

kirei

KIREI INVITES DESIGNERS TO DREAM IN COLOR WITH NEW ECHOPANEL AND MURA COLORWAYS

Eight Nature-Inspired Hues Celebrate Wanderlust



From left to right: 124 Ochre, 193 Rouge, 269 Wine, 274 Orchid, 349 Vineyard, 384 Seaweed, 633 Pacific and 660 Coronet

Solana Beach, CA—June 2020—[Kirei](#), a provider of innovative eco-friendly design materials for commercial interiors, is pleased to debut several stunning new colors in celebration of summer. Eight new colorways join the EchoPanel collection—a series of sustainably-produced acoustic products offering sound absorption with unbeatable aesthetics. In addition, Kirei’s acoustic wallcovering series, Mura, is now available in five new colors.

Kirei invites designers to ‘Dream in Color’ when specifying acoustic products for their commercial projects with these new colorways inspired by nature and a brighter future: 124 Ochre, 193 Rouge, 269 Wine, 274 Orchid, 349 Vineyard, 384 Seaweed, 633 Pacific, and 660 Coronet. With solutions designed for every type of application in spaces where noise matters most, Kirei’s EchoPanel offers a myriad of design possibilities. EchoPanel can be installed on walls and ceilings as well as in an array of partitions, wall panels, and ceiling grid systems.

“We’re very pleased to launch these vivid, new colors, especially during these times of collective uncertainty and unique challenges,” says Kirei President, John Stein. “We want to encourage designers to continue dreaming of sunny days filled with exploration and travel, of road trips and ocean dips, and wanderlust-inspired creativity. From earthy and rich to light and airy, we believe this palette of colors will inspire designers to build for a brighter and healthier future.”

The new EchoPanel colors include:

- **124 Ochre:** Inspired by life’s more grounding moments, Ochre’s earthy yellow recalls feelings of balanced energy.
- **193 Rouge:** Rouge’s luscious red inspires us to remember to enjoy the sweetness in life with its rich, subtle brightness.
- **269 Wine:** Dark, but never brooding, Wine’s elegant red intentionally invites a peaceful strength.
- **274 Orchid:** Drawing from the delicate side of life, Orchid’s gentle purple aims to add a subtle calm.

- **349 Vineyard:** Inspired by our instinctual call to nature, Vineyard's natural green conveys a neutral tranquility.
- **384 Seaweed:** Seaweed's cool green recalls the subdued lushness of the ocean floor, inviting soothing introspection.
- **633 Pacific:** Inspired by the ocean and the fluidity of life, Pacific's light classic blue conveys a vibrant comfort.
- **660 Coronet:** It's a new dawn with Coronet's deep and dusty blue that channels a serene stillness.

The new Mura colors include:

- **269 Wine:** Representing passion, energy, strength and love, the color Wine adds an unapologetically strong hue wherever it is placed.
- **330 Ivy:** The color of nature and new life, Ivy evokes a feeling of serenity. Though its deep green tones, Ivy can seamlessly blend with any nature-inspired design.
- **349 Vineyard:** Inspired by our instinctual call to nature, Vineyard's natural green conveys a neutral tranquility.
- **487 Blush:** Taking the place of millennial pink is Blush, a soft rosy neutral shade, which lends a sense of tenderness and kindness.
- **550 Onyx:** Known to make a statement, Onyx invigorates a room with its grand aptitude for statement design.

As an acoustic design material that supports green design, EchoPanel by Kirei is made from 100% PET plastic containing up to 60% post-consumer content, dramatically helping spaces meet the requirements of LEED and other green building certifications. In fact, to date, over 200 million plastic bottles have been saved from landfills and turned into EchoPanel products. A DECLARED, Red-List Free material, EchoPanel also qualifies for the Living Building Challenge—a certification that requires all project stakeholders to consider the real life cycle impact of design, construction, and operation.

Highlighting a progressive approach to acoustic products, Kirei prides itself on providing sustainably sourced, functional, and customizable materials. Not only can acoustic-focused products provide end-users with noise-management solutions that make for a balanced, happy environment, but they can also easily add a sophisticated architectural element to any design scheme. With the advent of these new inspiring colorways, 12mm EchoPanel by Kirei is now available in 31 total color options while 15 colors complete the Mura palette—all of which are ideal for any designer looking to maximize a space's aesthetic with inspiring hues.

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About Kirei

Since 2002, Kirei has brought beautiful, sustainable and functional design elements to interior designers, architects and end users across North America. Kirei continues its mission to "Inspire a Beautiful World" through a design ethos based on elegant and sustainable design. To date, that intrepid focus has resulted in diverting over 250 million plastic bottles from landfills, giving each bottle renewed purpose as a new design material. This mission has also provided designers with unique products and acoustic solutions to help design great spaces to live, work and play. As such, Kirei distributes EchoPanel and AKUART, decorative and functional designer acoustic products that give designers the visual and acoustic tools to create productive, healthy interiors.

The visually-dynamic and versatile EchoPanel collection of wall and ceiling panels, systems, tiles and partitions are available in standard or custom options to address various acoustic needs in commercial,

retail, hospitality, healthcare and education environments. EchoPanel is manufactured by Woven Image, responsibly sourced and made from recycled materials to qualify for LEED credits and other green building or sustainability certifications and is recyclable at the end of life.

In addition, Kirei is the exclusive North American distributor of AKUART, a leader in creating infinitely customizable framed acoustic design elements with an easily changeable canvas. Made from sustainable materials and advancing visual soundscape solutions, AKUART's four framed acoustic design elements —'On The Wall' acoustic wall panels; 'Hang With Me' suspended acoustic panels; 'Stand By Me' free standing acoustic wall screens; and 'Shelter Me' acoustic desk screens—allow designers to select from a variety of art or custom imagery. Each canvas is machine washable, bleach-cleanable and replaceable.