

SCAN COVER FOR
INTERACTIVE
CONTENT



leVel DIGITAL
WALLCOVERINGS
MURAL RESOURCE BOOK



Built From The Best Materials

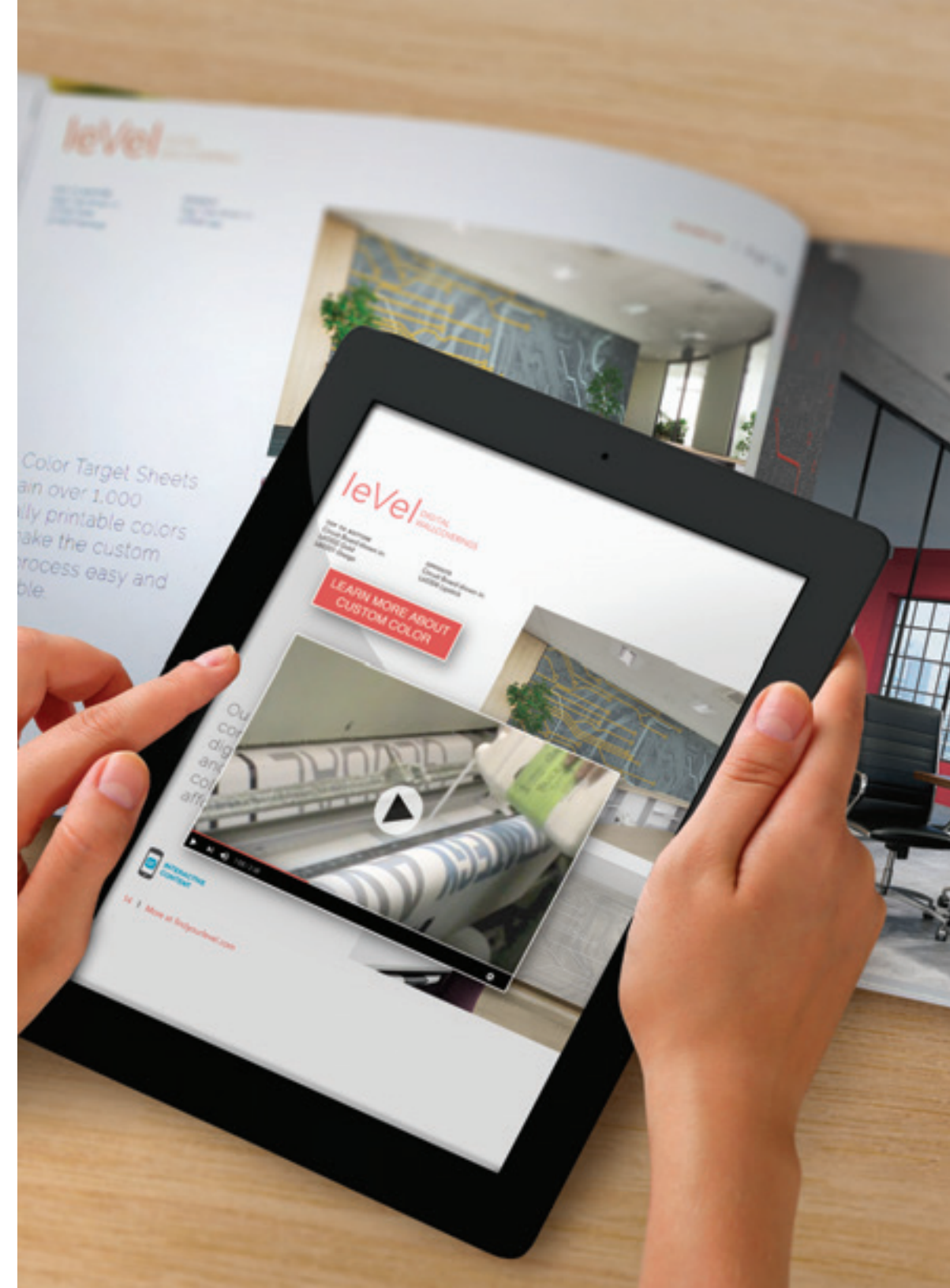
The Ultimate in Interior Finish Products.

Surface Materials was established over 40 years ago and has been growing ever since. Now, as a woman owned business, Surface Materials serves the interior design community as a trusted resource for supplying quality commercial interior finish products including:

- Wallcoverings
- Floorings
- Architectural Laminates
- Wood Veneers
- Wall Panel Systems
- Digital/Scalable Wall Designs
- Acoustical Panel Systems
- Acoustical Products

Surface Materials works with architects, interior designers, contractors and building owners to help them fully realize their design vision. With a territory covering 15 states in the Midwest and Northeast, Surface Materials' team supports each design project with unique interior finish products that bring a design concept to life.

Surface Materials
 6655 Parkland Blvd | Solon, OH 44139
 440.248.0000 | surfacematerials.com
 ISO 9001:2015 Certified | ISO 14001:2015 Certified | HUB (Historically Underutilized Business) Certified



WHY AN INTERACTIVE BOOK?

Printed materials only go so far. The interactive features of this book have been created to provide useful and practical information about digitally printed wallcovering and film in a much richer and more interesting way.

They are designed to be fun, easy to use, and to help you create inspiring interiors.

This interactive book offers instant access to educational videos, links to related content, expanded information from our knowledge base and more, all available in real-time as you turn the pages.

Simply download the Layar app, scan the pages identified as interactive, and watch the book come alive with:

- Answers to our most frequently asked questions
- Demonstrations of our custom processes for both design and color
- Tips & tricks for optimal printing and getting the most out of our materials
- Best practices throughout our entire process - from initial concept through proofing and production

START INTERACTING NOW



DOWNLOAD THE FREE LAYAR APP



SCAN PAGES WITH THIS ICON



DISCOVER INTERACTIVE CONTENT

Don't forget to scan the cover!



Exclusive Designs, Rights-Ready & Customizable

Extraordinary, high-resolution, print-ready designs that are only available in this program.

Ready to specify as-is or adapt to your needs. Customize design & color. Customize layouts & sizing. Or we can create a new design tailored to your needs and creative vision.

Thousands of more designs from our archives that are available to specify as Level digitally produced wallcovering.

Exciting New Materials, Near Limitless Printing Solutions

Premium Type II 20 oz. Vinyl (Smooth & Stipple Finish)

PVC-Free Type II Wallcovering (Smooth & Textured Finish)

Clear & Frosted Window Films

Acoustic Fabrics & Sound Absorption Solutions

Rigid Impact Protection Materials

Polycarbonates & Acrylic Sheets

Laminates & Wood Veneers

Many, Many More...

