



leVel DIGITAL WALLCOVERINGS



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



See (and feel) what's new from Level...

New designs and techniques featuring metallic & reflective effects, spot gloss overlays, and digitally printed embosses!

Look for these new effects throughout the collection and get more details beginning on Page 64 or by visiting us online at findyourlevel.com.

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, substrate, & effects. 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, Industry-Leading Printing Solutions

- Digitally Printed Embosses
- Metallic Effects
- Spot Gloss Effects
- 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
- 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.



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ENVIRONS



TOP TO BOTTOM
Green Wall shown in:
L70102 Lake
L70103 Moss

OPPOSITE
Green Wall shown in:
L70101 Modern



Use any Level design as-is, or as inspiration; a point of departure for a new and unique solution.



TOP TO BOTTOM
Blossom shown in:
L70804 Bittersweet
L70801 Hip

OPPOSITE
Blossom shown in:
L70803 Aloe

FOLLOWING PAGE
Blossom shown in:
L70802 Rhapsody

FEATURED ARTIST | Rachel Latina

Rachel Latina is a Cleveland native and eight-year veteran of the local art community. As a graphic design major at Virginia Marti College, her bold approach to drawing emerged early in her studies.

With over ten years of professional experience as a senior graphic designer under her belt, these days Latina is a prolific painter, curates shows at a local gallery, and is also known for her large-scale public projects such as a 34 foot long mural in Case Western Reserve University's Department of Chemical and Biomolecular Engineering that celebrates women in the field.

Rachel's contributions to this collection include *Blossom*, *Blossom Texture*, and *Fracture*.



www.rachellatina.com





PREVIOUS PAGE
Blossom Texture shown in:
L70701 Denim

THIS PAGE
Blossom Texture shown in:
L70702 Aloe

OPPOSITE
Blossom Texture shown in:
L70703 Moss

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



TOP TO BOTTOM

Flora shown in:
L70303 Moss
L70301X Metallic Black (printed
on a metallic substrate)

OPPOSITE

Flora shown in:
L70302 White



Printing on metallic substrates allows for a variety of true metallic and reflective effects.



TOP TO BOTTOM
Birch Tree shown in:
L71301 Greige
L71302 Aloe

OPPOSITE
Birch Tree shown in:
L71303 Denim
L71302 Aloe



Require changes?
Every design in the
Level program can
be specified as is or
customized to better
suit your needs.



TOP TO BOTTOM
Queen Anne shown in:
L71204 Rhapsody
L71203 Pearl

OPPOSITE
Queen Anne shown in:
L71201 Denim

FOLLOWING PAGE
Queen Anne shown in:
L71202 Hip



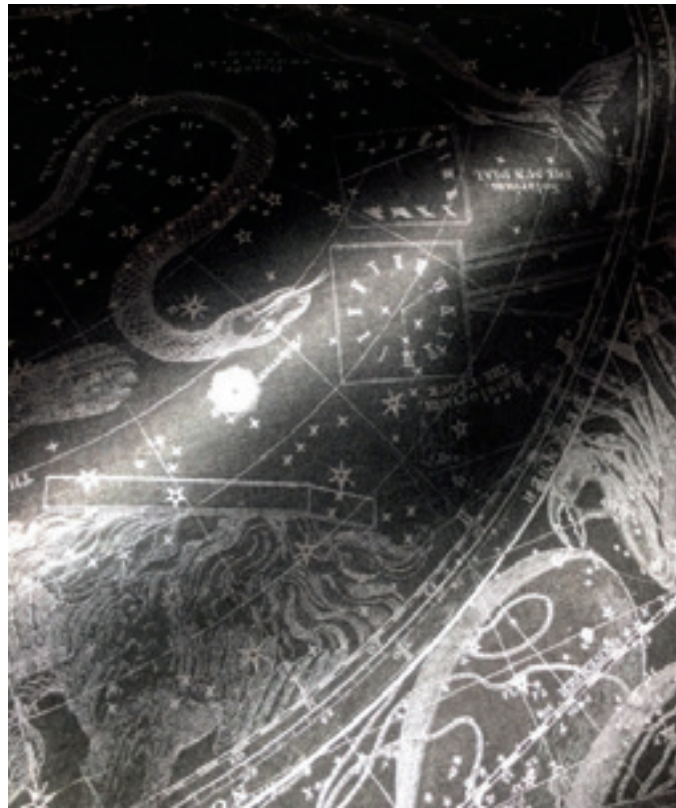
Our Color Target Sheets now feature Pantone® colors and make the custom color process easy and affordable.



PREVIOUS PAGE
Star Map shown in:
L70901X Metallic Amber (printed
on a metallic substrate)

OPPOSITE
Star Map shown in:
L70903 Lake

TOP TO BOTTOM
Star Map shown in:
L70902X Metallic Black (printed
on a metallic substrate)
L70904 Pearl



TOP TO BOTTOM
Palm shown in:
L71902 Pearl
L71903 Greenery

OPPOSITE
Palm shown in:
L71901 Moss



We 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.



