



efex

**Efex Furniture Mouldings and Appliques
New Zealand And Australia 2019**

*it's your home
make it chic
make it unique*



Welcome

I am very excited to be able to introduce to you our EFEX catalogue. This book and catalogue all rolled into one is designed to inspire you with some great ideas on how to use EFEX flexible mouldings and trims.

We all want our homes to be unique and show our own special style. In today's mass produced market it's not easy to buy what you really want. But.... It is easy to repaint your favorite pieces and add some EFEX.

Change is good for the soul so get to a flea market for car boot sale and find some bits you like. Up cycling furniture is so rewarding and satisfying you will enjoy the challenge.

All you need is paint, contact adhesive for the Efex and the results are yours to enjoy while you paint and glue.

Our new tag line says it all with EFEX it is super easy to "make your home chic, make it unique".

Enjoy

Penny

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Copywrite Efex Flexible Mouldings 2019
13 Westmoreland Street
Grey Lynn Auckland New Zealand 1022

Cover Photo from Allison Gregory
Artisain Paint Company - Australia



All About Efex

Efex are mouldings and appliqués designed for furniture and home decor. They are the only fully bendable mouldings on the market today. Other mouldings can't bend without steaming or heating and must be applied to flat surfaces. Efex are totally flexible and can wrap around corners or complex shapes. Just glue your embellishment with contact cement. No nailing or clamping needed.

Efex can be applied to wood, plaster, metal, glass, almost everything. Use them on furniture, walls, doors, or mirrors. They can be painted, gilded, even stained. And stand up well outside.

For forty years efex flexible mouldings have been made in New Zealand until....four years ago a chance meeting with our artist friend Margaret Woolley led Lydia Langston to become the new owner of the company.

Efex are handmade in Rockland Maine and Auckland New Zealand. Lydia Langston along with her New Zealand partner Penny Whiting have decades of experience in making products that will enhance any part of your home.

Over 180 different styles are available, in ten categories such as: Bows, Swags, Rosettes, and our Signature Flexible Trims. These modern reproductions exhibit all the intricate detail of the original classic designs.

This year we have added a new line of ultralight mouldings. These non flexible large appliqués have a flat back to stand proud above mirrors, cupboards, or headboards.

All styles originate with historical patterns of the 16th and 17th centuries. We travel the world to find new and unique masters for our molds.

Please see the attached flyer or website for prices and additional products.

Applying Your Efex



Step 1 - Use pencil or chalk to outline the efex on your project. Chalk is recommended if you are staining the final product.

Step 2 – Use contact cement like ADOS F2 to glue your efex. Brush the glue on the back side of the molding and on the surface you are attaching it to. You do not need a thick coating of glue on either piece.



Step 3 – Wait until the glue is just dry. Depending upon temperature and humidity this takes around 15 minutes. If the glue is still tacky you won't get a good bond so patience is key.

When the glue is dry to the touch, carefully press the molding onto the glue covered surface. Carefully align the molding before step 4.

Wait until the contact glue is dry, about 15 minutes and paint away.

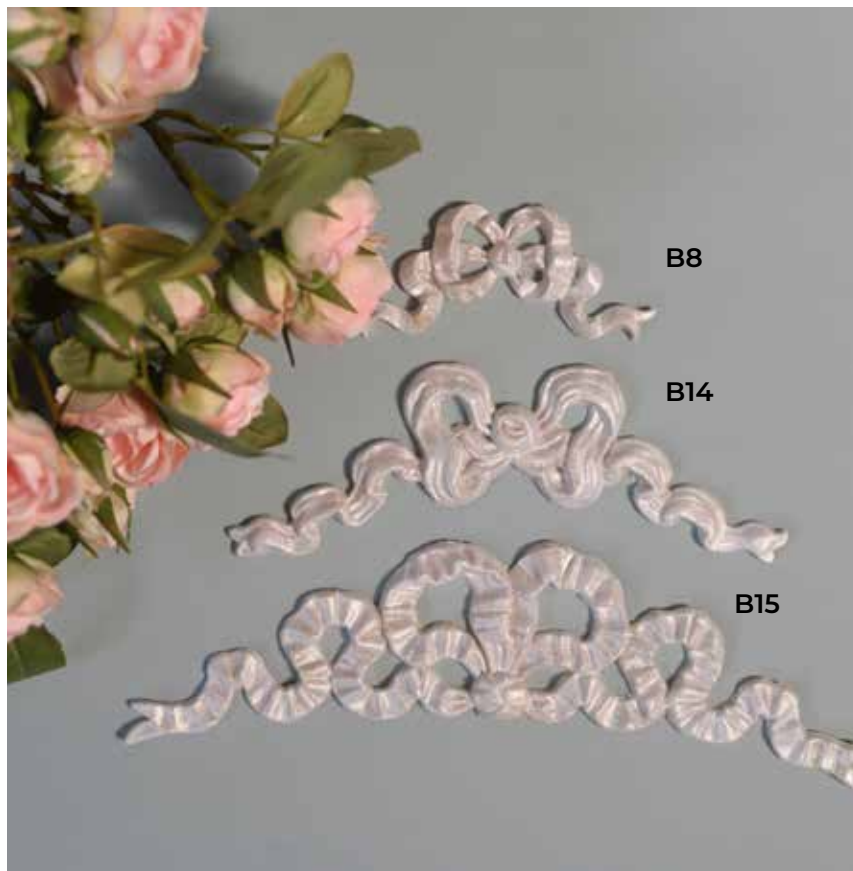


Step 4 - Press all of the edges together making certain the contact is good and they are attached.