Pain-Free Project Management

With nearly two decades of experience in custom digital wallcoverings specifically for the commercial contract market, we've become experts at our craft. From accuracy and quality to robust communication, we work tirelessly to ensure that each job is completed smoothly and efficiently - on time, on budget, and headache free.



INTERACTIVE PAGES

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SPECIFYING

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CONTENTS





DESIGN INSPIRATIONS



THIS PAGE
Changing Lanes shown in:
L60101 Narcissus

OPPOSITE
Changing Lanes shown in:
L60102 Spa



TOP TO BOTTOM
Changing Lanes shown in:
L60103 Grenadine
L60106 Citrus

OPPOSITE
Changing Lanes shown in:
L60105 Vivid



SCAN PAGE FOR INTERACTIVE CONTENT
Visuals & Info on Custom Design

THIS PAGE
Timber! shown in:
L60201 Grenadine

OPPOSITE
Timber! shown in:
L60202 Vivid



TOP TO BOTTOM
Timber! shown in:
L60205 Gold
L60203 Verdigris

OPPOSITE
Timber! shown in:
L60204 Mulberry



Our Color Target Sheets contain over 1,000 digitally printable colors and make the custom color process easy and affordable.

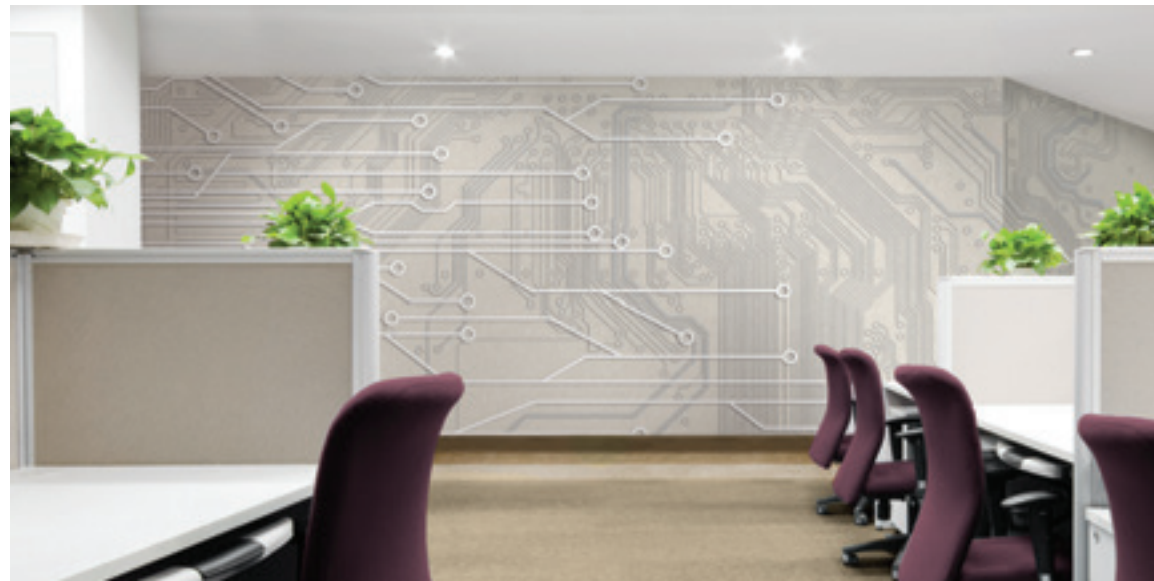


SCAN PAGE FOR INTERACTIVE CONTENT

Visuals & Info on Custom Color

TOP TO BOTTOM
Circuit Board shown in:
L60302 Gold
L60301 Greige

OPPOSITE
Circuit Board shown in:
L60304 Grenadine





THIS PAGE
Blueprint shown in:
L60403 Cobalt

OPPOSITE
Circuit Board shown in:
L60303 Upbeat

TOP TO BOTTOM
Blueprint shown in:
L60404 Mulberry
L60402 Parchment

OPPOSITE
Blueprint shown in:
L60401 Black & White



Request our WallMax clear protective wallcovering topcoat to achieve superior durability and scratch resistance.



SCAN PAGE FOR INTERACTIVE CONTENT

Visuals & Info on Quality Assurance

TOP TO BOTTOM
Canopy shown in:
L60505 Black & White
L60503 Verdigris

OPPOSITE
Canopy shown in:
L60502 Meadow



SCAN PAGE FOR INTERACTIVE CONTENT
Visuals & Info on Custom Design

THIS PAGE
Canopy shown in:
L60501 Greige

OPPOSITE
Canopy shown in:
L60504 Spice





COLOR INSPIRATIONS



TOP TO BOTTOM
Energy shown in:
L408307 Zest
Lindsey shown in:
L50608 Zest

OPPOSITE
La Verite shown in:
L52203 Zest



Ongoing R&D towards best-in-class materials, inks, coatings, and technology.

THIS PAGE
Quadrans shown in:
L50904 Zest

OPPOSITE
Changing Lanes shown in:
L60104 Zest



TOP TO BOTTOM
Sycamore shown in:
L325622 Grenadine
Petal Pushers shown in:
L32539 Grenadine

OPPOSITE
Central Park shown in:
L31136 Grenadine



SCAN PAGE FOR
INTERACTIVE
CONTENT
Visuals & Info on Custom Color

THIS PAGE
Lination shown in:
L32108 Grenadine

OPPOSITE
Lindsey shown in:
L50609 Grenadine



TOP TO BOTTOM
City Griddy shown in:
L408407 Black & White
Groewood shown in:
L402803 First Snow

OPPOSITE
La Verite shown in:
L52202 Onyx



For applications in healthcare, hospitality, education, corporate interiors, government and more, Level offers near limitless creative possibilities for today's designer.