TOP TO BOTTOM
Palm Pixel shown in:
L72001 Hip
L72002 Lake

OPPOSITE
Palm Pixel shown in:
L72003 Moss



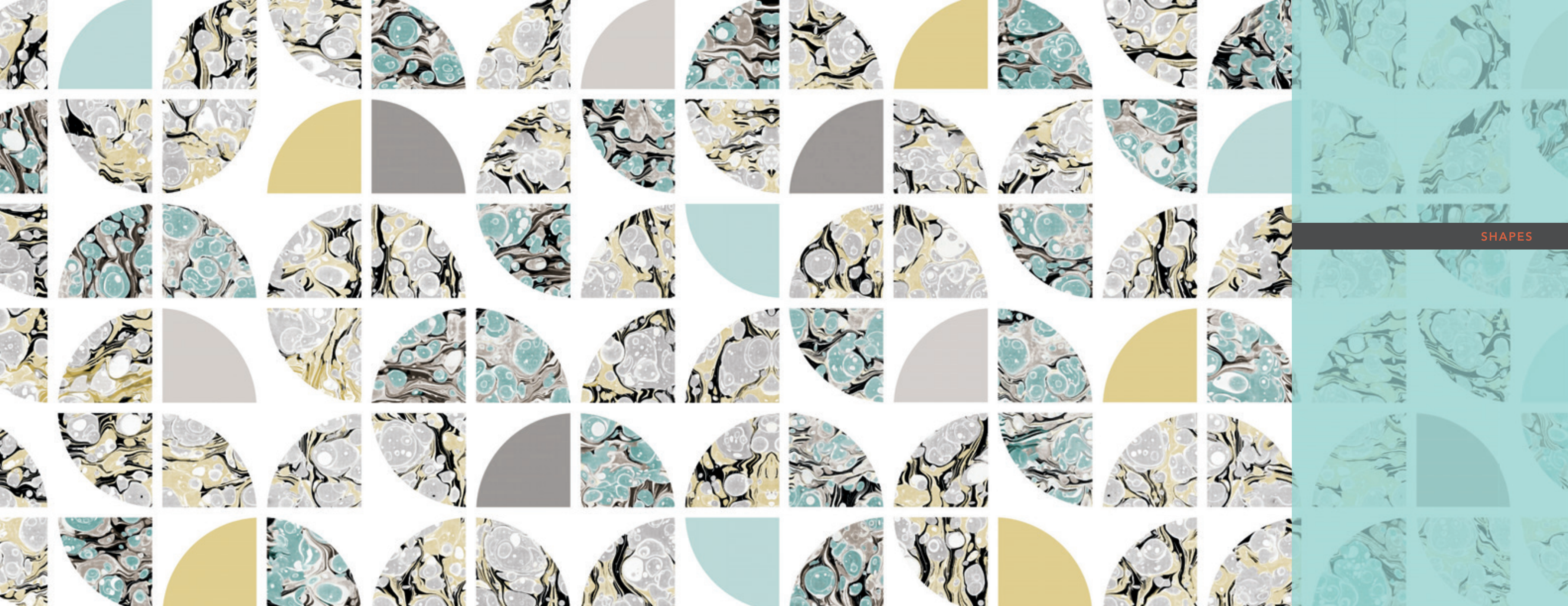
For applications in healthcare, hospitality, education, corporate interiors, government and more, Level offers near limitless creative possibilities for today's designer.

TOP TO BOTTOM
Fracture shown in:
L70602 Greige
L70601 Aloe

OPPOSITE
Fracture shown in:
L70603 Moss



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



SHAPES

THIS PAGE
Quincey shown in:
L70403 Blackberry

OPPOSITE
Quincey shown in:
L70404 Hip (shown printed
on Optically Clear Polyester
Window Film)

FEATURED ARTIST | Lindsey Krivenki

Lindsey Krivenki is a graphic and interior designer based in Cleveland, Ohio. As a young girl in Pennsylvania, she loved watching her grandmother hand-letter logos in her grandparents' design studio. Inspired, she attended a vocational high school for design.

After graduating from the Art Institute of Pittsburgh, she took a job at a major greeting card company, where she has worked as a designer for twelve years.

She has followed up her previous design for Level, *Lindsey* with more of her colorful geometric compositions including *Green Wall & Green Wall Geometric*, *Palm*, *Pixel*, & *Palm Pixel*, and *Quincey*, named after her two-year old daughter.



THIS PAGE
Quincey shown in:
L70402X Metallic Bittersweet
(printed on a metallic substrate)

OPPOSITE
Quincey shown in:
L70401 Aubergine



TOP TO BOTTOM

Green Wall Geometric shown in:
L70204 Plasma
L70203 Hip

OPPOSITE

Green Wall Geometric shown in:
L70201 Modern

FOLLOWING PAGE

Green Wall Geometric shown in:
L70202 Greige



Endless variations can be achieved simply by editing the elements within a design.



PREVIOUS PAGE
Wavelength shown in:
L71101 Cobalt

OPPOSITE
Wavelength shown in:
L71104X Metallic Bittersweet
(printed on a metallic substrate)

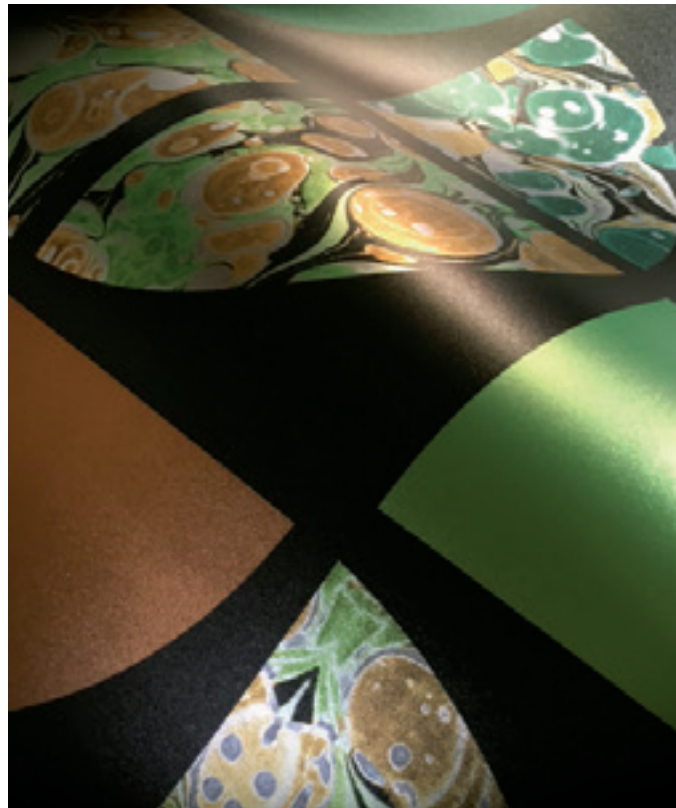
TOP TO BOTTOM
Wavelength shown in:
L71102 Plasma
L71103 Titanium



