

# STEPS

DESIGN OUR OWN PLACE

**Seoul Wallpaper**  
MADE IN KOREA

NATURAL  
—  
MODERN



**STEPS**



# WE CARE ABOUT OUR HEALTH

## 01

### TECHNOLOGY

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#### ● ABOUT SEOUL

With 53 Years Of History,  
Seoul Wallpaper Is The Wallpaper For Tomorrow.

Eco-friendly wallpaper technology  
of seoul wallpaper since 1968



Since establishment in 1968, we have consistently put every effort of ours to improve quality of wallpaper materials development and diverse designs and grew and achieved to become the leader of the wallpaper industry. Based on accumulated technology, we are actively performing to create the new future of wallpaper culture and to leap toward wider areas.

STEPS



COLOR

QUALITY

DESIGN

02

## PHTHALATE FREE

### We Produce Wallpaper Using Premium Eco-Friendly Additives.

For the first in the world, Seoul Wallpaper succeeded producing the premium eco-friendly wallpaper without any Phthalate additive which is known as the endocrine-disrupting chemical.

### The Durability Of Wallpaper Against External Environment Has Been Enhanced.

The new premium eco-friendly wallpaper which applied eco-friendly additives not only fundamentally resolved the harmfulness of endocrine-disrupting chemical but also drastically improved the issue of discoloration or stains from the existing wallpapers.

### PHTHALATE FREE

Passes stability of international accredited institutions



**FDA**  
Food and Drug Administration



**NSF**  
National Sanitation Foundation



**EU-REACH**  
Registration, Evaluation, Authorisation & Restriction of Chemicals



**ENVIGO**  
Medical Chemical Testing



# NATURAL

COLOR SWATCH

10280



10280-1



10280-2



10280-3

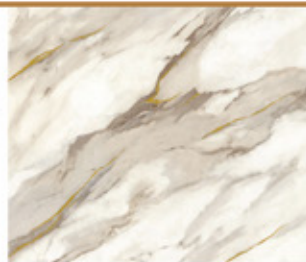


10280-4

10279



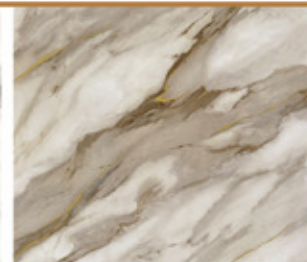
10279-1



10279-2



10279-3



10279-4

10278



10278-1



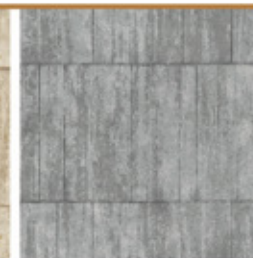
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10278-3

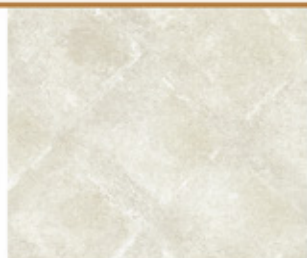


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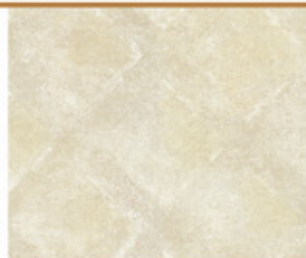


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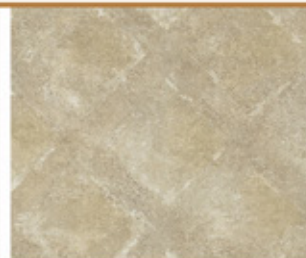
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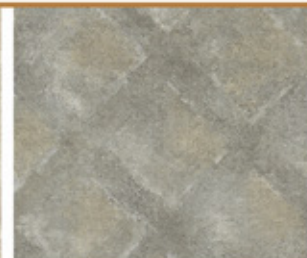
10277-1



