering installers. Since its inception, the Guild has assisted members with continued education, information resources, networking opportunities, small businesses management assistance, and exposure of the craft to the consuming public. NGPP brings together the best in the wallcovering installation craft. Guild members, Installer and Associate alike, "hang with the best."

### How members use NGPP

If you asked NGPP members to name the most powerful benefit of Guild membership the word you would certainly hear most often is "networking." In fact, the NGPP

Board of Directors recently surveyed Guild members, asking why they belong to the organization. "Networking" or "peer relationships" appeared in 82% of the answers. One member put it this way. **"For me the Guild provides a place for education on the newest trends, products, and techniques—a link to other industry leaders where the exchange of information and ideas can bring about solutions to our problems or needs. The years of paperhanging experience available from other Guild members when a new situation arises, I could not buy at any price."**

Important as networking is to Guild members, it is only one of many NGPP benefits. Other often-cited advantages of membership include educational programs at regional workshops and the national convention, recognition of outstanding projects through the Winning Walls With Wallcoverings awards program, certification of professional expertise through the Certified Paperhanger (CP) program, special relationships with suppliers, and the marketing power of affiliation with an organization representing the leading members of the craft.

### Apply for NGPP membership

When you join NGPP you will be among the leading members of the wallcovering installation industry. Your identification as a Guild member marks you as a professional dedicated to providing the highest quality service to your clients. We invite you to send your membership application to the NGPP national office today.

# SUPPLIERS OF GOODS AND SERVICES TO INSTALLERS ENJOY GREAT BENEFITS FROM MEMBERSHIP IN NGPP

A story on page one of this special edition of *The Installer* explains why many of the nation's leading paperhangers are members of the National Guild of Professional Paperhangers, but the Guild also offers important benefits to companies and individuals who provide goods and services to wallcovering installers. In fact, over 100 suppliers of materials, tools, and services to the wallcovering installation profession have joined NGPP as Associate Members.

The NGPP roster of Associate Members includes the biggest names in the industry. There must be a reason why scores of some of the industry's most recognizable names have elected to join NGPP. If you asked why they are members of the Guild the answer you would undoubtedly hear most often is: "Because that's where our best customers are."

NGPP Associate Members enjoy such privileges as exhibiting at the annual NGPP tradeshow and at regional workshops; advertising in the Guild's newsletter; free listing and the opportunity to advertise in the NGPP membership directory; attending chapter, regional, and national meetings; and new product testing and evaluation by master paperhangers. Most important of all, Guild membership is your "letter of introduction" when you market your products and services to the nation's prominent paperhangers.

We're sure you will find the return on the modest investment in NGPP Associate membership will exceed your expectations. The sooner you join the sooner you will understand why many of the biggest



*Industry suppliers can present their products to the nation's leading paperhangers at NGPP conventions and workshops.*

names in wallcoverings are already Guild members, and most have been for many years. Send your NGPP membership application today.

*"For me the Guild provides a place for education on the newest trends, products, and techniques; an avenue to associated industry leaders where the exchange of information and ideas can bring about solutions to our problems or needs. The years of paperhanging experience available from other Guild members when a new situation arises, I could not buy at any price."*

- Tish Iorio, Maryland

## NGPP WELCOMES SUPPLIERS TO PAPERHANGERS AS NATIONAL OR CHAPTER ASSOCIATE MEMBERS

The National Guild of Professional Paperhangers is a community of wallcovering installers and the people and companies that supply materials, tools, and services paperhangers use every day.

NGPP Associate Members are manufacturers, distributors, retailers, architects, designers, removers and trade specialists, other than wallcovering installers.

The Guild helps Associate Members strengthen their ties to paperhangers, adds to consumer awareness of the benefits and decorating possibilities of wallcoverings, and advances the quality of products and craftsmanship in the decorating products industry by helping manufacturers identify and solve problems and develop and perfect new products.

A National Associate Member is a company that markets or distributes wallcovering industry products or services on a multi-regional or national basis. National Associates receive national exposure and company representatives have an open invitation to attend meetings and functions of local chapters. There is also

a National Associate Member representative on the NGPP Board of Directors.

A Chapter Associate Member is a company or retail store located in the vicinity of a chartered chapter of the Guild. Many sales representatives of National Associate Members join local chapters to make contacts with the local installers, designers, retail store managers, and store employees.