When working on a horizontal surface, you don't need clamps. Just make certain the glue is not too tacky and push on the edges to completely adhere.

Paint or stain with your favorite product.

*Beautiful
Bows*



B1 - 160 x 75MM WREATH WITH RIBBON

B7 - 120 X 135MM BELL FLOWER WREATH WITH RIBBON

B8 - 90 X 45MM PETITE BOW

B12 - 115 X 78MM RIBBON BOW

B14 - 6.4" X 2.3" SINGLE BOW WITH LONG RIBBON

B15 - 165 X 60MM FRENCH BOW

B19 - 50 X 70MM SMALL BELL FLOWER

B21 - 100 C 110MM BELL FLOWER WREATH WITH FLAT BOW.

For other styles please see our website
www.efex.co.nz





C6 - 80 x 80mm LEAF CORNER - Sold in pairs

C45 - 90 x 90mm LEAF AND SCROLL - Sold in pairs

C7 - 68 x 68mm FLEUR DE LIS - Sold in pairs

C8 - 80 x 80mm GOTHIC CORNER - Sold in pairs



C20 - 145 x 145mm SHELL AND LEAF

C38 - 132 x 132mm NEOCLASSICAL CORNER

C31 - 140 x 140mm DOUBLE SHELL

C36 - 130 x 130mm GREEK CENTER FLOURISH

History

Greek Key, Egg and Dart, Bell Flower, names that describe a dazzling array of decorative motifs. So... what is the story of these grand embellishments of the 16th and 17th century?

Stretching from the courts of Vienna, Bonn, Paris, and London these architectural plaster details have their roots in ancient Rome, Assyria, and Greece. These designs are carved on the Coliseum, the Acropolis and the Temple of the Mount and all became hallmarks of Neoclassical Style.

Palladian, Adams and others, returned from the grand tour of Rome and Athens with dreams of a new or neoclassical style. Robert Adams, the famous English architect decided that the key to his new classic style was designing the entire house. Working closely with furniture maker Thomas Chippendale he provided the designs for everything, from wall plaster to furniture carvings.

Popularized by the frescos of Italy, plaster work spread across the continent like wildfire. For centuries fine stucco with ornate gilding became the height of fashion.

Specialized artisans installed these designs. The Adams brothers had a division dedicated to plaster. While other builders used a family from the Swiss border called stucatori who like gypsies, roamed England and Ireland plying their trade.





All photos taken at Chatsworth House

HANDMADE HISTORY

Every one of our mouldings are hand made and historically accurate.

Today we reproduce all of our patterns in modern materials and sizes that fit our home and today's lifestyle.

Think of it as a modern neoclassical tradition. All still handcrafted just with an updated twist. Molded and poured instead of being carved in wood or plaster.





D2 - 48 x 97mm ROSE DROP

D4 - 18 x 140mm BELLFLOWER DROP

D8 - 30 x 70mm ADAMS DROP

D17 - 20 x 115mm NEOCLASSIC DROP

D18 - 30 x 162mm FEDERAL DROP

D9 - 88 X 127mm SHELL AND BELLFLOWER

D20 - 40 x 32mm BELL FLOWER

D21 - 25 x 330mm BELL FLOWER

D25 - 20 x 534mm FEDERAL COLUMN

D26 - 10 x 290mm DAINTY LEAF





Drops are one of the staples of Neoclassical Style. When mixed with swags they add a wonderful grandeur to mantels, drawers, and mirrors in every home.

Drops and Swags The Perfect Combination





Enchanting Escutcheons



E1 - 22 x 35MM SMALL

E2 - 28 x 52MM MEDIUM

E3 - 40 x 121MM LARGE

E4 - 20 X 55MM ART DECO

E5 - 76 X 90MM NEOCLASSICAL

E6 - 55 x 25MM DAINTY VICTORIAN

E7 - 45 x 35mm VICTORIAN

E2 - SHOWN ON BUREAU



Shown on mirror are **T9** and **M** - The table in the reflection wears **P17**

Q & A with Lydia Langston

Have you always been a maker?

Yes, even when I was a scientist I was always making things and thinking up new ways to repurpose old things - even repurposing scientific ideas.

What is your favorite design style?

I am totally drawn to French Sea Side Style, a term coined by the French author Sebastian Siraudau. Combined with French Country and a little Scandinavian thrown in, it says everything about my design aesthetic.

What is your favorite travel destination?

