



level

DIANA ROBINSON
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



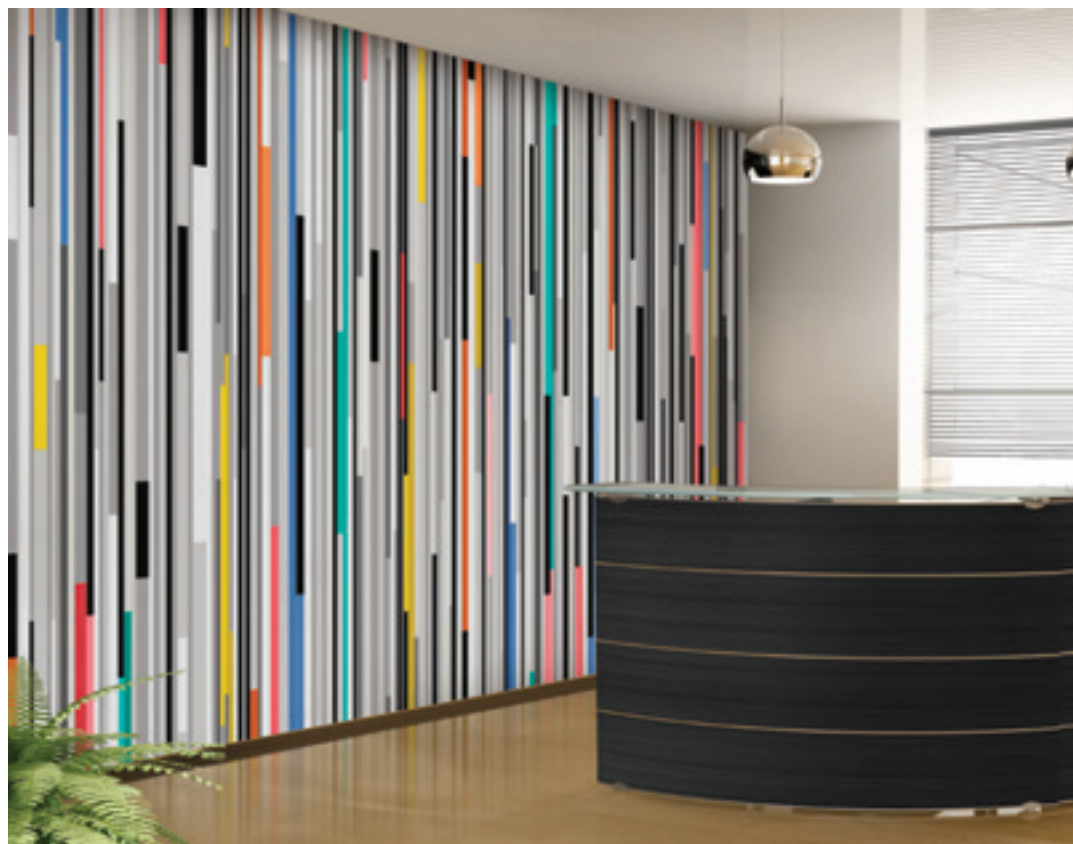


Exciting New Materials, Near Limitless Printing Solutions

Think beyond the basic Type II 20 oz. material and open the door to new applications! We now have the ability to print on almost any material, as well as offer new options for lamination.

- Clear & Frosted Window Films
- Acoustic Sound Control Materials
- Rigid Wall Protection Materials
- Polycarbonates & Acrylic Sheets
- Laminates & Wood Veneers
- Anti-Microbial & Anti-Graffiti Laminations
- White Ink
- Many, Many More...

*Clockwise from Left: **Baroque** printed on Canvas, **Willow Wisp** printed on Rigid Wall Protection Material, **Kashmir** printed on woodgrain Laminate, a custom geometric pattern printed as privacy screening on clear window film, and **Twiggy** layered with a distressed brick design printed on Type II 20 oz. Vinyl. See the **Idea Gallery** for details.*



Extraordinary Designs, Ready to Customize

- Exclusive, 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.
- Wide choice of materials including our standard Type II 20 oz. commercial wallcovering, window film, eco-friendly & organic, and specialty substrates.