National Associate Members enjoy all regular NGPP membership benefits plus discounts on advertising in Guild publications, discounts on tradeshow and workshops exhibits, discounts on use of the Product Testing Program, free mailing labels for all paperhanger members in electronic or hard copy form, a free listing in each issue of *The Installer*, and a seat on the National Associate Member Committee.

All NGPP members--Installer, National Associate, and Chapter Associate alike--work together for the advancement of the paperhanging craft and the entire wallcoverings industry.

## WHERE DO YOU FIT?

Whether you are just beginning your career in the exciting and ever-changing wallcoverings industry or are a seasoned professional with many years of experience, there is a National Guild of Professional Paperhangers membership category for you.

A **Regular Member** is any person who is skilled and employed in the trade of paperhanging for a minimum of two years. A paperhanger may be a chapter member, if he/she lives close to a chapter or an at-large member, one who is not close to a chapter but wants to belong to the Guild and benefit from membership.

A **Probationary Member** is someone with less than two years of experience installing wallcovering. Probationary members are entitled to all benefits of membership except for voting and using the Guild logo.

An **Associate Member\*** is a company or professional who supplies a product or service to the wallcovering industry. Manufacturers, retailers, architects, interior designers qualify as associates.

A **Subsequent Member** is someone who qualifies for reduced dues as an additional member from a company that employs a regular paperhanger member.

NGPP encourages retired paperhangers to keep in touch with the industry by offering a **Retiree Member** category for members who have reached the age of 62 and are no longer actively engaged in wallcovering installation or who are not actively installing due to permanent disability. Only individuals who have been members of the Guild are eligible to apply for Retiree Member status.

\*NGPP has National and Chapter Associate members, Please see page 2 of this special edition of *The Installer* for an explanation of this membership category.

## PRODUCT REPORTING SERVICE

Product quality is an important issue in every industry, including the wallcoverings industry.

To assist paperhangers who encounter product problems and help manufacturers detect and resolve quality issues quickly, the National Guild of Professional Paperhangers has established a Product Reporting Service to alert manufacturers to defective products, and provide other information to benefit the industry. The service covers

a broad range of decorating products from wallcovering to paint to primer to adhesive to tools.



Members are encouraged to not only contact the manufacturers through the various

hotlines offered, but report any issues to the Guild. Information submitted is sent to the manufacturers for further testing and review to support continuous improvement of wallcovering products.

Without documented reports, the industry has a difficult time striving to improve products and increase market share.

Several National Associate members of the Guild have taken problem reporting one step further. Some companies offer financial compensation to installers who lose revenue when they are unable to complete a job as scheduled due to defective goods.

Guild members can submit product information by a variety of methods including telephone, FAX, e-mail, and on line at the NGPP web site.

# NGPP OFFERS A BROAD RANGE OF USEFUL BENEFITS TO MEMBERS IN ALL CATEGORIES

NGPP members enjoy many benefits from their association with the Guild. Installers and suppliers alike usually cite networking as the benefit most valuable to them, but there are many other important services available to members through NGPP.

- Website exposure is available to all members at [www.ngpp.org](http://www.ngpp.org). Additional exposure for Guild members is available through the sites of many National Associate members.
- NGPP educational programs include regional workshops, a national convention & tradeshow, local chapter meetings, and special training programs.
- NGPP is an ASID Industry Partner. NGPP members qualify for discounts for additional representative ASID memberships.
- New members receive Associate Member Value Packs, which include valuable coupons.
- The Blonder Co. will issue a credit for material and professional labor to NGPP members within 48 hours of receiving the labor bill and the returned merchandise showing proof of the wallcovering defect.
- Guild members can join a local chapter in more than 30 major areas.
- Lockton Affinity offers property, general liability, workmen's compensation, business, auto, and umbrella coverage to NGPP members
- National funds and grants provide financial assistance to Guild members who qualify.
- NGPP members receive discounts on car rentals and upgrades and AAA membership.
- Guild members receive free subscriptions to *American Painting Contractor*, *Painting & Wallcovering Contractor*, *Wall & Window Fashion*, and *The Wallpaper Guide News*. *PaintPro* offers members a discount on subscriptions.
- NGPP members can borrow or purchase books, reports, and videos from the Guild's lending library, including *Anaglypta* and *Lincrusta* videos.
- Under AmeriPlan, NGPP members can receive discounts on dental, vision, prescription drugs, and chiropractic care. Call the NGPP office for a brochure and an application.
- Guild members may use the NGPP logo on stationary, business cards, proposal sheets, etc. Guild logo merchandise is available for sale to members.
- Guild members work to improve the industry through the Product Reporting Service, which receives reports of problems with paper or other products, and forwards them to manufacturers. Members participate on-line, by a toll-free number, or by mail.