THIS PAGE
Marbleized shown in:
L71401X Metallic Greenery
(printed on a metallic substrate)

OPPOSITE
Marbleized shown in:
L71404 Seaside

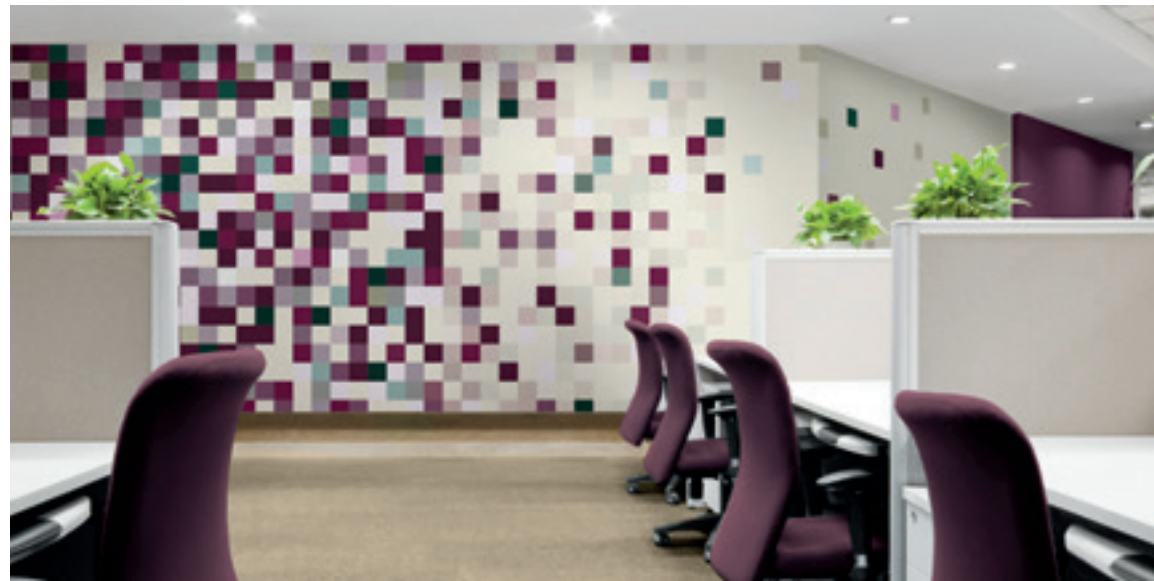
FOLLOWING PAGES
Marbleized shown in:
L71402 Hip
L71403 Greige





TOP TO BOTTOM
Pixel shown in:
L71803 Hip
L71801 Blackberry

OPPOSITE
Pixel shown in:
L71802 Cornflower



With nearly two decades of experience, we've become very familiar with the unique challenges that come with digitally printed wallcoverings, films and other materials.



TOP TO BOTTOM
Concrete Jungle shown in:
L71501 Blackberry
L71502 Hip

OPPOSITE
Concrete Jungle shown in:
L71503 Narcissus

FEATURED ARTIST | John Thomas

Jon Thomas is a contemporary artist, designer, and maker based in the United Kingdom. Born in Swansea on the South Wales coastline, Thomas is a distant relative of the Welsh poet Dylan Thomas, and is greatly inspired by his writing.

Driven by a love for minimalism, architecture, and abstract art, Thomas is fascinated by light and structure. He produces a diverse range of work including wall murals, lighting, and most recently acrylic LED sculpture.



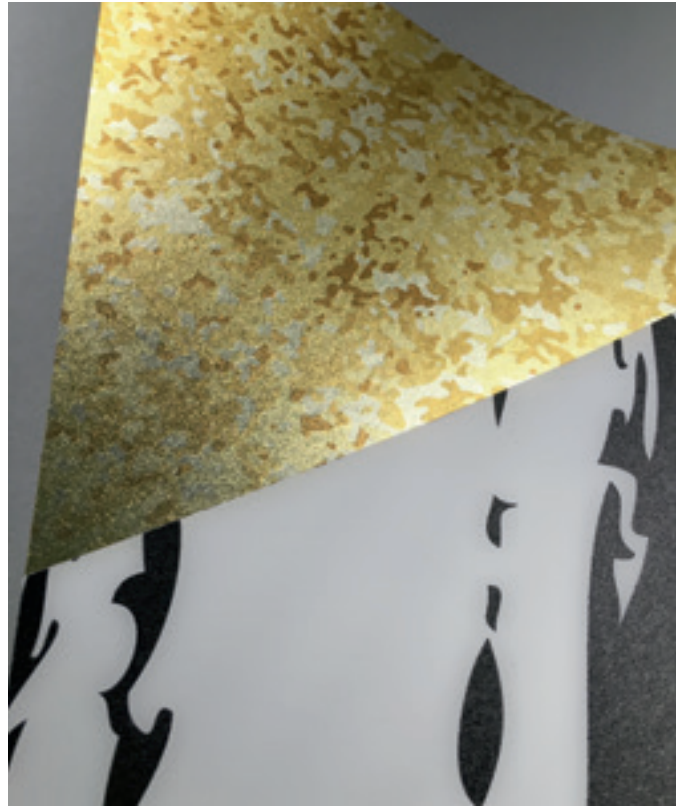
Concrete Jungle © John Thomas. All Rights Reserved. shufflebotham.com



THIS PAGE
Memphis shown in:
L71701X Metallic Black (printed
on a metallic substrate)

