

# Nano Terra Announces Commercialization of Co-Developed Consumer Product

*Innovative EasyLife® Spray & Up product for the wall-covering market introduced by Ahlstrom Corporation.*

BOSTON, MA, USA, June 26, 2014 /EINPresswire.com/ -- Nano Terra announced the commercialization of a wall decor product incorporating technology co-developed with Ahlstrom Corporation, a leader in fiber-based materials. Ahlstrom launched the wall-covering product, EasyLife® Spray & Up, in May at FESPA Digital 2014, the world's leading digital imaging exhibition.

Nano Terra applied its [surface science](#) and [advanced materials](#) expertise, as well as its proven co-development model, to create with Ahlstrom a patent-pending technology that significantly improves the experience of applying wallpaper to the wall. Nano Terra worked with Ahlstrom to ideate, develop and support the scale-up of production of the technology – a wallpaper product that requires 60% less time to apply versus traditional wall-coverings, with much easier cleanup.

“We are proud to have had the opportunity to work with a forward-thinking, collaborative company like Ahlstrom to develop a new product that addresses key market needs. This program is representative of the kind of success our partnership model and scientific expertise can achieve,” said Mike Fuerstman, Nano Terra’s Vice President of Business Development.

Dr. Paul Stenson, Ahlstrom’s EVP, Technology and Strategy Development, added, “We are happy to have worked with Nano Terra on the development of this wall-covering product. They brought creativity, professionalism, and expertise to this successful collaboration. The EasyLife® Spray & Up line is a good example of the kind of innovative products that Ahlstrom continues to bring to the market.”

More information and a video about Ahlstrom’s new product are available at:  
[www.ahlstrom.com/easylife-spray-and-up](http://www.ahlstrom.com/easylife-spray-and-up)

About Nano Terra

Nano Terra, Inc. is a technology innovation and [product development](#) company founded out of the labs of Professor George Whitesides at Harvard University. Nano Terra works in partnership

with leading companies to develop new technologies that enable innovative products through the use of its core expertise in surface science and advanced materials.

Nano Terra has worked on joint product development programs in areas as diverse as consumer goods, automotive, life sciences, materials, water treatment, electronics, automotive, aerospace & defense, alternative energy, oil & gas, agriculture, and more. Its partners include Ahlstrom, 3M, Boeing, Honeywell, Merck, Infineum, Pentair, and dozens of other industry leaders. The company's labs and headquarters are located in Boston, MA.

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Mike Fuerstman  
Nano Terra, Inc.  
+1 (617) 746-8512  
[email us here](#)

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