10277-2



10277-3



10277-4

10276



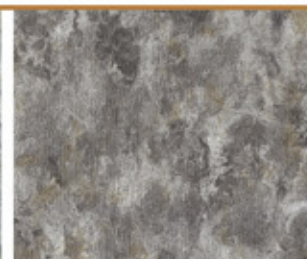
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10276-2



10276-3

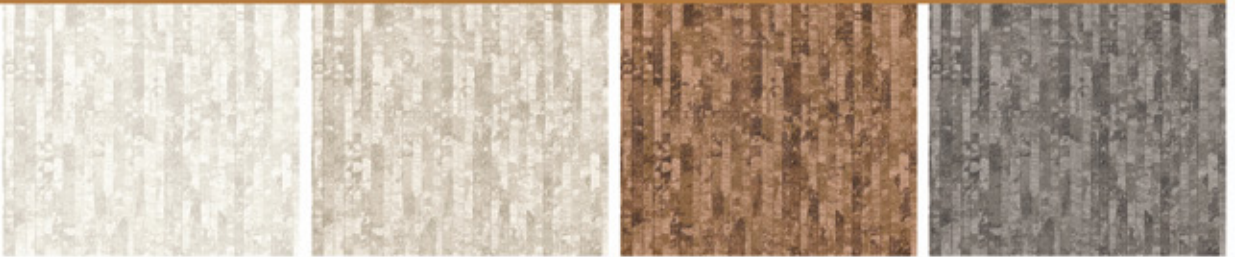


10276-4





10275



10275-1

10275-2

10275-3

10275-4

10263



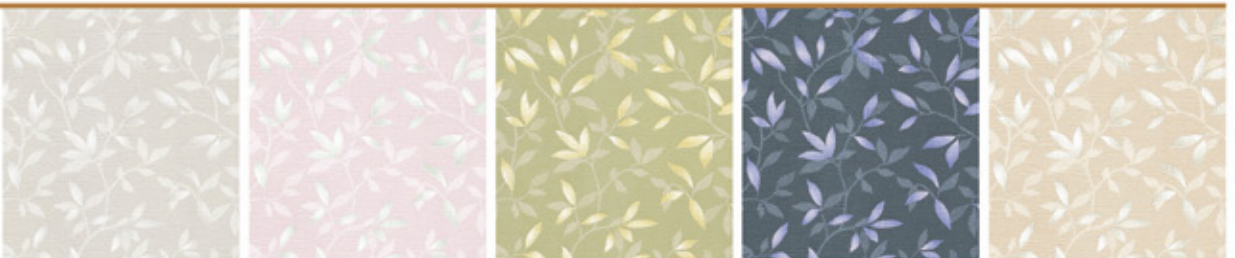
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10263-2