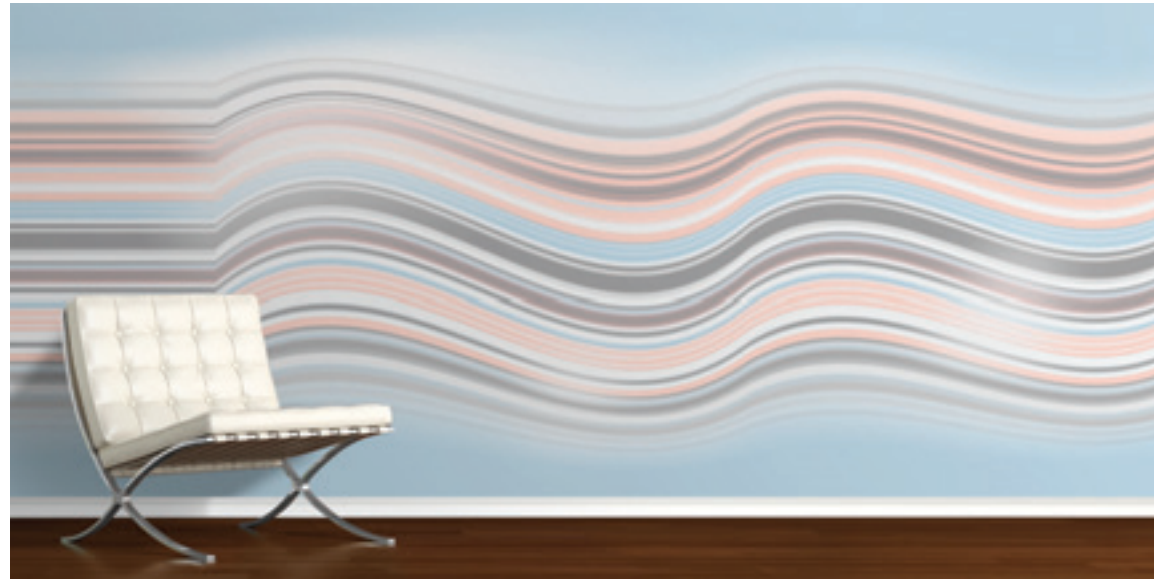
THIS PAGE
X Ray Vision shown in:
L32577LV Positive

OPPOSITE
Astronomy shown in:
L51403 Deep Space



TOP TO BOTTOM
Ripple shown in:
L21154 Rose Quartz
Ginkgo shown in:
L33706 Rose Quartz

OPPOSITE
Convoke shown in:
L52104 Rose Quartz



TOP TO BOTTOM
Willow Wisp shown in:
L31069 Rose Quartz
Timber! shown in:
L60206 Rose Quartz

OPPOSITE
Float shown in:
L31127 Rose Quartz



We offer printing on rigid impact protective materials for high traffic applications like hospital corridors.



SCAN PAGE FOR INTERACTIVE CONTENT

Visuals & Info on Quality Assurance

THIS PAGE
Patchwork shown in:
L50504 Spice

OPPOSITE
Facet shown in:
L21017 Metropolitan



THIS PAGE
Willow Wisp shown in:
L31068 Metropolitan

OPPOSITE
Lindsey shown in:
L50607 Metro



TOP TO BOTTOM
Lindsey shown in:
L50602 Epic

OPPOSITE
Willow Wisp shown in:
L31062CD Blue Sedge

Bluestem Garden shown in:
L32602CD Juniper



SCAN PAGE FOR INTERACTIVE CONTENT
Visuals & Info on Custom Design



THIS PAGE
Bandwidth shown in:
L31091CD Blue Glass

OPPOSITE
City Griddy shown in:
L408409 Citrus



TOP TO BOTTOM
Network shown in:
L32303CD Day Glow
Energy shown in:
L408306 Solar

OPPOSITE
Word Play shown in:
L405904 Citrus



TOP TO BOTTOM

Bluestem Garden shown in:
L32605 Verdigris

Facet shown in:
L21018 Verdigris

OPPOSITE

Float shown in:
L31125 Verdigris



Did you know?
All Level designs are
sized and scaled to your
specifications.



SCAN PAGE FOR
INTERACTIVE
CONTENT

Visuals & Info on Custom Color



THIS PAGE
Shoot the Breeze shown in:
L32558 Verdigris

OPPOSITE
Monson #51 shown in:
L50204 Verdigris



TOP TO BOTTOM
Astronomy shown in:
L51405 Flamingo
Facet shown in:
L21004 Flamingo

OPPOSITE
Lindsey shown in:
L50610 Flamingo



TOP TO BOTTOM

Float shown in:
L31126 Upbeat

Lindsey shown in:
L50605 Linear Turquoise

OPPOSITE

Monson #51 shown in:
L50203 Upbeat



TOP TO BOTTOM
Shoot the Breeze shown in:
L32559 Upbeat
Petal Pushers shown in:
L32538 Upbeat

OPPOSITE
City Griddy shown in:
L408408 Upbeat



SCAN PAGE FOR INTERACTIVE CONTENT
Visuals & Info on Custom Color

TOP TO BOTTOM
Monson #51 shown in:
L50202 Sand Dollar
Lindsey shown in:
L50604 Desert

OPPOSITE
Central Park shown in:
L31138 Greige

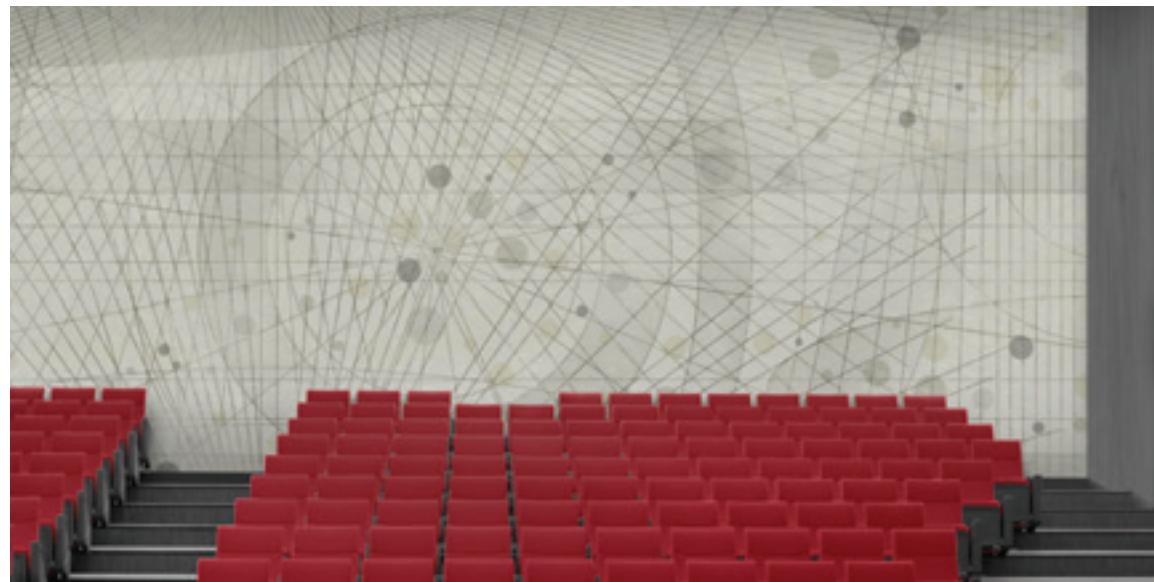


Gray + Beige = Greige



TOP TO BOTTOM
City Griddy shown in:
L408401 Altitude
Astronomy shown in:
L51404 Nebula

OPPOSITE
Bluestem Garden shown in:
L32606 Citron





CREATIVE INSPIRATIONS

TOP TO BOTTOM
Reclaimed shown in:
L50101 Intermix
L50103 Aged

OPPOSITE
Reclaimed shown in:
L50105 Salvaged

Each of these boards was hand selected and photographed at the highest resolution possible.