OPPOSITE
Memphis shown in:
L71703 Aubergine

FOLLOWING PAGES
Memphis shown in:
L71704 Greenery
L71702 Plasma





TOP TO BOTTOM
Rhythm shown in:
L70502 Titanium
L70503 Hip

OPPOSITE
Rhythm shown in:
L70501 Wood



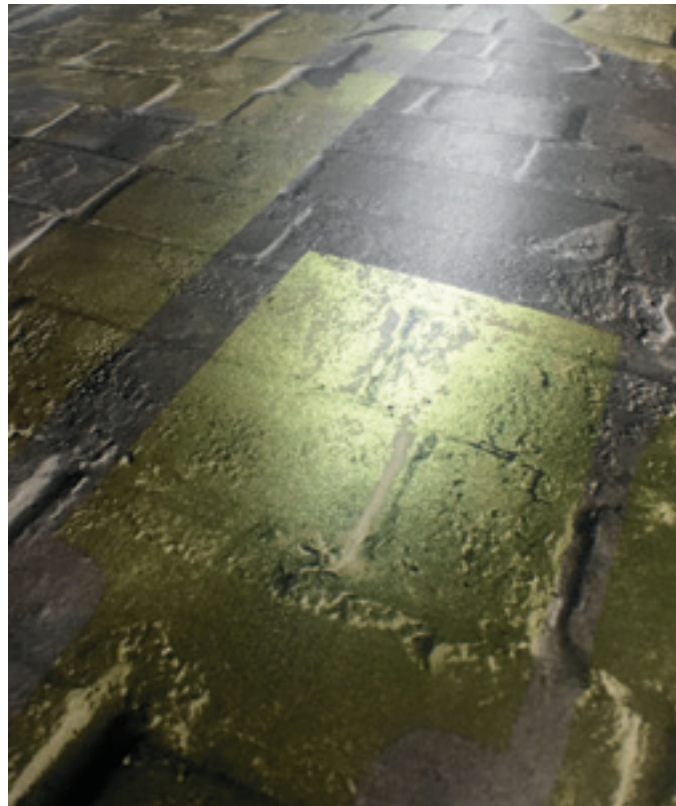
We proudly offer environmentally conscious solutions in both our print technology and our materials.



TOP TO BOTTOM
Graffito shown in:
L71001 Bittersweet
L71002 Greige

OPPOSITE
Graffito shown in:
L71004X Metallic Titanium
(printed on a metallic substrate)

FOLLOWING PAGE
Graffito shown in:
L71003 Denim





PREVIOUS PAGE
Word Play shown in:
L72101 Bubble Cornflower

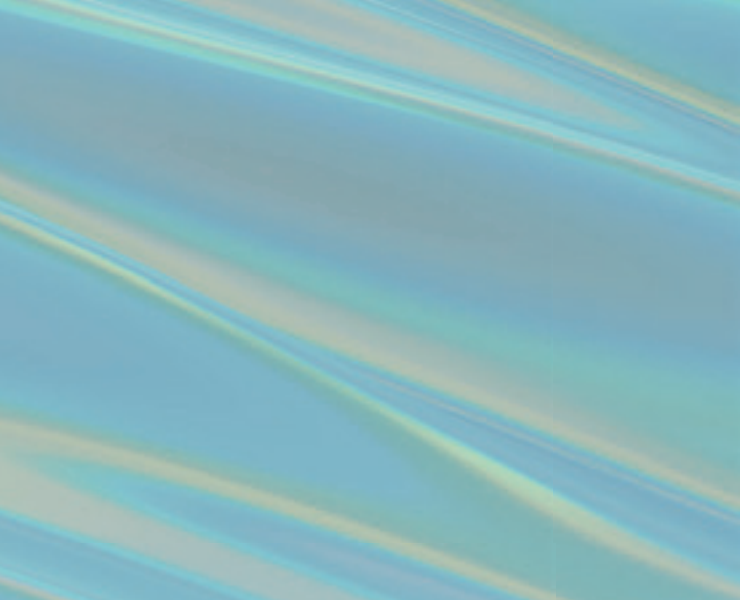
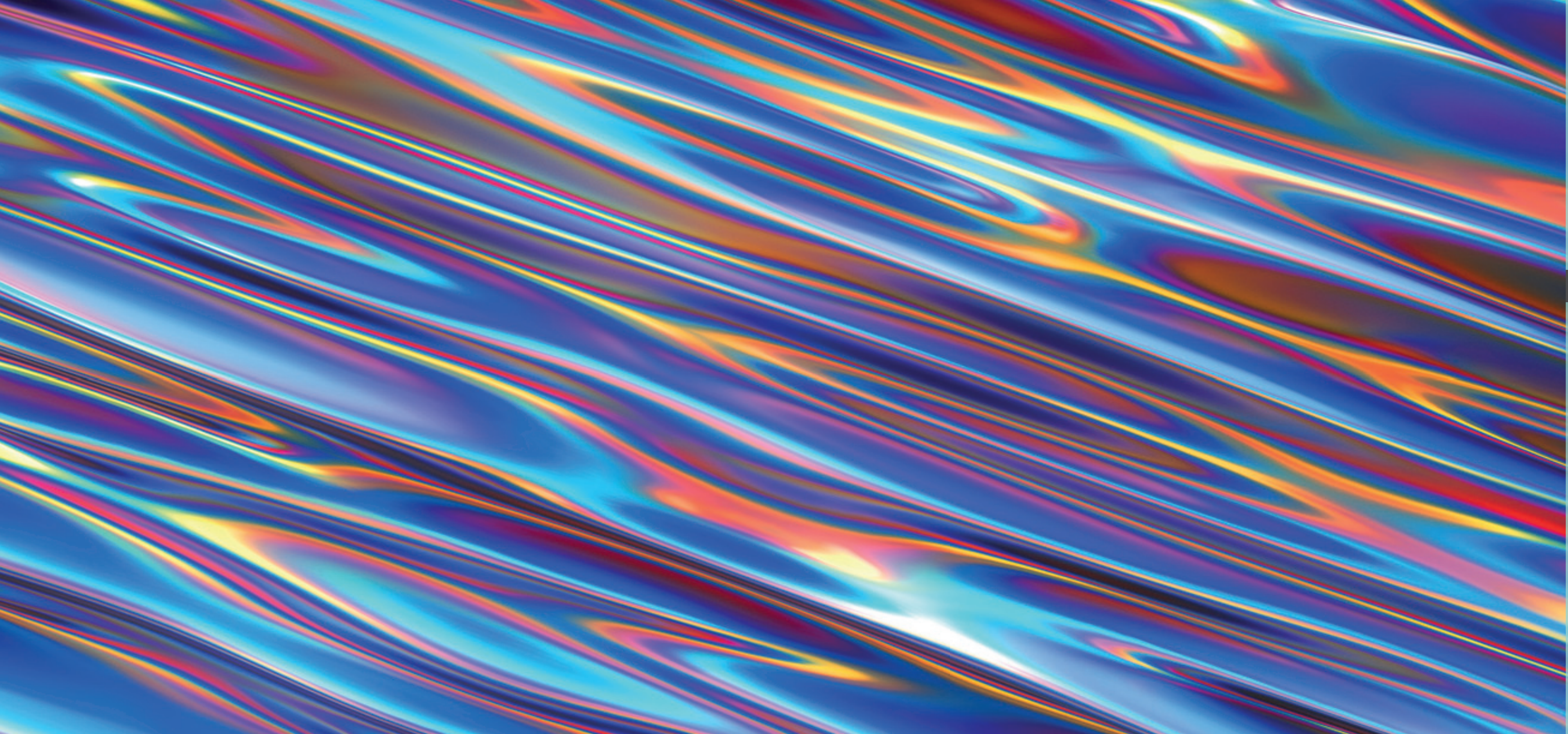
CLOCKWISE
Word Play shown in:
L72101 Bubble Aubergine
L72401 Impact Blackberry
L72301 Awesome Teal
L72202 Splash Watercolor