10263-3

10263-4

10262



10262-1

10262-2

10262-3

10262-4

10262-5

10261



10261-1

10261-2

10261-3

10261-4

10260

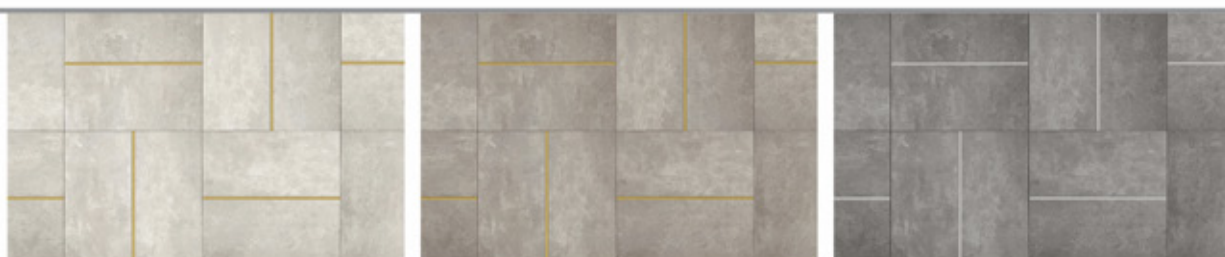


10260-1



# MODERN CLASSIC

10274

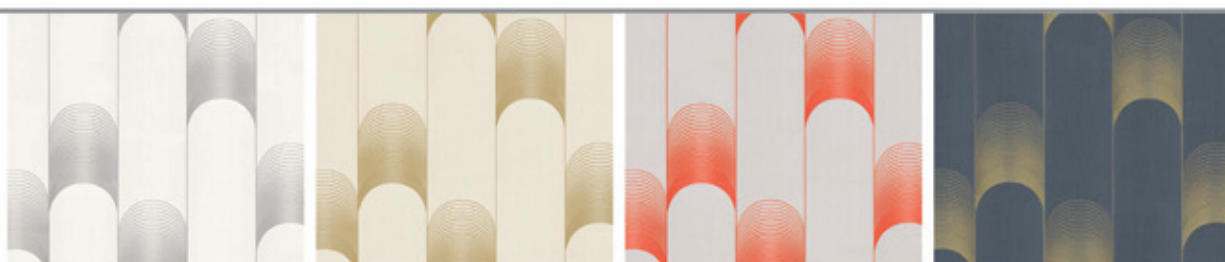


10274-1

10274-2

10274-3

10273



10273-1

10273-2

10273-3

10273-4

10272



10272-1

10272-2

10272-3

10272-4

10271



10271-1

10271-2

10270



10270-1

10270-2

10270-3

10270-4

10269



10269-1

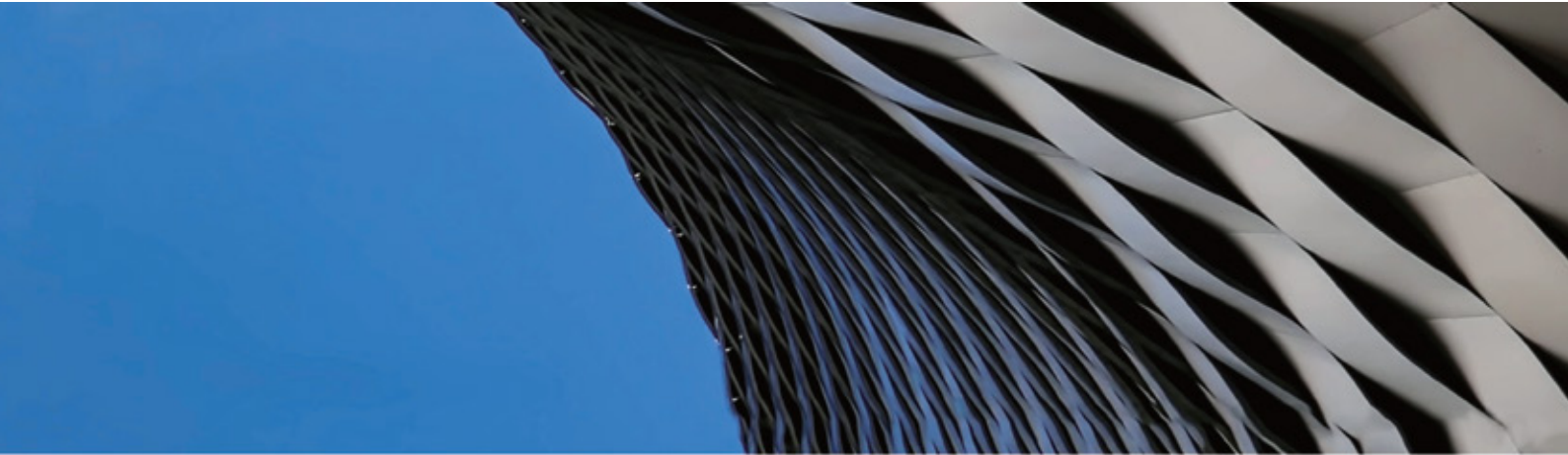
10269-2

10269-3

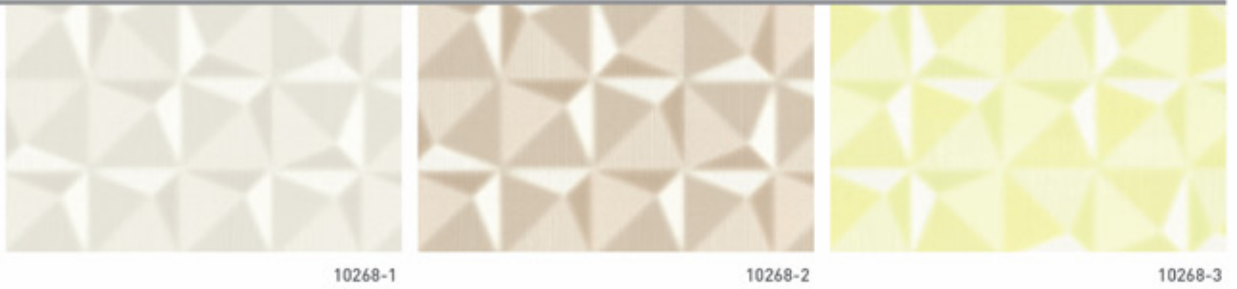
10269-4

10269-5





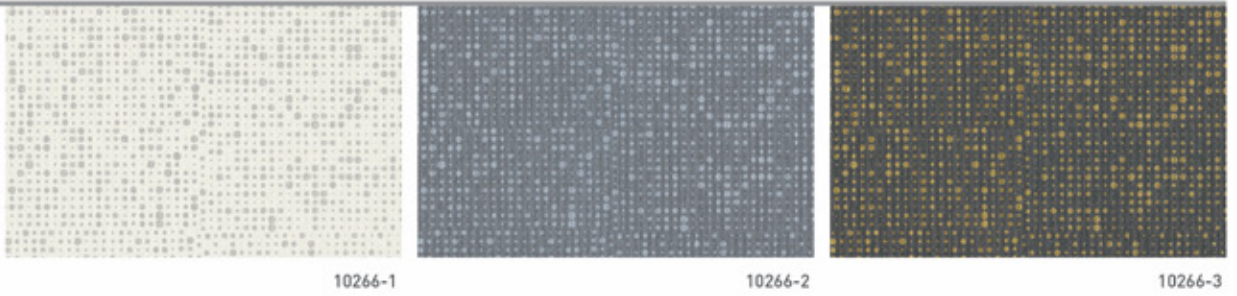
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10267