We travel alot and have been all over the world but I would say it's New Zealand with Scotland coming in a close second. London and Paris are also great places to visit, even though especially in France we have spent a great deal of our traveling time outside of cities in the country such as Normandy and Provence.

What is your favorite efex project.

That is hard to actually pick just one, but I guess it is the Trumeau mirror to the left. It hangs in our entry hall and reminds me of France every time I walk in the door.

What do you do in your free time?

When not traveling we spend much of our free time racing our classic sailboat *Leaf*. When we're not racing travels also include cruising and adventuring all over the globe.

How do you name the moldings?

The moldings names are often from our travels. M was named for Madame when I was in Paris with several girl friends. Madame X was named after a picture by John Singer Sargent. I was reading the book about her called *Strapless* when I found the molding.

What can't you live without?

My husband, labradors, coffee, cashmere, wine, my apple devices, and sailing.

What is your favorite movie/TV show?

I love period dramas like *A Place to Call Home*, *The Crown* and *Victoria*. For movies I can't pick just one. As a child I knew all the words to *Gone With The Wind* by heart every word in all three plus hours of the movie! Then it was *Out of Africa*, I knew the words to that by heart also. That was transplanted by *The Duchess* and now it's *Australia*. You can see that there is a theme to all four of these, they all revolve around making a home.



F15 - 240 x 190mm



F24 - 200 x 200mm"



F19 - 190 x 190mm



F28 - 7210mm

Fabulous Frames

L1 and L2



L1 - 130 x 130MM
QUEEN ANNE LEG
L2 - 160 x 190 LARGER
QUEEN ANNE LEG

Lovely Legs

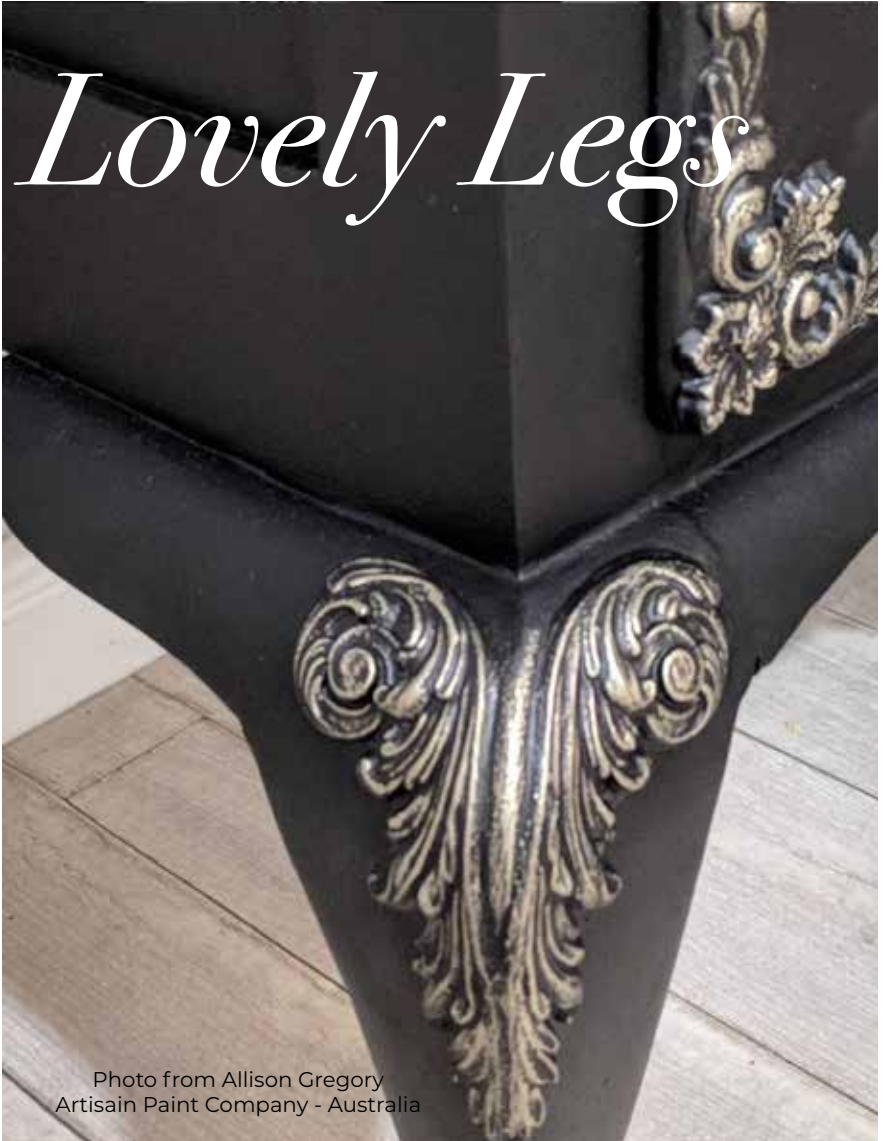


Photo from Allison Gregory
Artisain Paint Company - Australia

L3 - 80 x 112MM SMALL
NEOCLASSICAL LEG



L4 - 120 x 105MM 90 DEGREE
FRENCH LEG



L5 - 70 x 140MM FLAT FOR
STRAIGHT LEG TABLES



L6N - 120 x 135MM STYLISH
FRENCH LEG



The Art of Margaret Woolley

A short story of how we discovered
Efex in New Zealand

Ethereal paintings of Arabic ladies
and mountains in Pakistan hang
above stunning painted french
antiques. Or are they really
antiques?

