



peerhatch by Metropolitan West Offers Industry's First Graphic-Infused Writable Wall Surface

Patent Pending Technology Features Customizable, Mural Writable Wall Covering Designed to Inspire Collaborative Workplaces and Reinforce an Organization's Brand

LONG BEACH, Calif. (June 8, 2017) – [Metropolitan West](#) (MetWest), a leading provider and installer of mural wall coverings, decorative glass film, custom film and graphic solutions, today launched [peerhatch](#), a new proprietary writable wall covering that features customizable, mural graphics designed to inspire collaborative workplaces. With peerhatch, owners and designers of both small businesses and Fortune 500 companies can create stunning graphics for conference rooms, hallways and collaborative areas.

As interior designers, architects, contractors and property managers look for ways to brand or differentiate a creative-office environment to foster greater employee productivity and stronger candidate recruitment, they can now offer their commercial clients an unlimited number of graphics options -- landscapes, logos, photos, or whatever their imagination can conceive. peerhatch uses proprietary technology to create the next-generation writable wall.

“peerhatch brings a ‘Wow factor’ to the creative office with larger-than-life, mural images that can be customized to fit an organization’s brand or culture, and serve as a creative catalyst for team members to innovate,” said [Kelly Taylor](#), founder and CEO of MetWest. “We see a peerhatch wall covering being the creative focal point in an organization where new ideas are hatched and eventually operationalized.”

According to Taylor, peerhatch wall coverings make economic sense to install. Its proprietary wall surface is resilient, scalable to fit any size and easy to maintain. Most importantly, peerhatch eliminates ghosting, the lingering after-shadow residue from markers that is nearly impossible to remove if not erased within a day or so.

“Past dry-erase applications resulted in dirty, hard-to-clean surfaces with ghosted images, but peerhatch combines a ghosting-resistant writable wall with customizable graphics,” said Taylor. “peerhatch protects an interior-design investment through a high-quality wall covering with a lifespan many, many times longer than writable paint, whiteboard and film products.”

peerhatch already has the distinction of installing the largest writable surface area in the world with a custom 10,000-square-foot installation at the national headquarters of [Edmunds](#) in Santa Monica, Calif. This installation was part of a recent winning [2017 Calibre Design Award](#) entry in the Work Extra-Large space category as well as dozens of industry honors in virtually every business or trade publication that recognizes workspace design.

“Having such a huge branded writable surface was a game-changer that complemented our inspirational, value-added space design,” said Chris Mitchell, CEO of [M+M Creative Studio](#), the firm responsible for the design of the Edmunds peerhatch installation. “The conference room space will serve as a collaborative hub for the employees, partners and visitors to Edmunds for years to come.”

--more--

“Employers are always looking for new solutions to encourage team collaboration around a brand identity,” Taylor said. “peerhatch leads perfectly into this trend, and we anticipate it will soon become a standard fixture for modern workplaces across the region and beyond.”

About Metropolitan West

Metropolitan West is a leading provider and installer of decorative wall coverings, decorative glass film and custom film and graphic solutions. Headquartered in Long Beach, Calif., Metropolitan West is one of the largest women-owned companies in the Los Angeles and Orange County areas and partners with top commercial architects, interior designers, contractors and property managers on projects nationwide. The company’s mission is to provide the best products the industry has to offer, making their clients’ surroundings more beautiful, comfortable and environmentally friendly. For more information, visit MetWest.com or peerhatch.com.