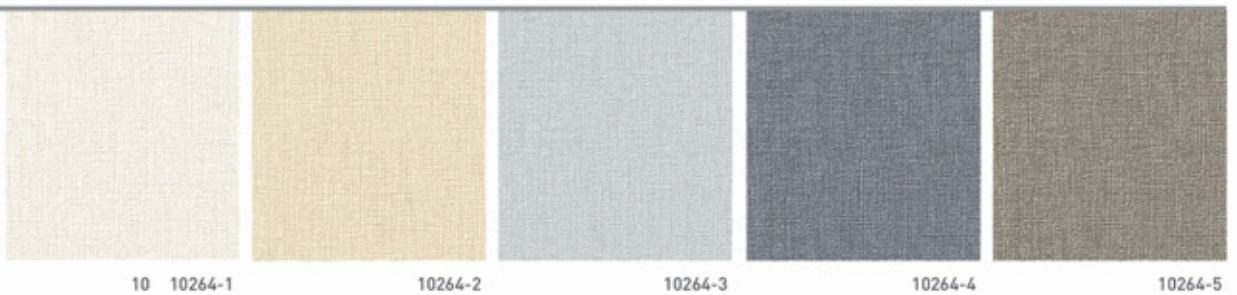
10266



10265



10264





## MODERN BOUNDARY



- Well-balanced structure
- Delicate texture

## MAGNIFICENT STONE



- Neutral colors
- Deep textures





## LAYERS OF NATURE



- Rough and natural materials
- Natural objects

## PRELOVED EMOTION



- Vintage motifs
- Charming atmosphere





10276-3

**NATURAL**

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We focus on rough and natural materials that have been subjected to a specific treatment.



| STEPS |  
| NATURAL |



10276-2

The gigantic scale of nature overcomes the limited space and provides an unobstructed view.





