



ASANDERUS

BY CALCUTTA INTERIORS

A NEW NAME FOR A BRAND WITH A LONG TRADITION

A new name

Why would a brand with a long tradition like Calcutta, that has become a quality label for luxury textile wall coverings, want to change its name? We certainly don't make this change because we want to deny our origin but we felt it was time to honour our roots, and to show our customers that quality and tradition do not necessarily stand in the way of evolution. That's why we chose to give our products a new name that refers to the village of Sleidinge in Flanders with its great tradition in luxury textile for walls.

A tradition of luxury

Calcutta was founded in Sleidinge, Belgium in 1848 and started off as a linen mill. Throughout the years, the company kept evolving and expanding its business. Nowadays, it is known as one of the world's few production companies of luxury textile wall coverings, and as an important European producer of finished fabrics for interior sun protection and of Ray-Screen. With the new name for our company we wish to acknowledge that Asanderus will continue to stand for top, luxury and tradition with a modern twist.

The history of Asanderus

The name Asanderus derives from a Flemish historian, philosopher and theologian, who lived in Sleidinge from 1611 until 1622. His name was Antonius Sanderus. His magnum opus was the *Flandria Illustrata*, an extensive work that offered a description of numerous Flemish cities and villages illustrated with many drawings and engravings. Sanderus also published various hagiographies, a hymn of Peter Paul Rubens and a history of abbeys and monasteries.

Quality with a modern twist

We have decided to launch our new name together with our new collection Fortune. Like no other, this particular collection illustrates perfectly how our wall coverings radiate the luxury of the past, while demonstrating a strong connection with the present. Five brand new creations by Asanderus are ready to seduce anyone who lays eyes on them.