OPPOSITE
Word Play shown in:
L72201 Splash Titanium

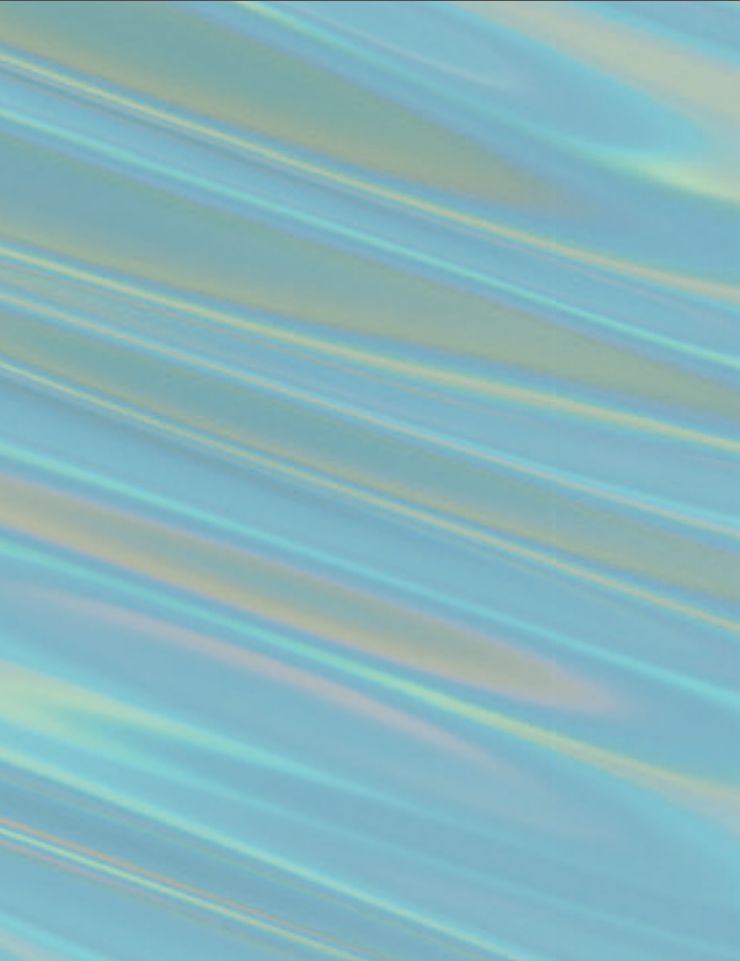


Many ways to customize!
Add your own text
Change the layout
Change the typeface





FLASH



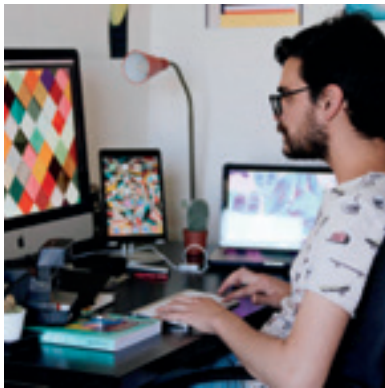
THIS PAGE
Iridescent shown in:
L71602X Metallic Twist (printed
on a metallic substrate)

OPPOSITE
Iridescent shown in:
L71601X Metallic Iris (printed on
a metallic substrate)