10276-1



10276-2



10276-3



10276-4



# MAGNIFICENT STONE

10278-3

NATURAL

We focus on rough and natural materials that have been subjected to a specific treatment.



10278-1



10278-2



10278-3



10278-4



10278-5



# Natural

## Magnificent Stone

Neutral colors are fused with deep textures to deliver a profound and luxurious sense.

10278-4





# MAGNIFICENT STONE

10278-2









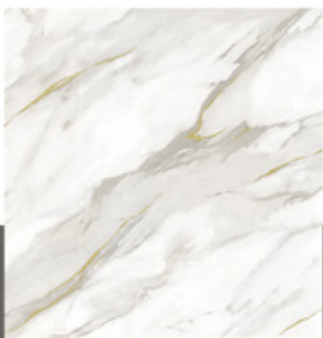
# MARBLE COLLECTION



10280-4, 10279-4

The gigantic scale of nature overcomes the limited space and provides an unobstructed view.

10279-1



10279-2



10279-3



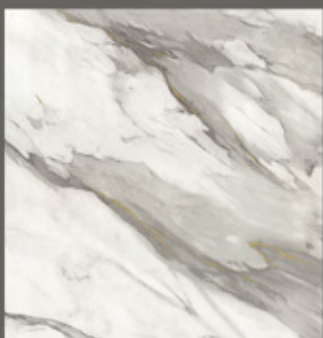
10279-4



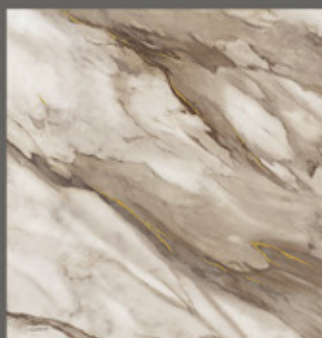
10280-1



10280-2



10280-3



10280-4



# MARBLE COLLECTION



When using **10280-2**, **10279-2** wallpaper  
(in both directions) together



10280-2, 10279-2



When using only **10280-2** (the left diagonal) wallpaper



10280-2



When using only **10279-2** (the right diagonal) wallpaper



10279-2



The gigantic scale of nature overcomes the limited space and provides an unobstructed view.

10279-1





MAGNIFICENT STONE

10280-4





# The Gigantic Scale Of Nature

10279-4





# Marble

10279-3

**Magnificent Stone**

The gigantic scale of nature provides





STEPS

NATURAL



10275-3, 10275-1

We focus on rough and natural materials that have been subjected to a specific treatment.



10275-1



10275-2



10275-3



10275-4



**10275-2**

**NATURAL**

We focus on rough and natural materials that have been subjected to a specific treatment.





## MODERN BOUNDARY

10273-4

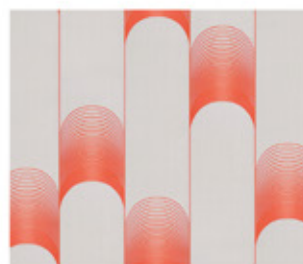
By focusing on the well-balanced structure and delicate texture, the space is made stable.



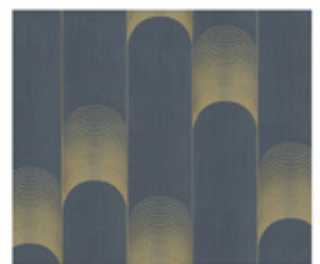
10273-1



10273-2



10273-3



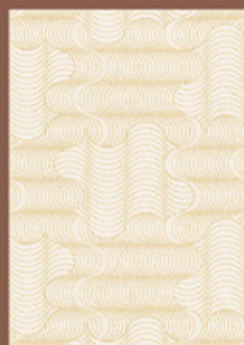
10273-4



## STEPS COLLECTION



10272-1



10272-2




10272-3



10272-4





MODERN BOUNDARY  
10273-2



MODERN BOUNDARY  
10271-2

10271-1

10271-2





## 10272-3, 10273-3

By focusing on the well-balanced structure and delicate texture, the space is made stable.