More information, ideas, and support at:

www.findyourlevel.com

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Ombre Study

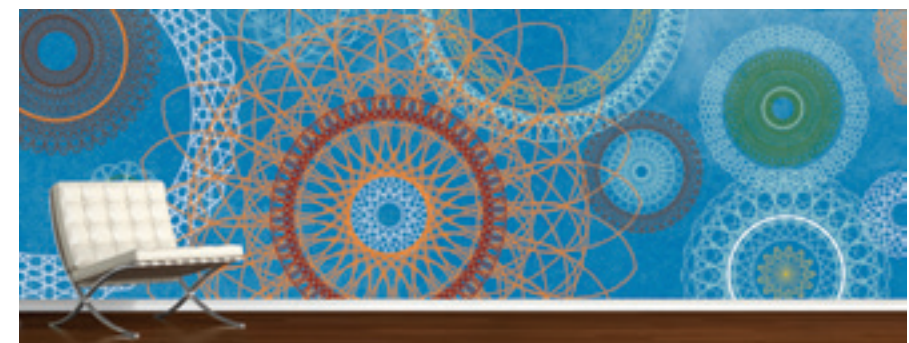


Opposite: **Ombre Study** in L32801CD Bright Ideas on frosted window film.
Clockwise from Upper Left: **Ombre Study** in L32802CD Amber Hues, L32803CD Moody Blues, and L32801CD Bright Ideas.



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Kashmir



Opposite: **Kashmir** in L31901CD Sandalwood. Clockwise from Upper Left: **Kashmir** in L31902CD Jacaranda, L31903CD Indian Orange, L31904CD Batik Blue, and L31905CD Saffron.



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Chevron



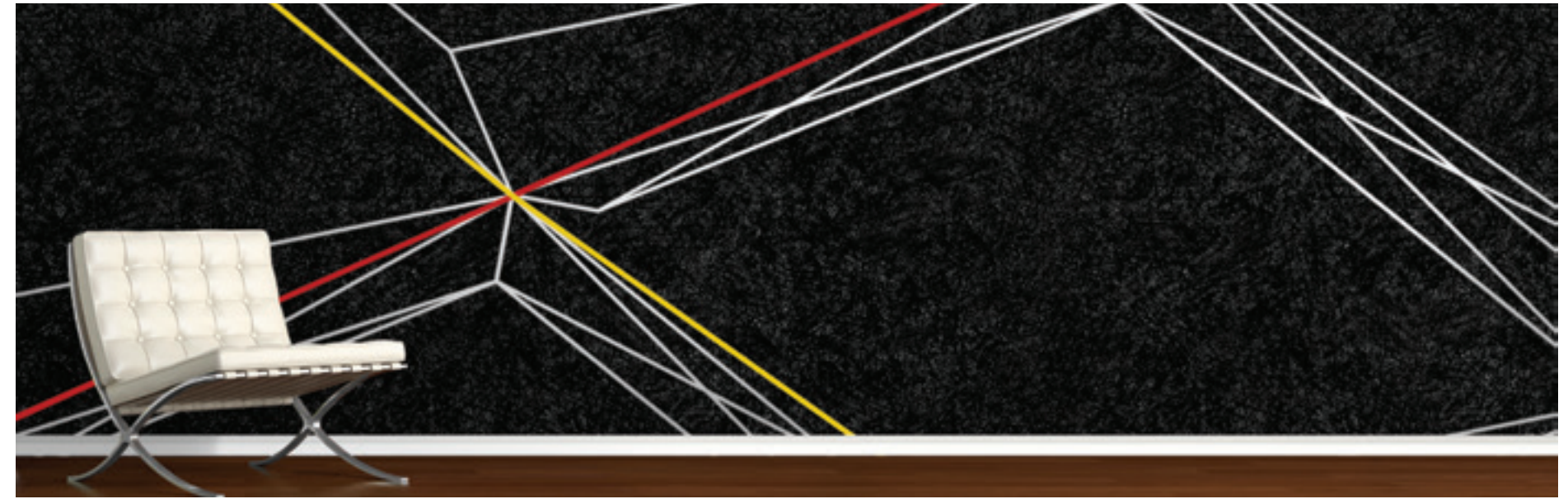
Opposite: **Chevron** in L31801CD Marine Blue. Clockwise from Upper Left: **Chevron** in L31802CD Bright, L31802CD Bright on window film, and L31803CD New Plum.



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Network



Opposite: **Network** in L32301CD Midnight Blue shown with custom accent stripes. From Top: **Network** in L32302CD After Hours with optional accent colors, and L32303CD Day Glow.