*Educational workshops, the Guild's national convention, and special training programs are among the Guild's most important benefits.*

- NGPP assists manufacturers by offering a Product Testing Service for producers of wallcoverings and related products. Guild members test materials and provide written reports.
- An annual Resource Guide (directory) is mailed to all members. This guide provides contact information for the more than 800 members.
- Roos International/Tasso offers the Preferred Contractor's Network to Guild members.
- NGPP members receive *The Installer*, a bi-monthly newsletter with Guild and industry news.
- Thibaut Wallcovering offers Guild members a \$100 set up fee when the paperhanger stops hanging per the instructions due to a defect.
- In cooperation with The Zinsser Company, NGPP holds an annual Winning Walls With Wallcovering contest. Winners receive peer recognition, national and local publicity, and cash prizes.
- Wohlers/Seabury Insurance offers qualified members group rates on life and health insurance.
- York Wallcoverings has a special toll-free number for Guild members who encounter installation problems. York also has a professional paperhanger available to provide expert advice on York paper.

***"From the Guild, I receive not only unlimited networking opportunities but referrals. Through the networking and education, I have learned to not only increase productivity but my profit margin and in the past several years, my bottom-line." - Elsie Kapteina, C.P., Connecticut***

## THE NGPP CODE OF ETHICS

An expression of principles of proper conduct in the pursuit of our industry as related to the public, our fellow contractors, our employees, and this organization.

To provide the services of this industry to the fullest extent of our technological ability

To protect the public and fellow members from the materials not meeting our high standards

To faithfully fulfill all contracts

To conduct our operations according to the highest professional standards

To stay abreast of changing conditions in materials, installation techniques and economic conditions

To encourage the free exchange of ideas and opinions

To meet regularly with fellow members and non-members to promote the precepts of this code

To promote equal treatment for all Guild members

To oppose any discriminatory practices against any of our members

To provide opportunities for further training, employment, and advancement to all those who show an interest and apply themselves to our trade

To promote the morals and spirit of this code and the objectives of this Guild through the creation of councils and chapters throughout these United States of America

To establish and maintain the highest level of reciprocal respect and good will with all segments of this industry

To keep in mind the definition of a Guild "group of people with the same interests and pursuits"

## YOUR PATH TO CERTIFIED PROFESSIONALISM

You have worked hard to become a qualified professional paperhanger. Now you can demonstrate your qualifications and professionalism by earning the Certified Paperhanger program designation.

The National Guild of Professional Paperhangers has established a national certification program for members of the wallcoverings installation industry. The purpose of the program is two-fold: to help consumers determine the qualifications of contractors and to permit members of the profession to demonstrate that their knowledge meets the industry's highest standards.

Candidates for certification must be active, full-time wallcovering installers with five or more years experience; they must possess thorough knowledge of all materials and techniques currently used by recognized professional paperhangers.

Candidates must pass a comprehensive written examination while providing proof of their ability to deal with various installation problems and to handle a variety of materials.

Achievement of CP status tells your industry peers and your customers that you are qualified by education and experience to work as a professional wallcoverings installer, that you have satisfactorily demonstrated your knowledge and skill in a rigorous program that permits only true professionals to earn the coveted CP designation.



*The Symbol of  
Certified  
Professionalism*

## PAPERHANGERS DO GOOD DEEDS!

Each year many NGPP chapters are asked to help out non-profit organizations by wallpapering a room or two. Not only do paperhangers regularly step forward and volunteer to help, but Associate members often generously donate wallpaper, primer, and adhesive for such projects.

Over the years several hundred Ronald McDonald Houses, childrens' medical centers, homeless shelters, and similar facilities have been decorated by Guild members. This brings good PR for the Guild and recognition of wallcoverings while doing a good deed for the community that makes everyone feel good!