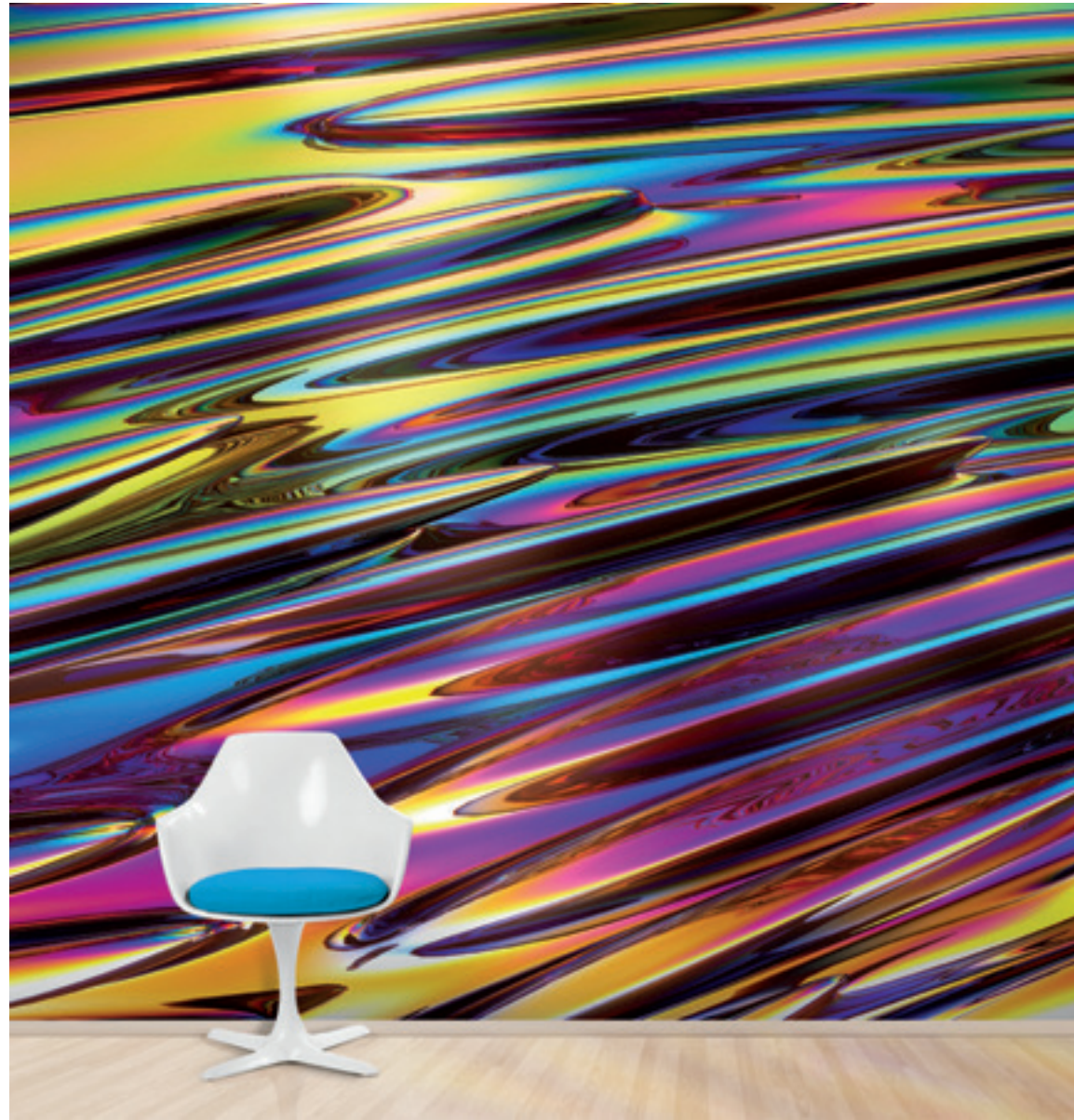
FEATURED ARTIST | Danny Ivan

Portuguese digital artist and graphic designer Danny Ivan lives in Oporto, an ancient Roman port city in North Portugal. Dramatic, energetic, and bold, Ivan's charismatic designs have already captured the attention of major brands worldwide.

Following up his successful collection for Level Series 5, Ivan's new *Iridescent* designs showcases his ability to create dazzling metallic patterns and surfaces.



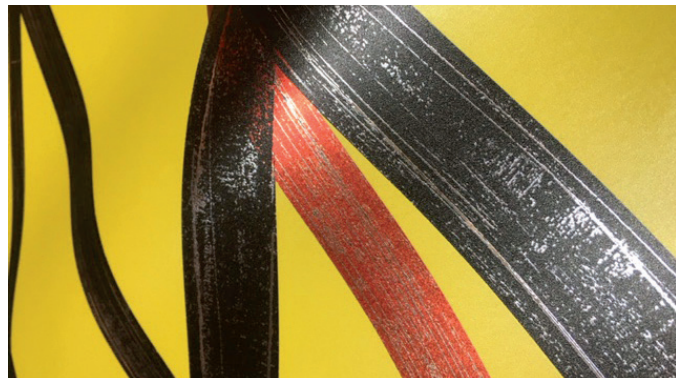
Iridescent Twist & Iris © Danny Ivan. All Rights Reserved.
dannyivan.com



TOP TO BOTTOM
Lindsey Linear shown in:
L50611X Metallic Teal
Changing Lanes shown in:
L60107X Metallic Narcissus

OPPOSITE
Mineralogy shown in:
L50804X Metallic Crystal

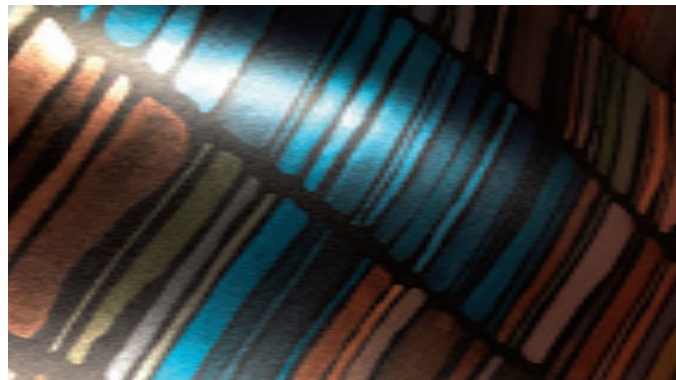
All Metallic Effects designs are printed on a metallic substrate.