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Lineation



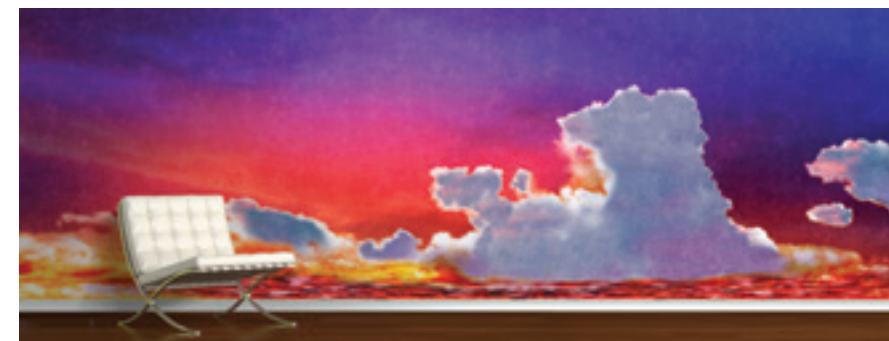
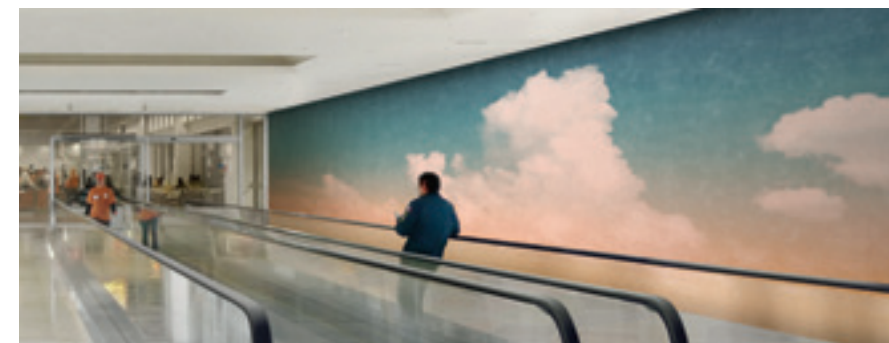
Opposite: **Lineation** in L32101CD Orange Teal. From Left: **Lineation** in L32102CD Grey Gold on window film, and L32103CD Teal Brown in a horizontal custom layout.



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Silver Linings



Opposite: **Silver Linings** in L32701CD Partly Cloudy. Clockwise from Upper Left: **Silver Linings** in L32702CD Mostly Sunny, L32703CD Tawny Sunset, L32704CD Daybreak, and L32705CD Touch of Grey.



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Fine Art Photography by Jimmy Williams
Suspended Visibility



Opposite: L33801CD **Wire Fence**. Clockwise from Upper Left: L33802CD **Crossroads**, L33803CD **Dock in Fog III**, and L33804CD **Dock in Fog IV**.

Fine Art Photography by Jimmy Williams
www.JimmyWilliamsFineArt.com

Visit www.findyourlevel.com/williams for more photography from Jimmy Williams available to print as murals in the Level program.

All **Suspended Visibility** mural photography © Jimmy Williams



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City Lights



Opposite: **City Lights** in L32201CD Frankfurt. Clockwise from Upper Left: **City Lights** in L32202CD New York, L32203CD Atlanta, L32204CD San Francisco, and L32205CD London.

Custom cities available! Ask your sales representative for details.



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Arboretum



Opposite: **Arboretum** in L32001CD Birch.
From Top: **Arboretum** in L32002CD Spruce,
and L32003CD Juniper.



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Moon Blossom



Opposite: **Moon Blossom** in L32201CD African Violet. From Top: **Moon Blossom** in L32202CD Sage Teal, and L32203CD Orange Poppy.



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Branching Out



Opposite: **Branching Out** in L32502CD Spring Green shown on window film with a custom layout. Clockwise from Upper Left: **Branching Out** in L32501CD Autumn Orange, L32502CD Spring Green, and L32502CD Spring Green shown on window film in a custom coloration and layout.



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Bluestem Garden



Opposite: **Bluestem Garden** in L32601CD Orchid. Clockwise from Upper Left: **Bluestem Garden** in L32602CD Juniper, L32601CD Orchid on window film with white ink only, and L32603CD Aloe.