# WORKSHOPS, CONVENTIONS & AWARDS

*NGPP educates members & rewards success*



## WINNING WALLS CONTEST LETS INSTALLERS SHOW THEIR SKILL

*NGPP's Winning Walls With Wallcovering Contest gives members the opportunity to display and receive recognition for exceptional examples of the paperhanging craft. There's more than just prestige associated with a winning entry. First and second place winners receive cash prizes, along with engraved display awards. Guild members can enter projects in the residential, commercial, and specialty categories. A panel of American Society of Interior Designers members judges entries for presentation, complexity, and creativity. All entries are worthy of promotion and exposure and members who enter are encouraged to use what recognition is received through the WWWW contest to further their businesses and the world of wallcovering.*

## CAN'T GET TO A CONVENTION? COME TO AN NGPP WORKSHOP

Maybe you can't always come to the annual NGPP Convention, so NGPP comes to you with local and regional workshops that bring the Guild's educational resources to your area.

A Lower Great Lakes Region workshop near Cleveland attracted over 70 paperhangers, presenters and exhibitors. This workshop featured sessions on the properties and possibilities of non-woven substrates, current business conditions in the industry, creating a herringbone design

with grasscloth, getting the most out of paste machines, and do-it-yourself modifications of common off-the-shelf tools to make them more user-friendly. Demonstrations included trimming with a wheel cutter, repairing drywall with a knockdown squeegee, and covering unusual shapes and moldings with spray adhesive.

Other recent NGPP workshops have been held in Connecticut, Tampa Bay, San Antonio, California, Philadelphia, Wisconsin, and the Metro Region (NY, CT, NJ).

## NGPP CONVENTIONS KEEP MEMBERS UP ON INDUSTRY TRENDS

In every business, craft, or profession there's always something new to learn. For paperhangers the best place to keep up with the latest technical and business trends in the wallcoverings industry is at the NGPP National Convention & Tradeshow.



*Hundreds of paperhangers from throughout the nation attend NGPP conventions to learn from others and share their knowledge.*

Participants in the NGPP Convention & Tradeshow learn about developments at the cutting edge of the industry. Whether it's seams, substrates, technology tips, new products, or general business know-how you're sure to come away from every NGPP convention with a wealth of information you can put to immediate use. Add to this the opportunity to network with paperhangers from every part of the country and who work in every specialty and you will find the return on investment of time and money is exceptional.

Education is the focus of the convention, but NGPP chooses convention sites with an eye to travel convenience and visitor amenities. The Guild makes an effort to offer members a variety of convention sites. Recent conventions have been held in Columbus, OH, Orlando, FL, Portland, ME, and St. Louis, MO. In 2007 the convention will be in San Diego, CA.

# WHAT NGPP MEANS TO ME

## *Guild members speak out on the value of membership*

"Membership in the NGPP offers the best in education of our craft, opportunities to serve on committees that affect the Guild as a whole and the camaraderie that your peers offer in a shared profession."

--- Jeffrey A. Smith, Oregon

"The NGPP for me, means credibility, affiliation and mostly recognition by peers and those key people in the industry. Locally, at the chapter level, it means fraternity, help, kindness, friendship, camaraderie and a purpose. The benefits listed in the membership brochure aren't the reason I continue to pay my dues. It is the people. Knowing that I belong to a select group of peers in my own market makes me feel like I am more aware and on top of the game." --- Bonnie Manning, Texas

"It's hard to say in a few sentences how much the Guild means to me. I was on my own for eleven years before I found it and membership in the NGPP has totally changed my life. It has increased my knowledge and income geometrically. I learn all the time. And being part of such a great group of people gives me the security of always knowing that there's someone around who can answer any questions I may have. I honestly believe that if I hadn't found the Guild, I would not still be hanging wallpaper."

--- Gerri Beauvais, C.P., California

"The Guild is the ultimate resource for the wallcovering installer. I have been involved since 1987, in that time I have missed only a handful of meetings and have attended many conventions. Every meeting there is a worthwhile exchange of information. Whether it is a confirmation of technique or a different approach that gets me thinking. We are isolated by the nature of competition but we come together in search of excellence. None of us has the whole picture but collectively we can provide the confidence to accomplish anything. Come join us as we shape the future of the wallcovering industry one person at a time."

--- Denis Picard, C.P., Connecticut

"The Guild has enabled me to hone my skills to a level that would otherwise never have been possible. Through conventions, workshops, chapter meetings, and simple conversation with other professionals I have gained an untold amount of knowledge unavailable without such a network. Simply put, the NGPP offers members the chance to become the best of the best."