In the home of Margaret Woolly
some are antique some are not. All
are bespoke and painted herself.



R77 surrounded by SC43



Art and Antiques In New Zealand

Margaret Woolley has been a friend for over five decades. Over the years, we have spent many a wonderful times with our friends, sailing, and adventuring.

We have several of Margarets fine art paintings in our home, She is and has been a well know fine art painter in New Zealand for decades.

Imagine my surprise when visiting her new home one day I said “Margaret where did you get those beautiful mirrors.?” Her answer “ I made them dear.”

Small exasperated sigh on my part, as in my head I am silently thinking, well yes I understand you might have painted them but they are carved and very French. Again, where did you get them? I think.

Before I could look silly and ask again she had vanished to the other end of their house. Humm... what's up? Upon her return, she was carrying a brown paper bag with cut up bits of moldings, that were flexible.

“I made them out of these.” she said handing me the bag.....somewhere between an instant affair of the heart and lighting. Wow, these are cool!

A walk around her home in Auckland is a visual treat. Inside and outside, lovely pale french style is shown off with mirrors and her art. Modern Impressionist and Neoclassical Style blend seamlessly together.

Not only has she introduced us to these beautiful mouldings but she also provided the use of the original plaster to make our ultralight swag. Which I have named the Margaret. I can't wait for this spring to see what she has created this year.





P6N - 390 x 75mm LARGE SCROLL
PEDIMENT



P7 - 204 x 60mm SHELL AND
SCROLL



P8 - 195 x 80mm FLOWER AND
LEAF



P9 - 64 x 203mm TUSCAN BEAUTY



P10 - 240 x 65mm FLOWER AND
SHELL



P11 - 330 x 70mm SHELL AND LEAF

PERFECT PEDIMENTS

SHOWN IN PHOTO P6N



P13 - 134 x 44



P14N - 195 x 65MM SCROLLS AND FLOWERS



P12 150 x 50MM CHERUBS



P15 - 175 x 65MM FLORAL



P16 - 250 x 50MM LEAF



P17 - 210 x 98MM FLORAL SCROLL



Rosettes Galore



R1 - 77 x 125MM ROMAN SHELL



Shown R77 with
SC7



R2 - 77 x 125MM GREEK SHELL



R3 - 90 x 118MM ROMAN SHELL



R4 - 46 x 68MM SHELL



R5 - 94 x 140MM CHERUB



R6 - 96 x 140MM ROMAN URN



R7 - 80 x 150MM FEDERAL URN



R8 - 50 x 50MM NORDIC CIRCLE



R9 - 100MM POPPY ROSETTE



R10 - 100MM NEOCLASSICAL
ROSETTE



R11 - 85 x 110MM FEDERAL URN



R14 - 85 x 110MM CLASSIC OVAL



R16 - 120 x 40MM ROSEBUD



R17 - 130 x 38MM LARGE ROSE-BUD



R18- 108 x 63MM CELTIC



R26 - 5130 x 70MM FLORAL OVAL



R29 - 105 x 62MM SUNFLOWER



R30 - 114 x 229MM FEDERAL SHIELD



R35 - 70MM ROUND ROSETTE



R36N - 104 x 85MM



R38 - 120 x 110MM SALEM URN



R39 - 70 x 143MM TALL URN



R41 - 90 x 130MM RIBBON AND TORCH



R47 - 90 x 265MM FEDERAL SHIELD



R50 - 180 x 130MM CHERUBS



R60 - 115 x 125MM GREEK FLOURISH



R61 - 253 x 116MM ROMAN FLOURISH



R72 - 40MM PETITE FLOWER



R74 - 35 x 52mm SMALL FLORAL



R77- 145 x 52mm NEOCLASSICAL SHELL



R78 - 115 x 145mm ROMAN SHELL



R81-58 x 80mm DROP SHELL



R88- 140mm CHATSWORTH II



R90- 200 x 90mm BALMORAL URN



R93- 132 x 160mm GOTHIC ROSETTE



R108 - 50mm FLOWER



R111 - 120 x 117mm CHATSWORTH



R113 - 210 x 152MM FLORAL
CENTER PIECE



R114- 65MM FLOWER



R115N - 60MM GEOMETRIC
FLORAL SQUARE



R116 - 2.2" x 3.0" SMALL
SUNFLOWER



R117 -275 x 195MM GOTHIC
CENTERPIECE



M - 1245MM FLAME AND WREATH



FDL1 - 68 x 95MM FLEUR DI LIS

FDL2 - 70 x 85MM FLEUR DI LIS

FDL3 - 65 x 73MM FLEUR DI LIS

FDL4 - 75 x 85MM FLEUR DI LIS

FDL5N - 65 x 75MM FLEUR DI LIS



FDL5

Sophisticated Scrolls









Gustavian Grandeur

Named Gustavian Style after King Gustav of Sweden this style flourished in nordic climes after the kings extensive travels to the Court of Louis the XVI of France. Upon returning home he began redecorating in the rococo style of Louis with a paired down aesthetic that was more in keeping with his countries ethos. We have put together a series of mouldings that fit the feeling of this wonderful paired back style. (With more coming soon.)