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Twiggy

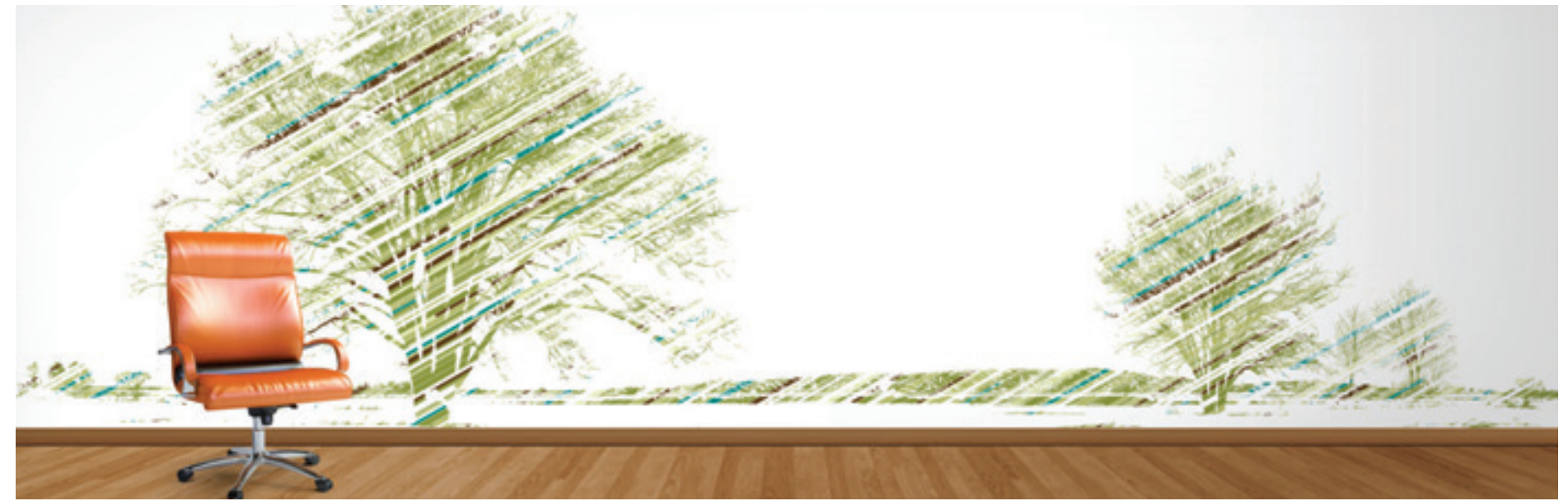


Opposite: **Twiggy** in L33401CD Midnight Blue. Clockwise from Upper Left: **Twiggy** in L33402CD Dusky Teal, L33403CD Golden Dawn, and L33404CD Winter White.



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Treescape

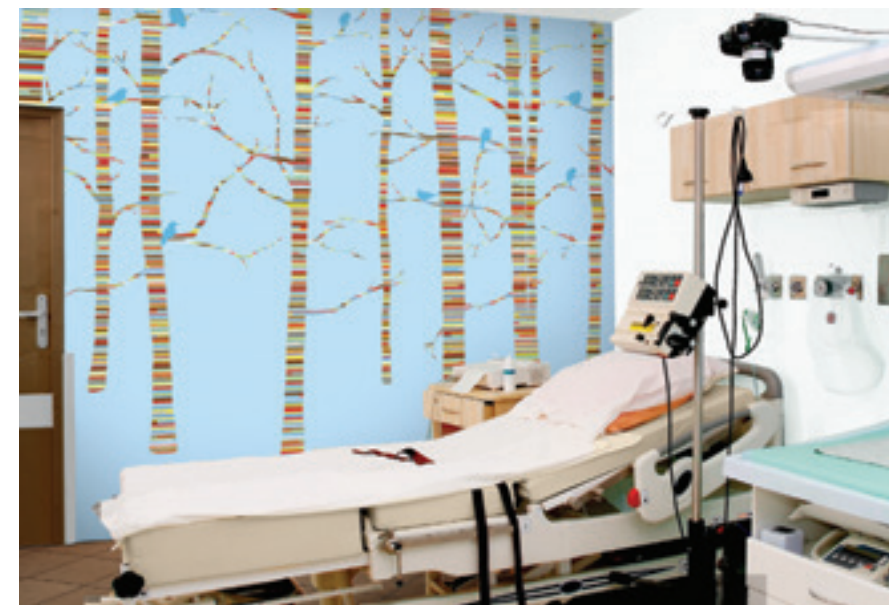


Opposite: **Treescape** in L33101CD Bright.
From Top: **Treescape** in L33102CD Lime, and
L33103CD Blue.



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Woodland Wonderland



Opposite: **Woodland Wonderland** in L33201CD Bright.
Clockwise from Upper Left: **Woodland Wonderland** in
L33202CD Black & White, L33203CD Navy, and L33204CD
Baby Blue.



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X Ray Vision



Opposite: **X Ray Vision** in L325762LV Cool Hues. Clockwise from Upper Left: **X Ray Vision** in L32577LV Positive shown on frosted window film, L325761LV Warm Hues, and L32576LV Negative.