As close to the real thing as you can get.



THIS PAGE
Reclaimed shown in:
L50104 Blonde
(Custom layout at a 30°
angle and with custom
contrasting stripe and
text)

OPPOSITE
Reclaimed shown in:
L50102 Whitewashed
(With custom overprint of
Changing Lanes)



TOP TO BOTTOM
Flat Iron Brick shown in:
L304504CD Gypsum
Ballast shown in:
L51801-OP1 Original Overprint

OPPOSITE
L304501CD Flat Iron Brick - Burnt
Clay (With a custom overprint of
L31131CD Central Park - Walnut)

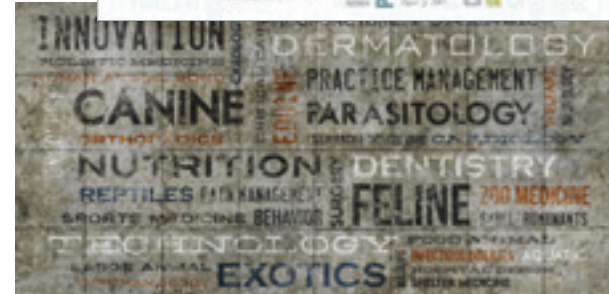
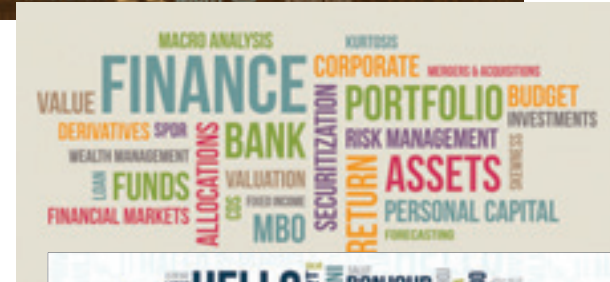
Our brick designs are an effective way to achieve an industrial look.

They're also ideal backdrops for overprinting with other Level designs.



TOP TO BOTTOM
Word Walls shown in:
L51706 Sharpie
Word Play shown in:
L405801 Black & White

OPPOSITE
Word Play shown in:
L407101 Watercolor



Many ways to customize!
Add your own text
Change the layout
Change the typeface



Visuals & Info on Custom Design

CLOCKWISE
L409001 Devine shown printed in white ink only at approximately 20% opacity.
L33201CD Woodland Wonderland shown printed in white ink only at various opacities.
Gradient printed using white ink only, starting at approximately 75% opacity at the base and transitioning to clear at the top.

OPPOSITE
L21011CD Facet Grid printed in white ink only at approximately 35% opacity.

Varying the opacity of the white ink controls the amount of privacy.



Printing with white ink integrates privacy screening and design.



TOP TO BOTTOM
 L408407 City Griddy printed in various opacities of white ink and a custom yellow accent color.
 L33706 Ginkgo shown printed in color ink over a base of white ink at approximately 20% opacity.

OPPOSITE
 L32602CD Bluestem Garden shown printed with both white ink and color ink.

Did you know?
 We can print both color and white inks onto our window films. Different effects are created by combining them.



- White Ink only ○
- Color Ink only ●
- Color Ink over White Ink ● + ○
- White Ink between Color Ink ● + ○ + ●

SCAN PAGE FOR INTERACTIVE CONTENT
 Visuals & Info on Window Film

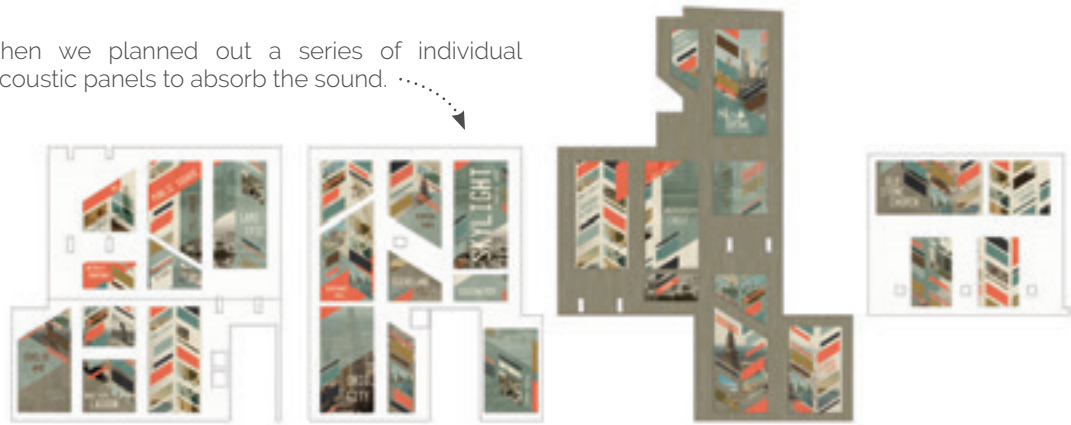
How do you stop an echo in a giant stairwell?

We started with this Level design, and, with a modular approach, we customized the composition & color.



ABOVE L51903 Downtown - Verdigris

Then we planned out a series of individual acoustic panels to absorb the sound.



The design was printed on our Acoustically Transparent Polyester Fabric, and then wrapped around 1" thick fiberglass panels.

Peace & quiet.





Let Level create something new just for you!
Start by bringing us your ideas. The more, the better...