From top to bottom, **R74** 32 x 52mm, **C1** 80 X 80mm **SW1** 135 x 70mm **D1** 46 x 97mm



Artful Swags



Shown SW7 surrounded by
SC43. Bow 14 with SW24
and R16 used as drops





Flexible Trims

Our fully flexible trims can be used for an almost endless range of projects.

They can be wrapped around a table, bent at right angles, mitered on corners, or even cut to make different patterns. . Most are around four feet long with a width varying from half an inch to three inches. These are the only fully flexible trims available on the market today.

T 8 - 1150 x 20MM

T 9 - 1150 x 14MM T9 AND T10 SHOWN TOP OF THE OPPOSITE PAGE ARE A PAIR OF DAINTY TRIMS BOTH WITH A SMALL BELLFLOWER DESIGN ONE IN A STRAIGHT STRIP THE OTHER AS A MINI SWAG AND DROP.

T10 - 1150 x 42MM MINI SWAG AND DROP.

T13 - 1150 x 40MM SHOWN ON THE RIGHT IS THE PERFECT LITTLE FRENCH TRIM.

T14 - 650 x 106MM SHOWN ON THE BOTTOM OF THE OPPOSITE PAGE IS A GREEK SCROLL THAT IS AN INTRICATE YET VERSATILE TRIM. IT CAN BE GLAMOURS OR FINISHED WITH METAL EFFECTS TO LOOK LIKE WROUGHT IRON.







T19 - 1160 X 6MM ONE OF OUR TWO BEAD TRIMS, THIS ONE A PETITE LITTLE BEAD READY TO ADORN ANY DAINTY BOX, MIRROR OR DESK. WE USED IT HERE ON A THIS FAUX MARBLE TABLE WITH A SMALL INDENT ON THE EDGE.

T23 - 1180 X 41MM SHOWN BELOW OUR CELTIC TRIM IS A LITTLE BIT LIKE AN IRISH LASS. SHE IS SOPHISTICATED WITH A LITTLE BIT OF SASS.



T26 - 1147 x 38MM SHOWN ON THE UPPER RIGHT ON THE TRUMEAU MIRROR IS A CLASSIC FRENCH TRIM WHICH IS READY TO ADORN ANYTHING YOU WANT. OUI, THIS TRIM WOULD FIT PERFECTLY IN YOUR PARIS APARTMENT.

T27 - 1150 x 22MM SHOWN BELOW IS THE PERFECT ART NOUVEAU STYLE, FROM PARIS TO MANHATTAN, COMBINING GEOMETRIC SHAPES, ARCS, PARABOLAS, AND SEMICIRCLES (THINK OF THE ARCHES OF THE EIFFEL TOWER). GILDED OR COVERED WITH FOIL, IT IS ESPECIALLY PERFECT COVERED IN GOLD ON A BLACK BACKGROUND.



T27



T28 - 1163 x 29MM AN OPEN SCROLL PATTERN WITH A LEAF IN THE MIDDLE. T28 HAS A SLIGHT COUNTRY FLAIR. VERY REMINISCENT OF A QUEEN ANNE LACE WEDGWOOD PATTERN.

T30 - 1140 x 30MM IS AN ELONGATED LEAF WHICH IS PERFECT FOR FARMHOUSE OR COUNTRY STYLE PROJECTS. SHOWN HERE AS A TRIM ON A COUNTRY CUPBOARD.





T31 - 1150 x 70MM THE GLAMOROUS ROCOCO ACANTHUS LEAF IN ALL ITS FRENCH GLORY. THIS TRIM CAN BE CUT AND USED AS CORNERS OR SHAPED INTO DIFFERENT INTRICATE PATTERNS.

THE PROJECT ON THE LEFT IS A FABOULOUS DIY PROJECT WHICH ELEVATED A PLAIN HEADBOARD TO THE EXTRAORDINARY



T33 - 1110 x 48MM OUR GREEK KEY TRIM IS EXACTLY LIKE THE ONE I SAW ON THE WALLS OF THE ANCIENT RUINS OF POMPEII. THE ROMANS WOULD APPROVE!