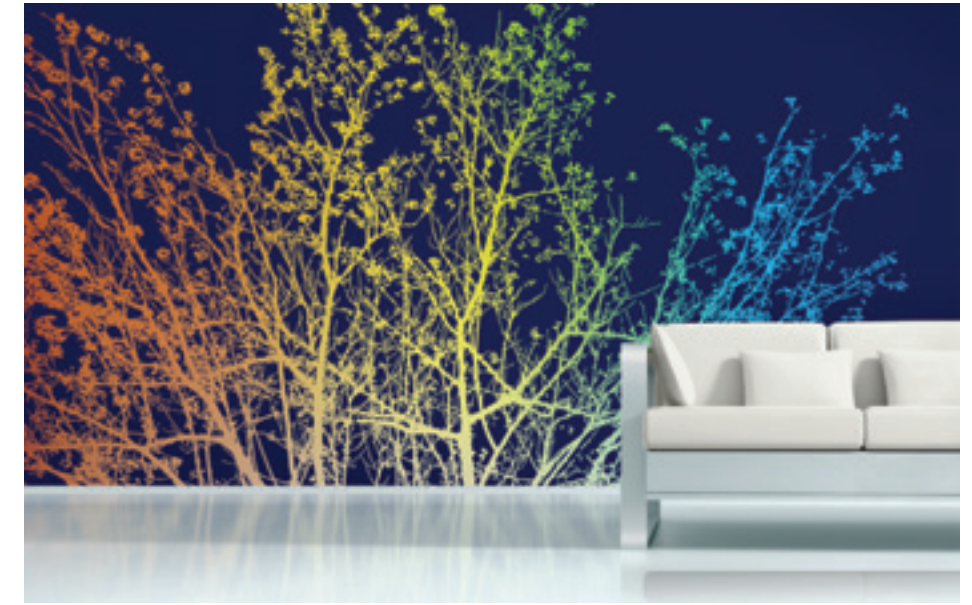
All **X Ray Vision** mural photography
© Don Dudenbostel.



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Sycamore



Opposite: **Sycamore** in L32560LV Ashburn. Clockwise from Upper Left: **Sycamore** in L32561LV Sylvan, L325621LV Sunnyside, and L32559LV Ablaze.



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Aviary



Opposite: **Aviary** in L31701CD Purple Martin. Clockwise from Upper Left: **Aviary** in L31702CD Acadian Green, L31703CD Bunting Blue in a custom vertical layout, and L31704CD Starling Grey.



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Flock Together



Opposite: **Flock Together** in L33301CD Teal. Clockwise from Upper Left: **Flock Together** in L33302CD Bright, L33301CD Teal in a custom coloration and scaled to feature a single element, and L33303CD New Plum.



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Watercolor Forest



Opposite: **Watercolor Forest** in L32401CD Spruce. From Top: **Watercolor Forest** in L32402CD Juniper, and L32403CD Birch.



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Gingko



Opposite: **Gingko** in L33701CD Watercolor shown on clear window film. Clockwise from Upper Left: **Gingko** in L33702CD Sienna, L33703CD Carmine, and L33704CD Phthalo.

Colors within L33701CD Watercolor can be customized.



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Forest



Opposite: **Forest** in L33601CD Black and L33602CD White. Above: **Forest** in L33603CD Teal. Right: **Forest** in L33604CD Navy.





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Central Park

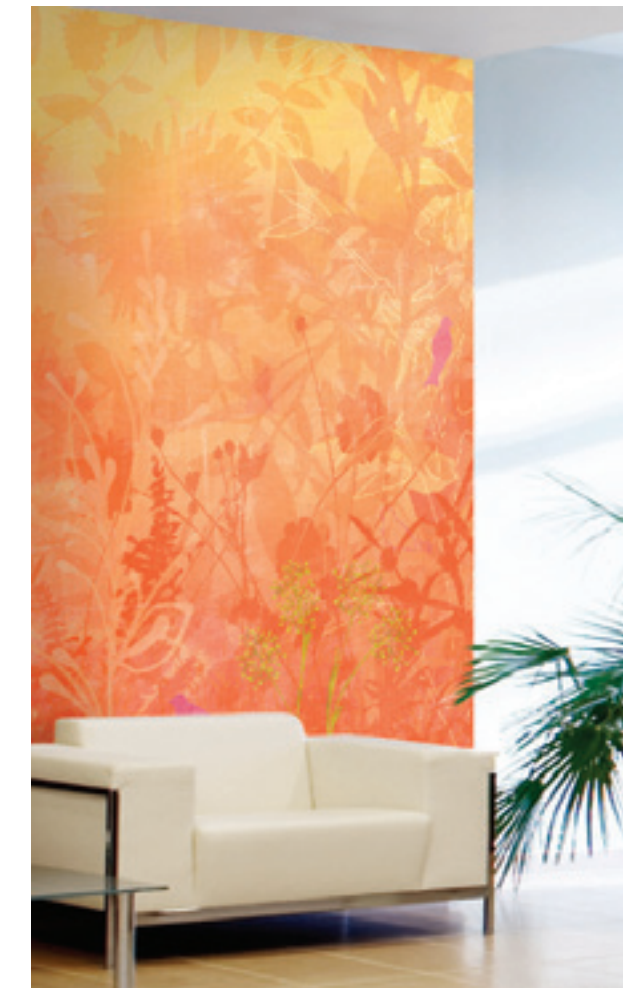


Opposite: **Central Park** in L31132CD Redbud. Clockwise from Upper Left: **Central Park** in L31131CD Walnut, L31134CD Birch, and L31133CD Spring Green.