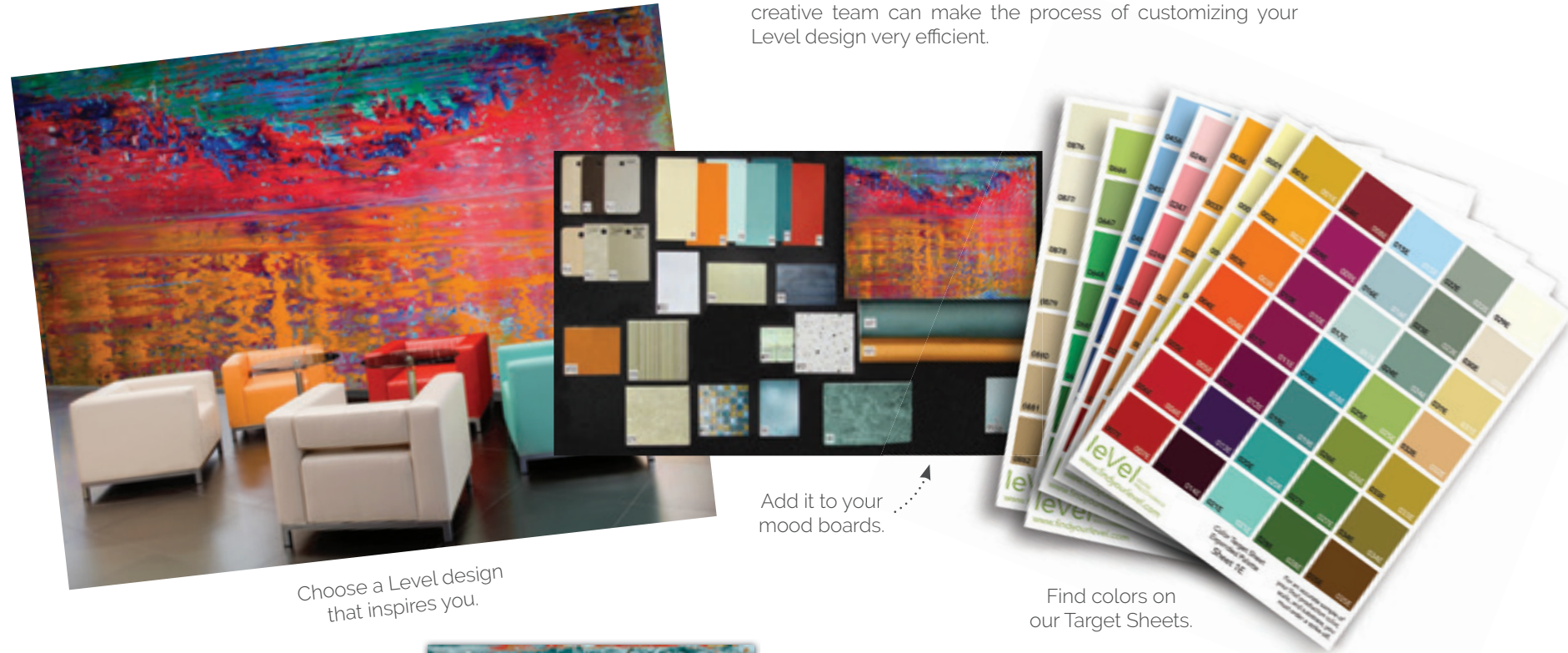
Sketches, ideas, concepts, & reference

We'll design murals to perfectly fit your space & bring your ideas to life.



Customize color.

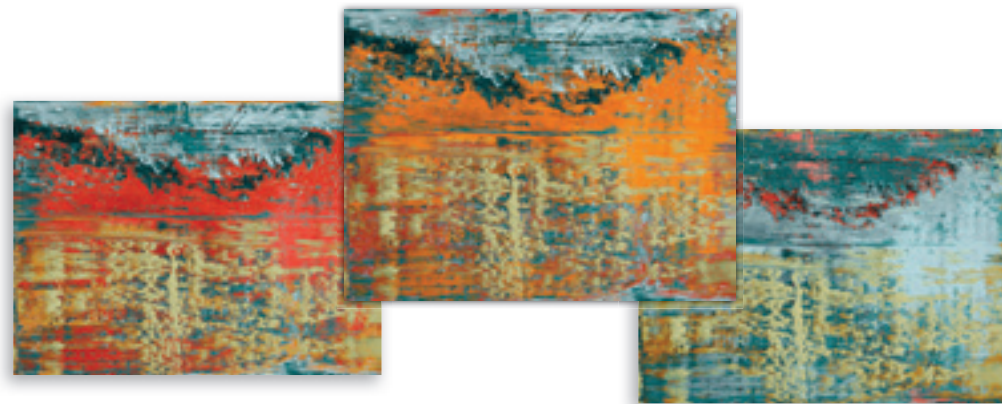
Need help? A screen sharing session with a member of our creative team can make the process of customizing your Level design very efficient.



Choose a Level design that inspires you.

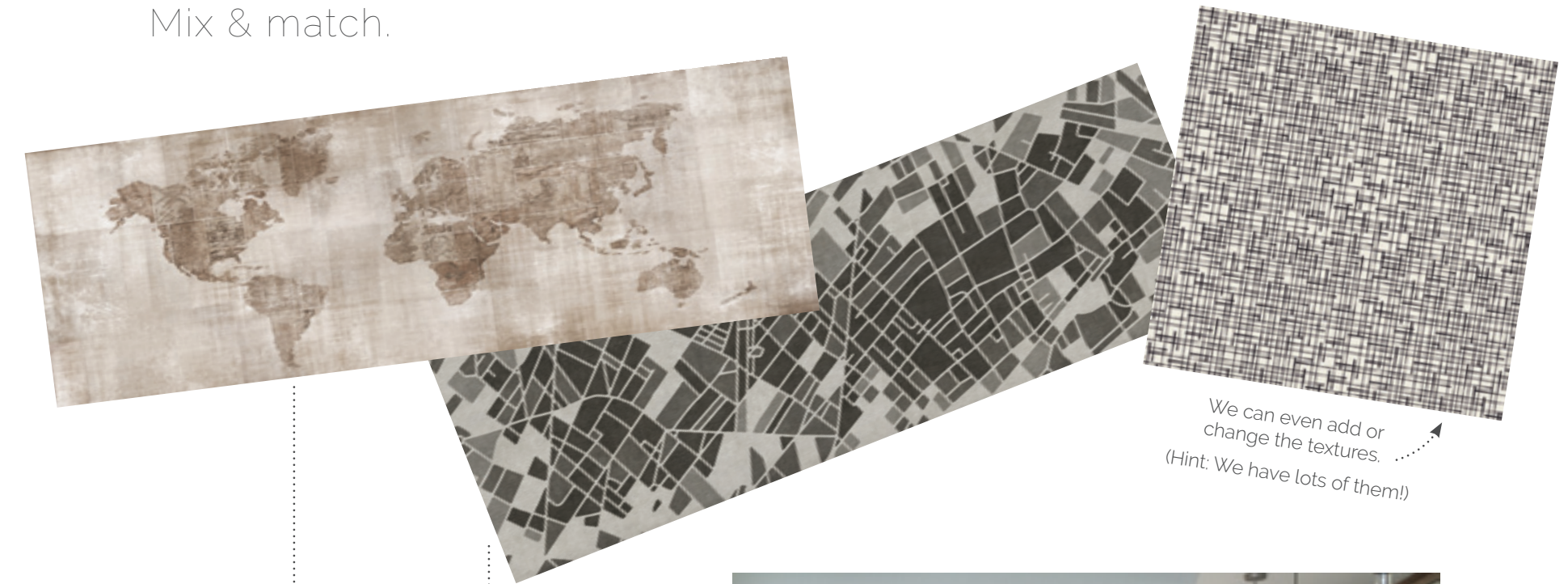
Add it to your mood boards.

Find colors on our Target Sheets.



We'll recolor the design in your colors (And we like to give you options, too).

Mix & match.



We can even add or change the textures. (Hint: We have lots of them!)