T34 - 1315 x 75MM FULL ACANTHUS LEAF TRIM. THE QUINTESSENTIAL LARGE NEOCLASSICAL TRIM. WORKS WELL ON TABLE SKIRTS AND MIRRORS

T36 - 1110 x 20MM THE LEAF AND BUD IS AN ART DECO STYLE WITH A GREAT AMOUNT OF CARVED DETAILS IN THE BUDS. SHOWN ON THE LEFT ADORNING A LOVELY SCANDIANVIAN BUREAU.





T43 - 440 x 70MM THE WHEAT AND FLOWER TRIM IS A LITTLE BIT COUNTRY, A LITTLE BIT FARMHOUSE AND VERY CHIC.

SUPER FLEXIBLE FOR TABLES OR DRAPE IT DOWN FOR A TOTALLY DIFFERENT LOOK.



T47 - 1090 x 15MM QUINTESSENTIAL DENTIL MOLDINGS. DATING BACK TO THE GREEKS AND ROMANS. IT IS FOUND ON THE TOP PEDIMENT OF THE PARTHENON. OUR DENTIL TRIM COMES IN TWO SIZES. AND IS A STYLE THAT NEVER GOES OUT OF FASHION.

T50 - 1116 x 10MM IS THE SMALLER SIZE.







T52 - 760 x 20 MM THE PERFECT ROPE TRIM. NOT JUST A COASTAL EMBELLISHMENT, ROPE TRIM IS A SOPHISTICATED ADDITION TO A TABLE OR BUREAU

T53N - 810 x 12MM SMALL VERSION OF OUR ROPE TRIM (NOT SHOWN)

T58 - 990 x 20MM FRENCH FEDERAL DROP AND SWAG. STRAIGHT FROM THE COURT OF LOUIS XV OR THE SITTING ROOM OF THOMAS JEFFERSONS MONTICELLO.

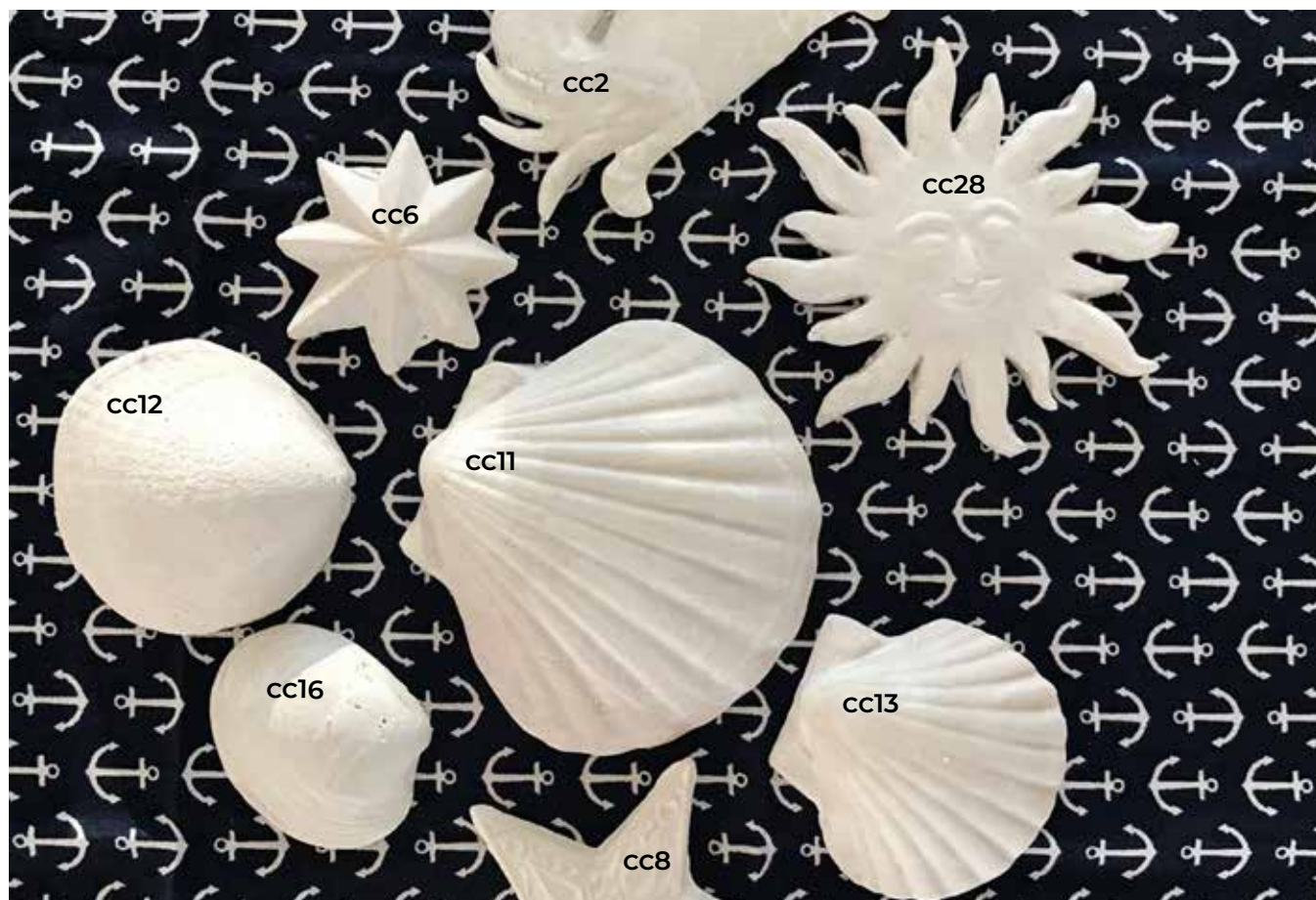
T64 - 1230 x 92MM PORT ANYONE!
A PERFECT SWAG AND BOW TRIM ON A LARGE SCALE. WITH A SOLID BACK THIS IS DELIGHTFUL ON LARGE TABLE SKIRTS AND MIRRORS.