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Petal Pushers



Opposite: **Petal Pushers** in L32536LV Goldenrod. Above from Left: **Petal Pushers** in L32534LV Bellflower, L32537LV Leaflet, and L32535LV Botanist.



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Willow Wisp



Opposite: **Willow Wisp** in L31064CD Bright Willow shown on clear window film. From Top: **Willow Wisp** in L31066CD Mandarin Orange, and L31062CD Blue Sedge.



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Baroque



Opposite: **Baroque** in L33501CD Mandarin. Clockwise from Upper Left: **Baroque** in L33502CD Pistachio, L33503CD Licorice, and L33504CD Butterscotch.



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Brocade



Opposite: **Brocade** in L31308CD Opal with a custom background using elements from **Latitude Attitude**, applied as a headboard. From Left: **Brocade** in L31309CD Tourmaline, and L31310CD Ruby in a custom vertical stripe layout.



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Brocade Disc



Opposite: **Brocade Disc** in L31604CD Multi on window film. Clockwise from Upper Left: **Brocade Disc** in L31601CD Ebony & Ivory, L31602CD Copper, and L31603CD Linen.

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Latitude Attitude



Opposite: **Latitude Attitude** in L32903CD Terrestrial Green.
Clockwise from Upper Left: **Latitude Attitude** in L32901CD
Earthen Orange, in a custom layout and coloration, and in
L32904CD Oceanic Blue.



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Alpha Beta



Opposite: **Alpha Beta** in L33004CD Orange. Clockwise from Upper Left: **Alpha Beta** in L33002CD Teal, L33003CD Brown including window film with white ink only, and L33001CD Navy.



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Float



Opposite: **Float** in L31122CD Grape Soda. Clockwise from Upper Left: **Float** in L31123CD Seafoam, L31121CD Spectrum, and L31124CD Root Beer.



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Shoot the Breeze



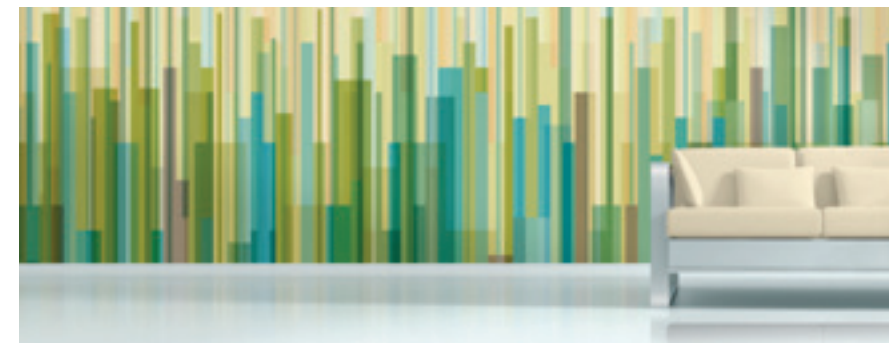
Opposite: **Shoot the Breeze** in L32557LV Windblown shown on clear window film. Clockwise from Upper Left: **Shoot the Breeze** in L32555LV Upwind, L31111CD Summer Winds shown in a vertical layout, and L32557LV Windblown.



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Bandwidth



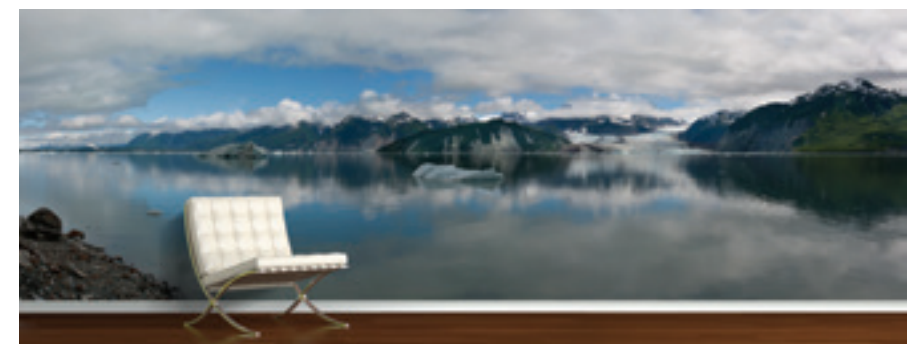
Opposite: **Bandwidth** in L31092CD Copper Crystal. Clockwise from Upper Left: **Bandwidth** in L31093CD Cream Quartz, L31091CD Blue Glass shown in a custom vertical layout, and L31094CD Sonic Lime.