--- Philip Reinhard, New Jersey

"Being a member of the Guild has opened up many



*When tackling large or unusual jobs NGPP members can count on other Guild members to share knowledge, experience, and hands-on assistance.*

doors for me, both professionally and personally. I am confident in taking on any job, knowing that if I have any questions, a few well placed phone calls or e-mails will get me the answers I need to accomplish the task. The friends I have made around the country; people with the same passion for their craft, has made being a member an honor." --- Michael Stachnik, North Carolina

"Membership in the National Guild of Professional Paperhangers is a valuable resource of knowledge from other Wallcovering Installers and Industry Professionals. Membership keeps me up on the latest trends, techniques and products in the wallcovering Industry. Members of the NGPP take pride in their work and enjoy sharing that enthusiasm and knowledge with others in the Wallcovering Profession: Together we work to make the Wallcovering Industry better for all of us who work in it. It is great to know just whom to call, either another Paperhanger, or a Wallcovering Industry Professional, to get an answer to a question, or help with a problem while working. It is also great to have other members to call when you need help with a job, or have a slow period, and need a job."

--- Michael Baughman, California

"For me, Guild membership is a way of differentiating myself from the competition. I use the logo on all my business forms and web site. I think it sends the message to prospective clients that I am interested in my craft and am staying up-to-date with changes in the industry and continuing education. I appreciate the set

*(Testimonials - continued on next page)*

# WHAT NGPP MEANS TO ME (continued from page 7)

up fee several Guild associate members provide for flawed paper and have benefited from that. I have also used the resource directory numerous times to contact manufacturers and fellow installers. Through the annual conventions I have made connections with some great installers and manufacturers, and I know that my questions are taken more seriously by them as a result of my membership.”

*Eunice Bokstrom, Alberta, Canada*

“I find that the friendships made, the networking among members, the ability to get additional qualified help (when needed for a larger job), being able to take on larger jobs because of the ability to get a larger work force, the sharing of technology, and most of all meeting some of the finest people on earth. The more involved one gets, the more that is available.”

*--- Carl Bergman, C.P., Illinois*

“Being a member of the NGPP to me is an honor because, I have the privilege to be counted among some of the best paperhangers in the United States. There are numerous opportunities to teach and be taught with my peers. I love being a paperhanger. I think that’s what the Guild is all about. . . .the love of the trade.” *--- Joan Hobbs, C.P., North Carolina*

“I am a school certified paperhanger (’79), and at the top rank of my craft. I’ve worked with and for dozens of careful craftsmen, and currently people pay me to travel all over the Southeast to hang incredibly expensive goods. But today’s market is tough and changing, challenging me in ways I never foresaw. With the Guild, I get to mix with industry leaders and master paperhangers who inform me of business trends, tax strategies, fashion, material and supply trends. Members trade tips and techniques, saving me from reinventing the wheel. And I get to share my knowledge. I also have the luxury of being able to call for help from other excellent hangers on any given project. The Guild has meant a lot to me professionally and personally.”

*--- Chris Murphy, Georgia*

“Joining the Guild is one of the three most important decisions I have made in my professional life. Before I joined the Guild in 1990 I worked as a painter/paperhanger. I would never have made it to where I am today without my association with the Guild. I strongly recommend to any paperhanger that you join the Guild and if at all possible to join at the chapter level. The one-on-one interaction with other paperhangers is so helpful in building your skills as well as your business. You will not be sorry.” *--- Barry Blanchard, C.P., Maine*

“To me the NGPP is an extension of myself as a businessman. The NGPP is a learning tool that enhances



*NGPP members teach and learn from each other at conventions, workshops, and chapter meetings.*

my hanging skills. After 26 years in business the Guild has helped me be at the top of my game. I learn something every month. But most of all, it is the integrity and respect that I have for the members both on the national and chapter level that keeps me active.” *--- Guy Steven Pagliaroli, New York*

“Long before I heard about the Guild, I realized that the craft of paperhanging was always evolving, changing, and advancing. The materials, adhesives, and wall preparation materials were variables, not constants. My first exposure to the Guild was a day long workshop. I picked up on the fact that this group of paperhangers represented a tremendous wealth of experience and knowledge, and they were more than willing to share that with other paperhangers. Since I have always felt there is something to be learned every day, I knew in an instant what Guild membership could mean to me as a paperhanger.” *--- John J. Egan, Connecticut*

## The **INSTALLER** Special Prospective Member Edition

This special edition of *The Installer*, a bi-monthly publication of the National Guild of Professional Paperhangers, is published for the information of prospective Paperhanger and Associate members of the Guild. For more information about NGPP and national, regional and local Guild activities contact the NGPP National Office.

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