THIS PAGE
Navigate shown in:
L21205X Metallic Earthen Sky

OPPOSITE
Line Up shown in:
L52304X Metallic Verdigris

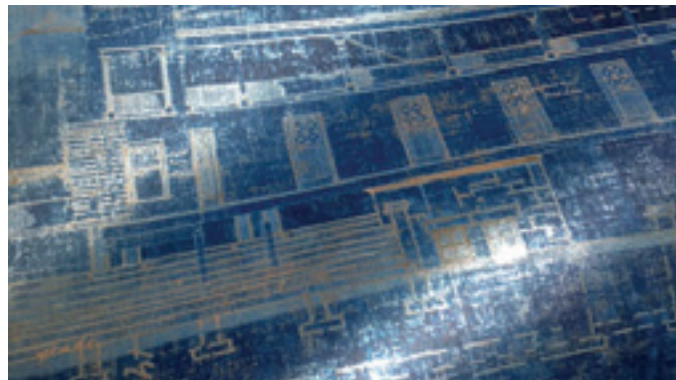
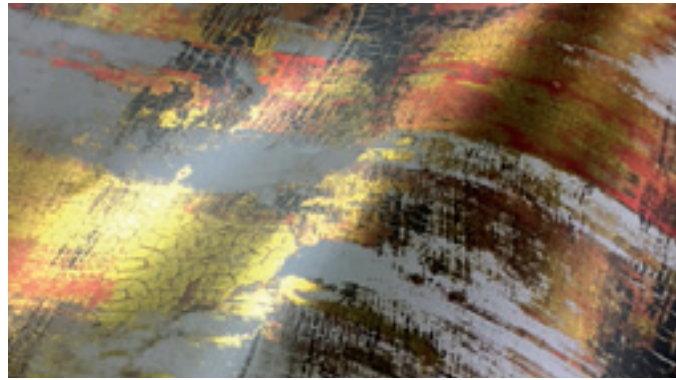
All Metallic Effects designs are printed on a metallic substrate.



THIS PAGE
Ballast shown in:
L51804X Metallic

OPPOSITE
Blueprint shown in:
L60405X Metallic Cobalt

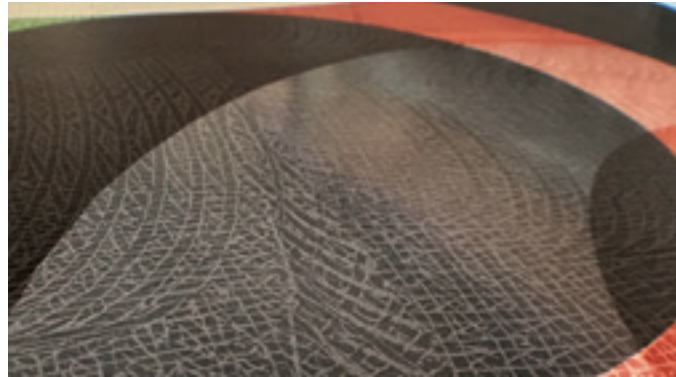
All Metallic Effects designs are printed on a metallic substrate.



THIS PAGE
Roundabout shown in:
L408608X Spot Gloss Accelerate

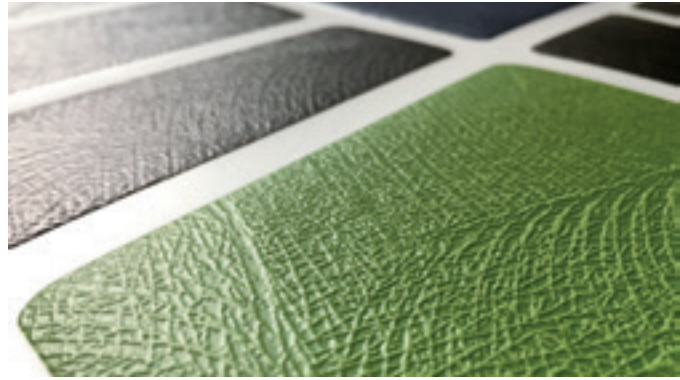
OPPOSITE
Circuitboard shown in:
L60305X Metallic Grenadine

Metallic Effects designs are printed on a metallic substrate.



THIS PAGE
City Griddy shown in:
L408410X Embossed Upbeat

OPPOSITE
String Theory shown in:
L403507X Metallic Copper Patina





INSPIRATIONS



CLOCKWISE FROM RIGHT
L71102 Wavelength - Plasma
shown printed with both white
and color inks.

L50702 Dot Matrix - Carnival
shown printed with both white
and color inks over a base of
clear ink to emulate etched glass.

L70202 Green Wall Geometric
- Greige shown printed with
various opacities of white ink.

OPPOSITE
L31134CD Central Park - Birch
shown printed with both white
and color inks over a base of
clear ink to emulate etched glass.

Did you know?
We can print color, white, & clear
inks onto our window films.



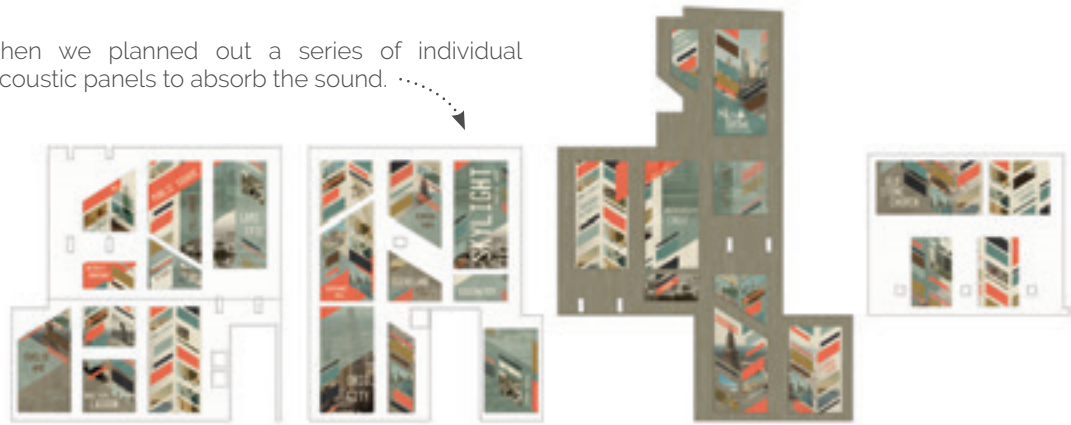
How do you stop an echo in a giant stairwell?

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.



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.