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Fine Art Photography by Doug Hebenthal
Destinations



Opposite: L33906CD **Ravens Throat Northern Lights**. Clockwise from Upper Left: L33904CD **Fog on Lake Sammamish**, L33903CD **Early Fog on Mt. Rainier**, L33902CD **Blue Iceberg**, L33905CD **Hawaiian Wave**, and L33901CD **Alsek Lake**.

Doug Hebenthal is a fine art photographer from the Pacific Northwest focusing on nature and wildlife photography. Visit www.findyourlevel.com/hebenthal for more of Doug's images available to print as murals in the Level program.



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Aurora Stripe



Opposite: **Aurora Stripe** in L32503LV Storm shown vertically.
Clockwise from Upper Left: **Aurora Stripe** in L32500LV Cosmos,
L32502LV Borealis shown vertically, and L32501LV Big Sky
shown vertically.



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Idea Gallery

- 79 **Photographic Imagery**
Our images, your images, licensed images. We can print them all.
- 81 **The Nature of Window Film**
Natural elements lend organic warmth to plain glass.
- 83 **Design with Window Film**
Windows and partitions come alive with design and pattern.
- 85 **Privacy Screening**
The perfect marriage of form and function.
- 87 **Earthy Elements**
The charm of a loft; the serenity of a spa. Rugged yet inviting.
- 89 **Layer with Texture**
Blend your favorite design with a texture for a dramatic solution.
- 91 **Custom Color**
Complex designs can be altered to blend with your custom color palette.
- 93 **Custom Layouts**
Let our designs spark your imagination and inspire new ideas.
- 95 **Custom Design**
If you can dream it, we can create it.
- 97 **Design Archives**
Access decades of extraordinary designs.

View the entire collection and find more information, ideas, and support at:

www.findyourlevel.com



Mural © Pease Photography

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Photographic Imagery



Mural © Gene Nery



Mural © Pease Photography



Mural © Gene Nery

Photographic wall treatments are regaining popularity, especially when scale and context are given a clever twist.

Go macro, try a sepia tone, zoom in... let us adapt your image for a unique solution.

Browse our growing library of photographic images, bring your own, or choose a licensed image from another source.

We can print that.



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The Nature of Window Film



Themes from nature are among the most popular choices for window films. Their organic lines and textures add movement and interest to otherwise basic geometric architecture.



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Design with Window Film



The entire mood of a window or partition can be changed with the addition of a pattern or design. With new materials and inks, any surface can create any mood or impression, or tailor the amount of light and transparency.



Privacy Screening



Opposite: Custom layout printed on clear window film using white ink to create a highly opaque band of screening.

Left: Custom geometric pattern printed on clear film in white ink at low opacity (*above*), and at high opacity (*below*) to demonstrate different levels of screening from the same pattern.

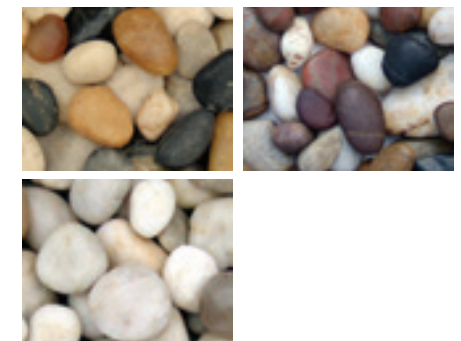
Above: Custom geometric pattern printed in a gradient of white ink, with higher opacity toward the middle of the window for greater screening at eye level.



Earthy Elements



The use of bricks can add both drama and warmth to an otherwise sterile environment. And don't forget we can pair it with a Level design for a distressed look.



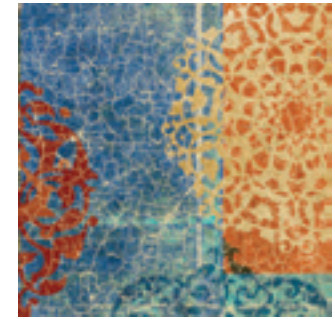
River stones evoke the sound of a flowing stream and add a spa-like atmosphere to a space. Try them at different scales for a bold, graphic look.



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Layer with Texture



Let's get creative!

Blend your favorite design with one of our many textures to achieve a whole new take on the artwork. Add the look of woven canvas, distress it over brick, age it with a crackle, or even give it the appearance of a large brush stroke.