T63 - 45.8" x .7" OUR REED AND BUD TRIM IS SIMILAR TO A CLASSIC BAMBOO TRIM BUT A LITTLE MORE SOPHISTICATED. SHOWN HERE ON A SMALL TABLE BUT WORKS GREAT ON FRAMES AS WELL.

T70 - 1180 x 10MM ELEGANT BEAD TRIM, THINK OF IT AS PEARLS FOR YOUR FURNITURE. THIS IS THE LARGER VERSION OF OUR BEAD TRIM.



Coastal Classics



cc1 - 85 x 65MM LOBSTER - SHOWN BELOW

cc2 - 110 x 50MM CRAB

cc6 - 53MM COMPASS ROSE

cc7 - 70MM SIMPLE STAR

cc8 - 70MM ORNATE STAR

cc12 - 63 x 60MM CLAM SHELL

cc11 - 85 x 95MM LARGE SCALLOP SHELL

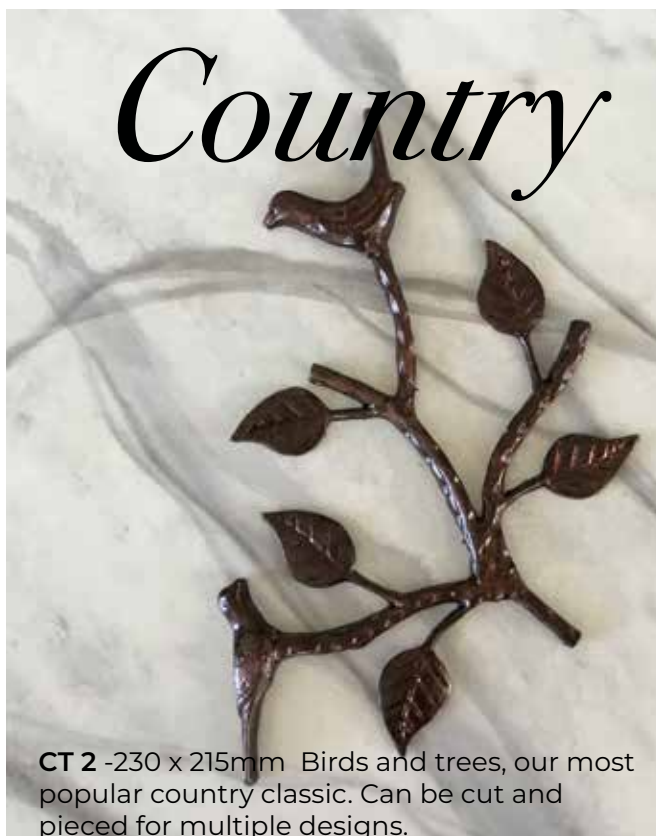
cc13 - 60 x 60MM SMALL SCALLOP SHELL

cc16 - 45 x 52MM SMALL SHELL

cc28 - 85MM SUN

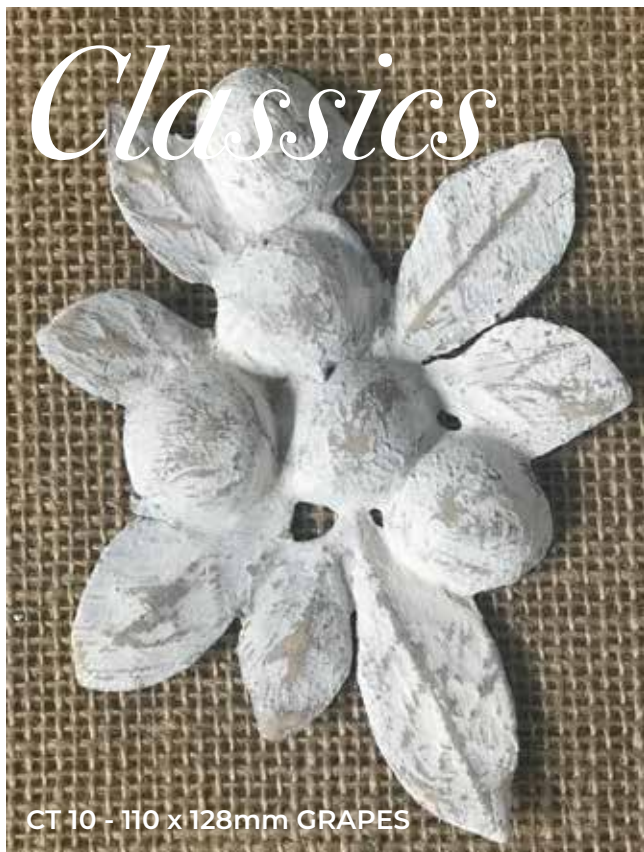


Country



CT 2 -230 x 215mm Birds and trees, our most popular country classic. Can be cut and pieced for multiple designs.