STEPS  
NATURAL



10277-3

We focus on rough and natural materials such as lime, gypsum and natural stone that have been subjected to a specific treatment.





NATURAL

10277-4

We deliver the sense of natural objects and promotes reunion with nature.



10277-2

LAYERS OF NATURE

STEPS

NATURAL







10277-1

**NATURAL**

We focus on rough and natural materials that have been subjected to a specific treatment.



10277-1



10277-2



10277-3



10277-4



# ANTIQUE AND VINTAGE

10262-4





PRELOVED EMOTION

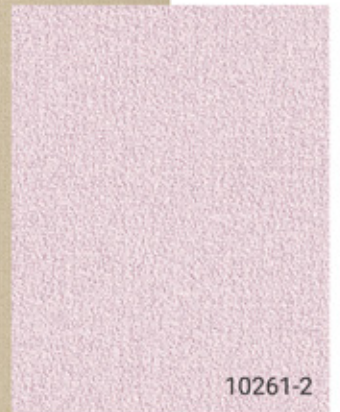
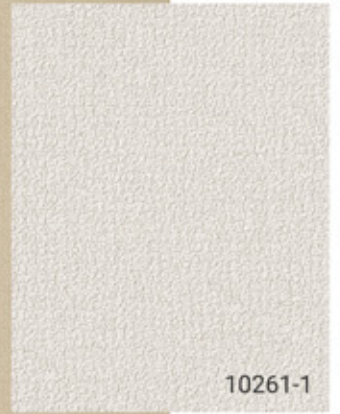
10262-5





## 10261-3

Antique and vintage motifs allow a juxtaposition between the old and the new, creating a charming atmosphere.





10262-1



10262-2



10262-3



10262-4



10262-5



10262-1

NATURAL

We focus on natural materials. Through this, it delivers the sense of natural objects and promotes reunion with nature.





10262-2, 10261-2

PRELOVED EMOTION

STEPS  
NATURAL

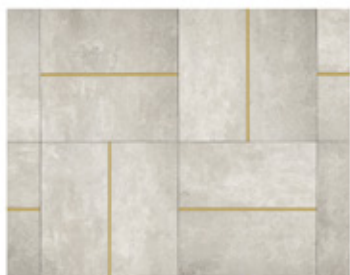




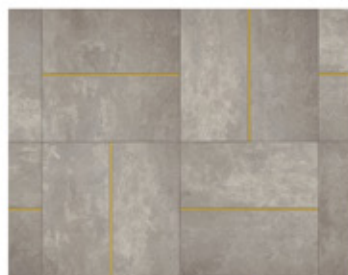
# Modern

## Modern Boundary

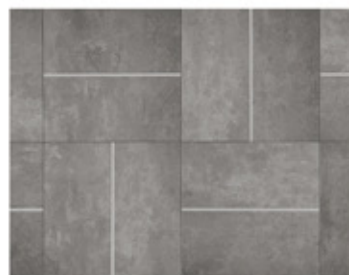
By focusing on the well-balanced structure, the space is made stable



10274-1



10274-2



10274-3







VINTAGE



10265-2

Antique and vintage motifs allow a juxtaposition between the old and the new, creating a charming atmosphere.







# *Preloved Emotion*

10265-1



10265-1



10265-2



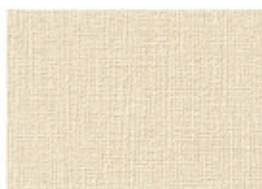
10265-3



10265-4



10264-1



10264-2



10264-3



10264-4



10264-5





10265-3

**RUSTY VINTAGE**

Antique and vintage motifs allow a juxtaposition between the old and the new, creating a charming atmosphere.