Don't see exactly what you're looking for?

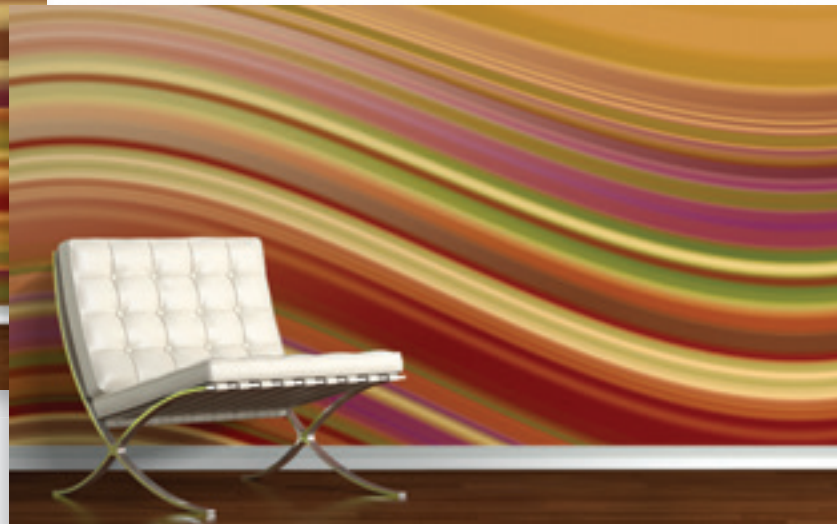
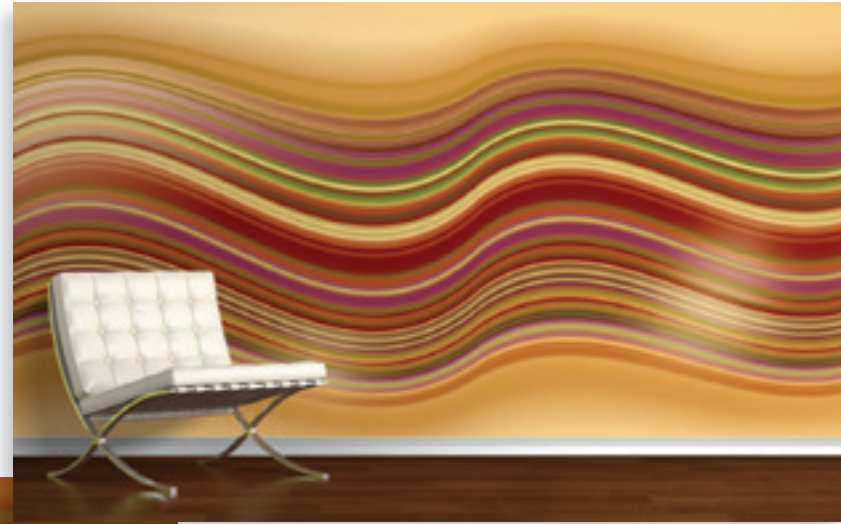
Try combining designs.





Scale it.

Simply changing the scale of a design can dramatically alter its effect.



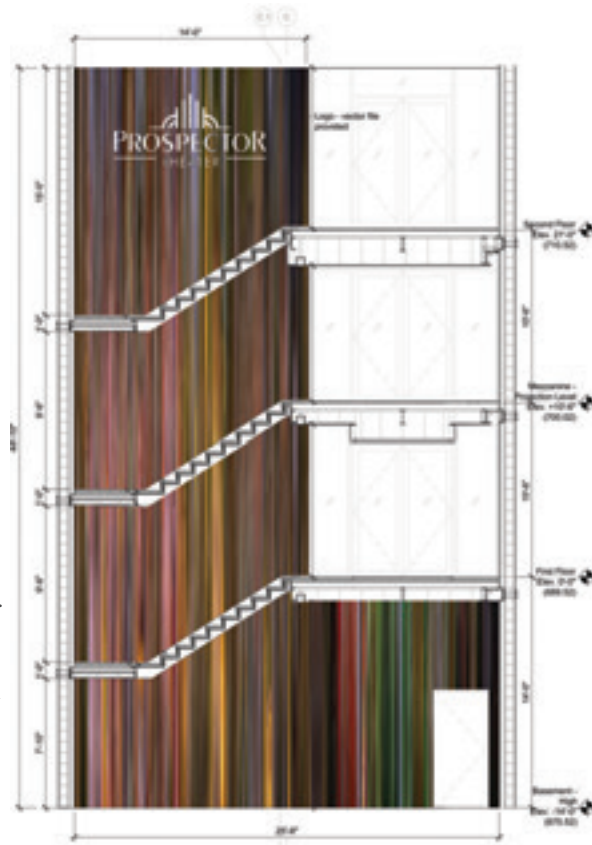
Get Inspired...



Any Level design can be used as a point of departure for a completely new idea!



Think Big!



Large space? No problem.
We fit wallcovering to spaces of all shapes & sizes.