Classics



CT 10 - 110 x 128mm GRAPES



CT 11 - 137 x 130mm GRAPES AND LEAF



CT 12 - 167 x 80mm PEARS AND GRAPES



Ultralights

Bigger, Bolder and Ultralight

Shown above Margaret, Zelda, and The Duchess

Madame X



52



Madam X

Ultra Lights

Ultralights are a new way to reimagine moldings for the uses we find in today's homes. For now we have eight styles with many more in progress. The names are inspired by the places we have visited, books we've read and movies we have seen.

Over the years that we have been making Efix we have had many requests for larger moldings with more depth.

We had also collected several original bronze medallions and some large plaster appliques - one of which was an antique that Margaret Woolley had at her home.

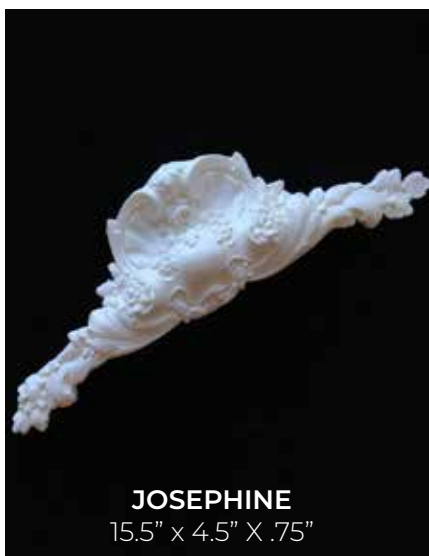
However, when you make larger moldings of a certain size you begin to add both depth and weight to the final product. Original bronzes are heavy and must be nailed or screwed into place. Plaster is fragile and must be glued with clamps making it hard to attach to vertical surfaces.

We wanted to make a few moldings that could sit proud above a surface and still be pretty when viewed from the side. Therefore it needed to have a flat back.

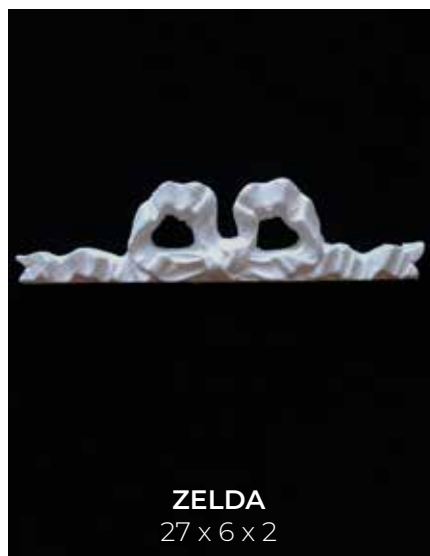
Our design parameters were to make a large applique that is light enough to be easily glued on a vertical surface.

Reaching this objective took on the air of a science project with many experiments. Not all successful. Traditional compo was too heavy as was standard resin. In the end working with some boat building friends we developed a new resin formula that is fully paintable as well as, well...

"Ultralight"



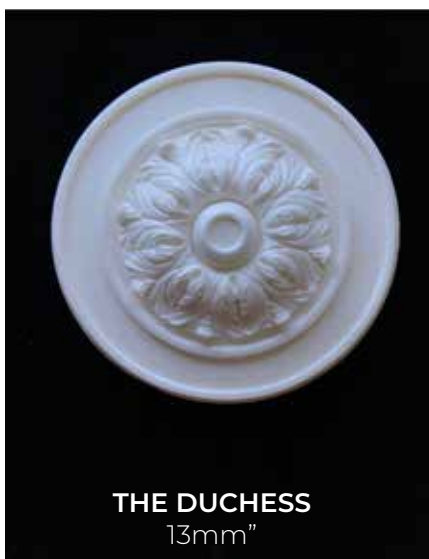
JOSEPHINE
15.5" x 4.5" X .75"



ZELDA
27 x 6 x 2



COLETTE
43 x 12 x 2mm



THE DUCHESS
13mm"



MADAME X
27 x 14 x 2mm



THE CHATSWORTH
19 x 4mm



MARGARET
34 x 9 x 3mm



LILY
16 x 3 x 3mm

Enchanting Painted Efex





Dealers

Australia

New Zealand





Ella Raik & Co
— RESTORED AND MORE —



69d St Georges Bay Road, Parnell, Auckland



The Fabric of Society

The Blue Barn



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