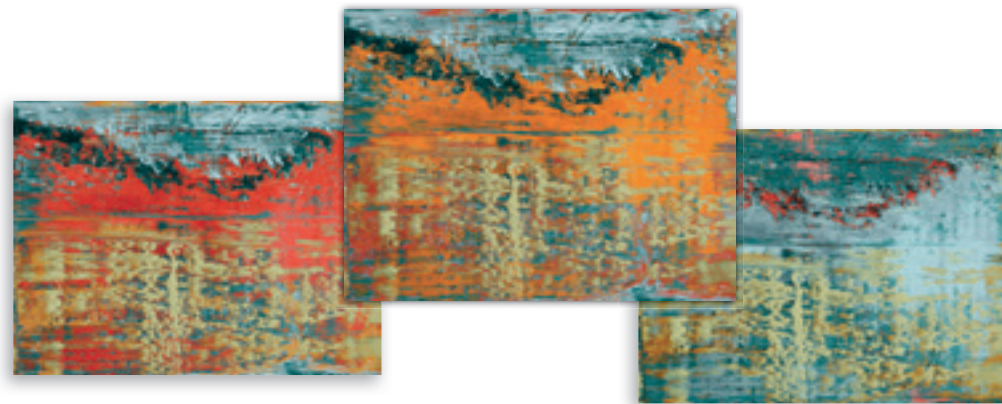


Choose a Level design that inspires you.

Add it to your mood boards.

Find colors on our new Target Sheets, now featuring Pantone® colors.

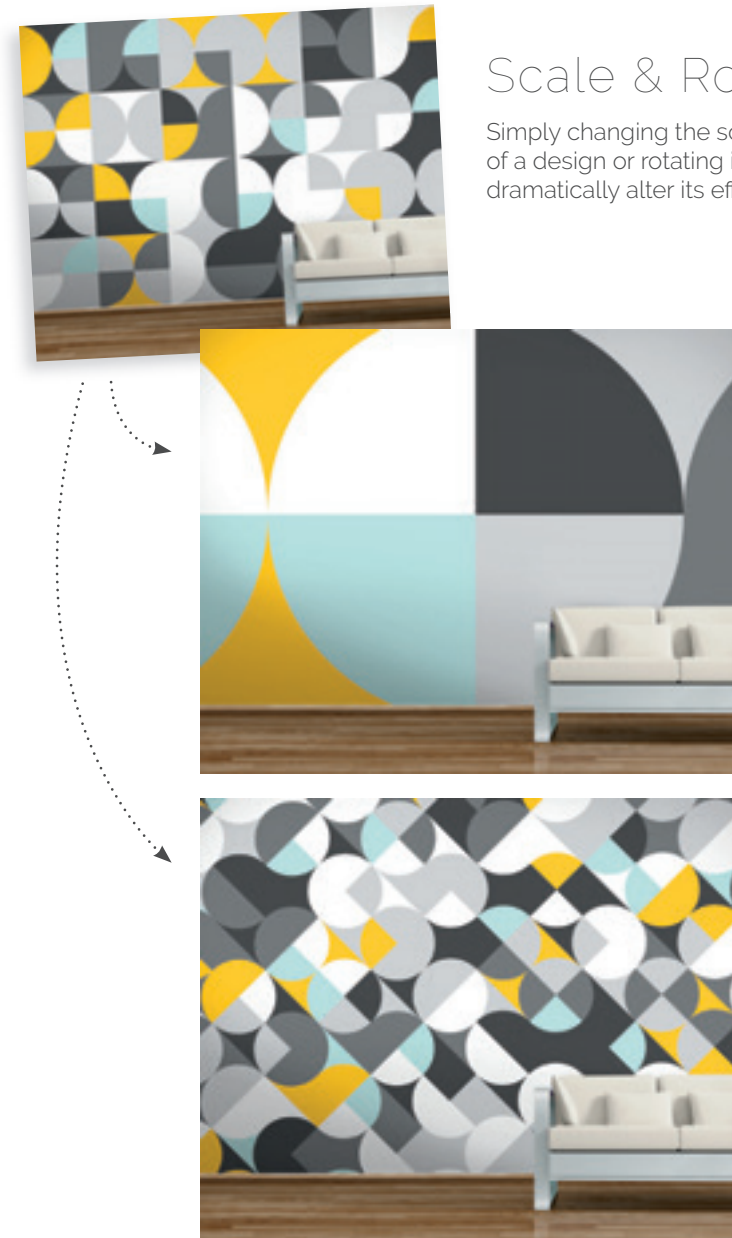
We'll recolor the design in your colors (And we like to give you options, too).



FEATURED DESIGN: L407601 Monson #12.

Scale & Rotate...

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



Get Inspired...

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



FEATURED DESIGNS (LEFT TO RIGHT): L50904 Quadrans - Zest & L70503 Rhythm - Hip.



Your Blank Canvas

Color Reference

Sketches, ideas, concepts, & reference

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

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





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.

Vinyl Samples of all standard colorways are available to assist you in your selection. In addition to demonstrating actual color and scale, Vinyl Samples explain the various types of customizations available for the design. We recommend requesting a Vinyl Sample prior to finalizing any custom options.

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 is a wide variety 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*)
- Metallic Vinyl (Silver with a Smooth Finish)

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 up front 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, & 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!

* Light Stipple Texture is Type II when coated with WallMax liquid laminate.



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 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.

VINYL SAMPLE

This 18" x 24" sample is printed on our Type II Stipple Vinyl and features both a large detail crop and full thumbnail of a design. The sample also contains swatches of the colors within the design as well as information regarding the design's scalability, pattern repeat (if present), and color style (tonal or solid). This information greatly assists with specifying, especially when making customizations. Learn more at findyourlevel.com/ratings.

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 Type II Stipple Vinyl featuring colors from the Pantone® color library. When specifying custom colors, the Color Target Sheets are strongly recommended and more accurate than other color references such as paint swatches*.

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.

*Due to differences between paint and print technology and the paper of paint swatches and our vinyl, our Color Target Sheets are a more accurate method of selecting your custom color.





leVel DIGITAL WALLCOVERINGS

Extraordinary Designs, Ready to Customize

Exciting New Materials, Industry-Leading 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

WHY LEVEL?



leVel DIGITAL WALLCOVERINGS

Extraordinary Designs, Ready to Customize

Exciting New Materials, Near Limitless Printing Solutions

Pain-Free Project Management

Since 1998