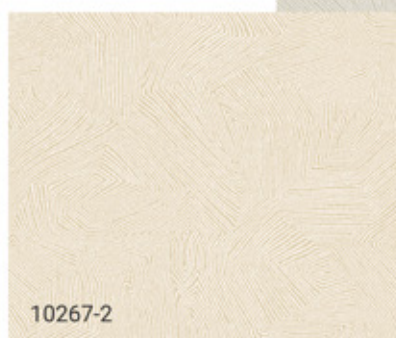
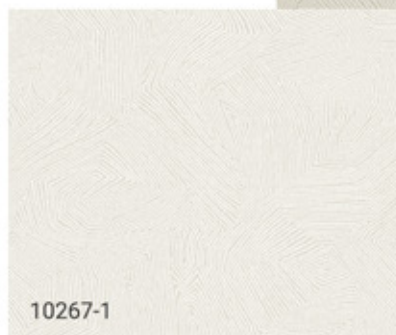
10267-4

MODERN BOUNDARY

STEPS  
MODERN









10270-4, 10269-4

There are movements to get comfort from daily life.  
This leads to smooth changes in geometric shapes.







## MODERN BOUNDARY

10270-1

By focusing on the well-balanced structure and delicate texture, the space is made stable.



MODERN BOUNDARY  
10269-1



**Mocafico**  
**Numero**

Steidl



# MODERN BOUNDARY



10269-2, 10270-2

By focusing on the well-balanced structure and delicate texture, the space is made stable.

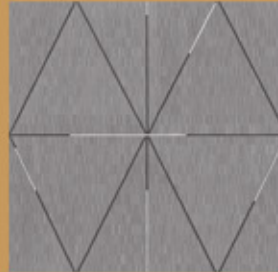
10270-1



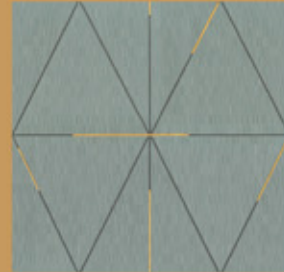
10270-2



10270-3



10270-4



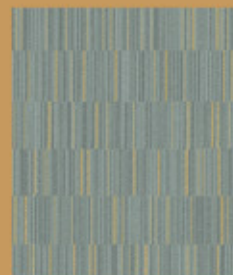
10269-1



10269-2



10269-3



10269-4



10269-5





## PRELOVED EMOTION

10263-3

Antique and vintage motifs allow a juxtaposition between the old and the new, creating a charming atmosphere.





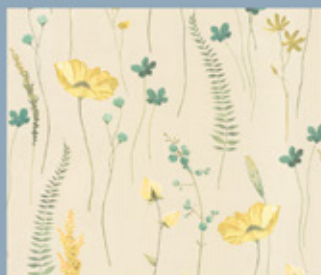
10263-4 PRELOVED EMOTION



10263-1



10263-2



10263-3



10263-4



10263-1

**NATURAL**

We focus on natural materials. Through this, it delivers the sense of natural objects and promotes reunion with nature.





10268-1



10268-2



10268-3





MODERN BOUNDARY  
10268-2





## 10268-1

By focusing on the well-balanced structure and delicate texture, the space is made stable.







10266-1

*MODERN*

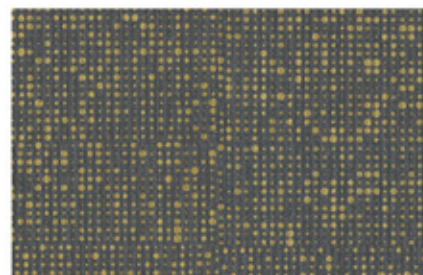
By focusing on the well-balanced structure and delicate texture, the space is made stable.



10266-1



10266-2



10266-3



## PRELOVED EMOTION



10260-1

Antique and vintage motifs allow a juxtaposition between the old and the new, creating a charming atmosphere.



10260-1





10262-3 / p.41



10270-3 / p.69



Lightfast



Peelable



Straight  
Match



Free  
Match



Half Drop  
Match



washable



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**SOUL of SEOUL**





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