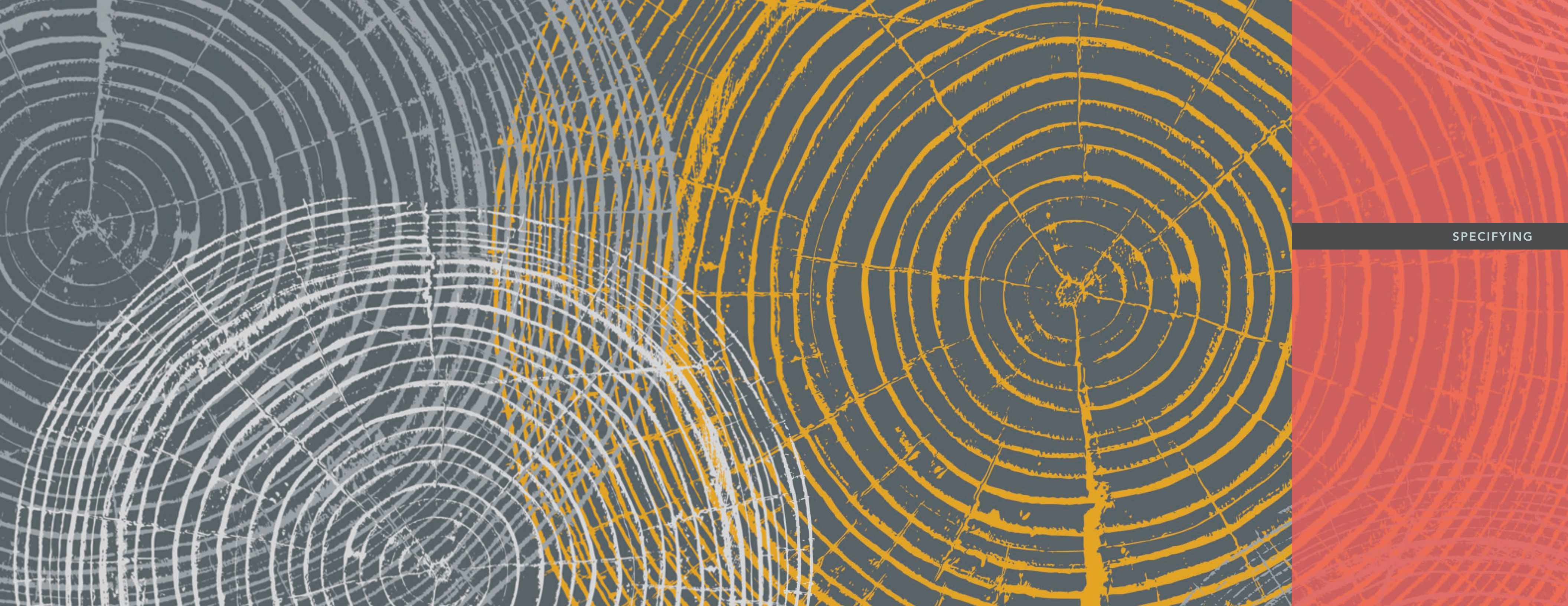


Have your own graphics?
We print that, too.

Contract Printing & Third Party Artwork

We've been digitally printing for nearly 2 decades - sometimes our designs, sometimes yours - but always wallcoverings and window films. It's our specialty.





SPECIFYING

A Step-By-Step Guide to Specifying Level

1 SELECT A DESIGN & COLOR

The designs in the Level program are available in a range of colorations and many feature several layout variations. Each of these designs can be specified as is, or may be customized to better suit your needs.

2 CHOOSE CUSTOM OPTIONS

Almost every design in the Level program was created with flexibility in mind, and the possibilities for their customization are near limitless. In an effort to make your project as simple as possible, choose from these options:

LAYOUT CUSTOMIZATION

Simple: Many designs lend themselves to very simple modifications including flipping or rotating the design, creating a mirror image, or isolating specific elements. The intricacy of each design will determine if these adaptations are applicable, and our staff is available to assist in selecting these options.

Complex: Specific modifications can be applied to the design by changing the technique of the artwork, adding new elements, or using a design as a launching point for a completely new piece of art.

COLOR CUSTOMIZATION

Simple: Designs with flat or solid colors can be simply customized. Rearranging the position of the colors within one of these designs, or even changing the colors to ones selected from our Color Target Sheets are examples of very simple color customization (see Page 95 for details). The intricacy of each design will determine the application of these options, and our staff is more than happy to assist you.

Complex: Artists have created many of our designs with complex texturing and layering. We can modify the colors in these designs to blend to your specific palette and we have a variety of tools at our disposal to facilitate this process.

Need help? A screen sharing session with a member of our creative team can make the process of customizing your Level design very efficient.

3 DETERMINE SIZE & SCALE

All Level designs, customized or not, are sized to customer specifications. In many cases you will simply need to know the overall height and length/width of your space, and your selected design will be sized accordingly. If you have a complex installation that requires multiple sizes or custom fitting to intricate spaces, please have as much information as possible ready when you call for your quote.

4 SELECT A SUBSTRATE

There are literally hundreds of materials available on which your Level design can be printed, and the list grows almost daily. In an effort to make these options more accessible, we have divided the substrates into two categories:

MOST POPULAR MATERIALS

These are the most often specified materials - they have been thoroughly tested and are recommended for all Level designs. We keep each material in this group in inventory which allows us to be very responsive to tight deadlines. This group includes the following materials:

- Type II 20 oz. Commercial Vinyl (Smooth or Light Stipple Texture)
- Optically Clear Window Film (Polyester)
- Type II PVC-Free Contract Wallcovering (Smooth or Light Stipple Texture)

ADDITIONAL MATERIALS

We can digitally print on a wide array of other materials, both rigid and rolled goods. We generally do not keep these materials on hand, but most can be readily obtained for your installation requirements. Please keep in mind that printing on specialty materials may involve a longer lead time and more upfront expense than our standard materials. Just some of the many substrates in this group are:

- Sound Absorption Fabrics
- Rigid Wall Protection Material
- Polycarbonates & Acrylic Sheets
- Textured Vinyls & Much More

WALLMAX LIQUID LAMINATE

We highly recommend WallMax, our optional liquid laminate top-coat that provides additional durability and abrasion-resistance, and gives the printed surface of your mural a true Type II specification. Available on most of our materials, WallMax is the best way to protect your investment.

5 REQUEST A QUOTE

Once you've compiled all the information needed, simply provide it to your sales representative!



Visuals & Info on Quality Assurance



Creative Expertise + Technology

The Level team are experts in the use of digital print technology for the commercial interior décor market. With nearly 20 years of experience, we have a deep knowledge and mastery of the intricacies of this technology. We also invest in the latest printing technology to offer the widest possible range of production options for our clients.

OUTSTANDING DESIGNS
The heart of the Level program is its growing library of extraordinary designs. And behind those designs is the Level team of talented stylists and designers, who combine years of experience with fresh ideas and new outlooks on commercial wallcoverings. We keep a close eye on commercial wallcovering trends and styles, and creatively interpret that research into **exciting new designs that designers, specifiers, and their clients will love.**

EXPERIENCED PROJECT MANAGEMENT
If you can dream it, we'll find a way to make it happen. Adapting artwork, illustrations, graphics or photography to a client's space and unique requirements is what we do best. With many years of successful projects under our belt, we know all of the unique challenges that come with custom digital wallcoverings, and we've amassed a considerable tool kit to address them. We continually manage projects and budgets of all sizes with the same care and attention to detail, and we're always eager to find the right solution for our clients.

STATE-OF-THE-ART PRINTERS & INKS
Level wallcoverings are printed using the latest advancements in UV-based and latex-based inks on high-speed, large format digital presses. We maintain a close relationship with our hardware and ink suppliers, cooperating in R&D to improve the durability and applicability of our products. And our wallcoverings history and experience allows us to find solutions and tackle new challenges specific to **key commercial wallcoverings markets - healthcare, hospitality, corporate, and retail.**

NEAR LIMITLESS SUBSTRATES & DURABLE LAMINATES
We are able to print your design on an ever-growing list of materials including Type II vinyls, PVC-free commercial wallcovering, window films, laminates, rigid materials, and more. Many of our materials feature environmentally friendly attributes, and we continually expand our offering of substrate materials to keep up with the demands of the market and **provide new options for designers and specifiers.** We also offer WallMax, our optional liquid laminate top-coat that provides additional durability and abrasion-resistance, and gives the printed surface of your mural a true Type II specification.

Environmental Responsibility

We proudly offer wallcovering options that meet the demands of our environmentally conscious customers without sacrificing the highest standards of artistry, quality, and durability. In particular, Level digital wallcoverings offer green solutions in both our print technology and our offering of printable substrates. We are also able to produce wallcoverings that, when printed with our latex inks on a PVC-free wallpaper, are GREENGUARD Children & Schools CertifiedSM, can help building owners obtain LEED credits, and meet AgBB criteria.

Level Proofing Tools Explained

While digital print technology allows for unparalleled design freedom, its print-on-demand nature necessitates some unique sampling and proofing solutions. Our goal is to provide the most accurate, beneficial, and cost effective tools possible to help you visualize the final product at various stages of development.

We have created an assortment of proofing devices, each targeted at demonstrating a specific task or specification. Depending on the complexity and level of customization associated with your project, you may receive one or more of these during the course of production.

Please visit the website or contact your sales representative for more information regarding these tools.

DESIGN PDF (MOCKUP)
A digital PDF of your artwork in an elevation view (or superimposed over an architectural elevation upon request). The intent of this mockup is to demonstrate how a requested design will appear when sized, cropped, scaled, and/or customized to your specifications.

PAPER PRESENTATION PROOF
This 16" x 20" proof, formerly referred to as a CAD, is printed on paper and features a large detail crop and full thumbnail of a design, along with its color swatches. It is not intended for final approval of layout, color, or scale but rather as a presentation aid.

SUBSTRATE SAMPLE
A small swatch of substrate material, including its basic specifications, is available for all standard substrates and many specialty substrates. These samples are available printed or unprinted.

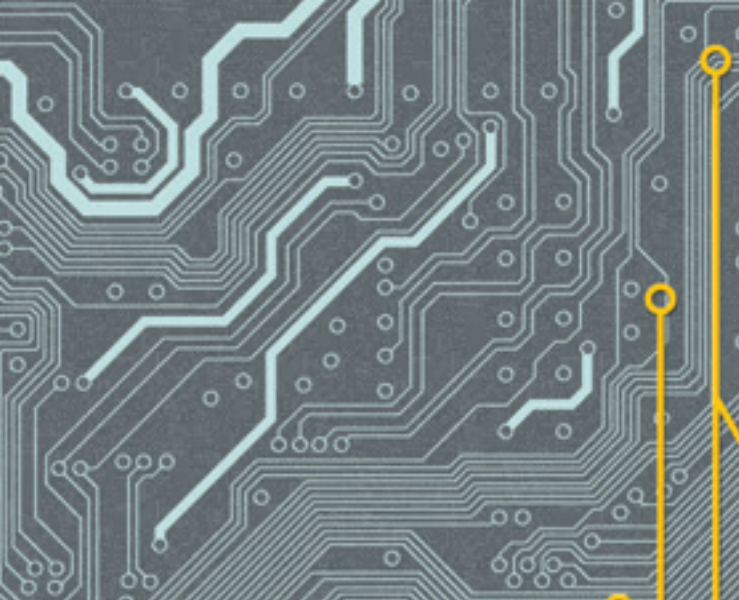
COLOR TARGET SHEETS
A series of color swatches printed on our standard vinyl containing over 1,000 digitally printable colors. When specifying custom colors, the Color Target Sheets are an ideal and affordable starting point to selecting your colors.

STRIKE-OFF
The Strike-Off is your final sign-off prior to production. It is printed on your specified substrate and features a crop of the final artwork, demonstrating its actual production size, scale, color, material, and layout. 36" x 52". Strike-Off approval is required prior to printing to ensure your satisfaction.

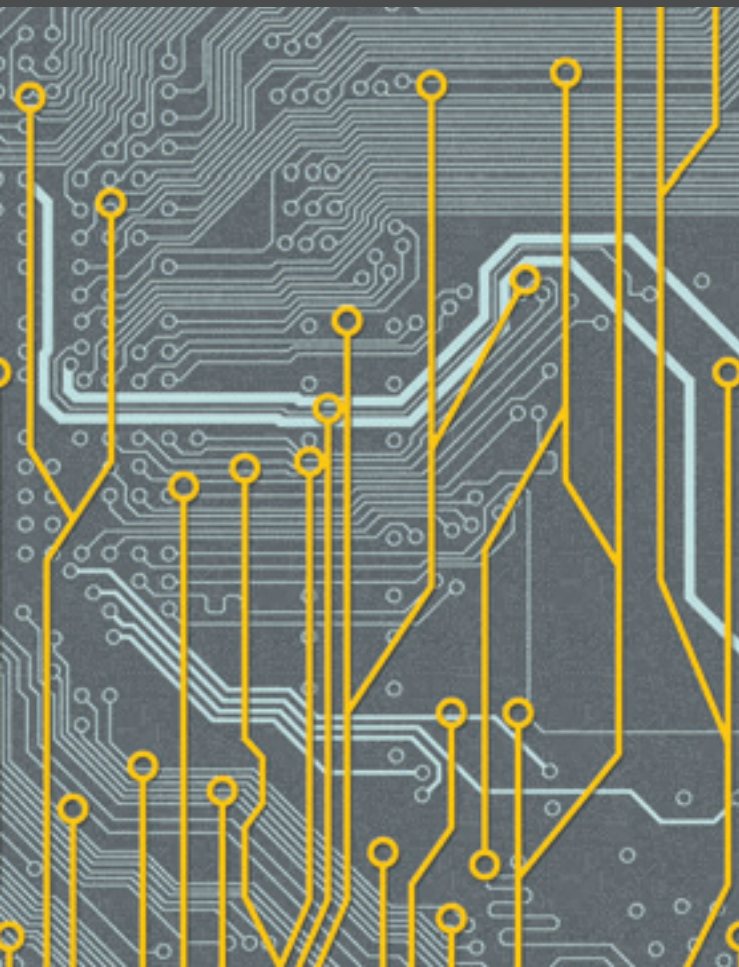


Visuals & Info on Proofing Tools





WHY LEVEL?



level DIGITAL WALLCOVERINGS

Extraordinary Designs, Ready to Customize

Exciting New Materials, Near Limitless Printing Solutions

Pain-Free Project Management

Since 1998

Join Us Online

Get the most out of Level by engaging with us online. Go to the website to find more designs, more color options, product specifications, tools, galleries, and more. Join the creative conversation on social media for the latest updates.

 /leveldigitalwallcoverings

 @findyour_level

 /findyour_level

 /company/level-digital-wallcoverings



Visuals & Info About Our Company



level DIGITAL WALLCOVERINGS

MURAL RESOURCE BOOK

Extraordinary Designs, Ready to Customize

Exciting New Materials, Near Limitless Printing Solutions

Pain-Free Project Management

Since 1998