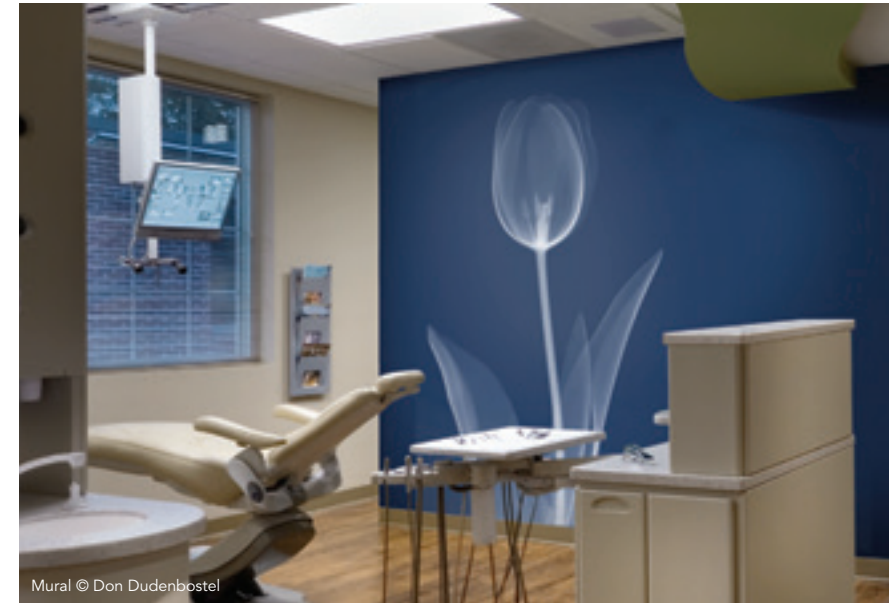
Or choose from one of the hundreds of more texture options available in the Level library.



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Custom Color



All Level designs can be altered to blend with your color palette. Level's **Color Target Sheets** offer an affordable way to customize color by choosing from a palette of over 1,000 different hues! See Page 103 for details.



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Custom Layouts



Let our designs spark your imagination and inspire new ideas. Each Level design is both a ready-to-specify, finished piece of art and a concept - a rough sketch open to any number of interpretations and alterations until it's the perfect fit.



Our custom design service is an ideal solution for those seeking to create a unique environment. We work with clients in a variety of ways to help them achieve their creative vision:

- Realize - Our team routinely assists designers who have a creative solution in mind, but need the creative help to bring it into focus and execute the finished artwork.
- License - On behalf of our clients, we can research our broad network of artists and photographers to identify, license, and adapt the right artwork for their needs.
- Create - We often work closely with clients to develop a concept, define artistic techniques, select a color palette, and then use that to create entirely new artwork to perfectly suit their space.



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Design Archives



Don't see what you're looking for? Browse our extensive library of thousands of designs. Go to www.findyourlevel.com and click on the **Design Archives** link, or call your sales representative to schedule a conversation with our creative team.



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.

More information, ideas, and support at:

www.findyourlevel.com

Creative Expertise + Technology

The Level team are experts in the use of digital print technology for the commercial wallcoverings market. With over a decade of experience, we have a deep knowledge and mastery of the intricacies of this technology. We also invest in the latest printing devices 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

Adapting a flat piece of artwork to perfectly fit a client's space is what we do best. With fifteen 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. If you can dream it, we'll find a way to make it happen.

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 the commercial wallcoverings market.

Near Limitless Substrates & Durable Laminates

We are able to print your design on an ever-growing list of materials including Type II vinyls, commercial wallpaper, 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. And optional liquid laminate top-coats can provide additional durability and abrasion-resistance, or feature anti-microbial or anti-graffiti properties.

A Step-By-Step Guide to Specifying Level

Step 1: Select a Design & Color

The designs in the Level program are available in a range of standard 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.

If you choose any of the standard layouts and colorations offered, go directly to Step 3. For any custom options, go to Step 2.

Step 2: Choose Custom Options

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. 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.

Step 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.

Step 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:

Standard Substrates

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

- **Type II 20 oz. Commercial Vinyl (Smooth or Light Stipple Texture)**
- **Optically Clear Window Film**
- **PVC-free Heavyweight Premium Commercial Wallpaper**
- **Premium Artist's Canvas**

Specialty Substrates

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 and tested for suitability for your installation requirements. Just some of the many substrates in this group are:

- Frosted Window Films
- Acoustic Sound Control Fabric
- Rigid Wall Protection Material
- Polycarbonates & Acrylic Sheets
- Laminates & Wood Veneers

Our experienced, knowledgeable staff can quickly provide you basic information about the durability and color characteristics of most specialty materials, and it is important to remember that printing on specialty materials nearly always involves a longer lead time and more up front expense than our standard materials. However, there is no better way to create a stunning and utterly unique wallcovering than printing on these materials, and we're here to help you every step of the way.

Step 5: Request a Quote

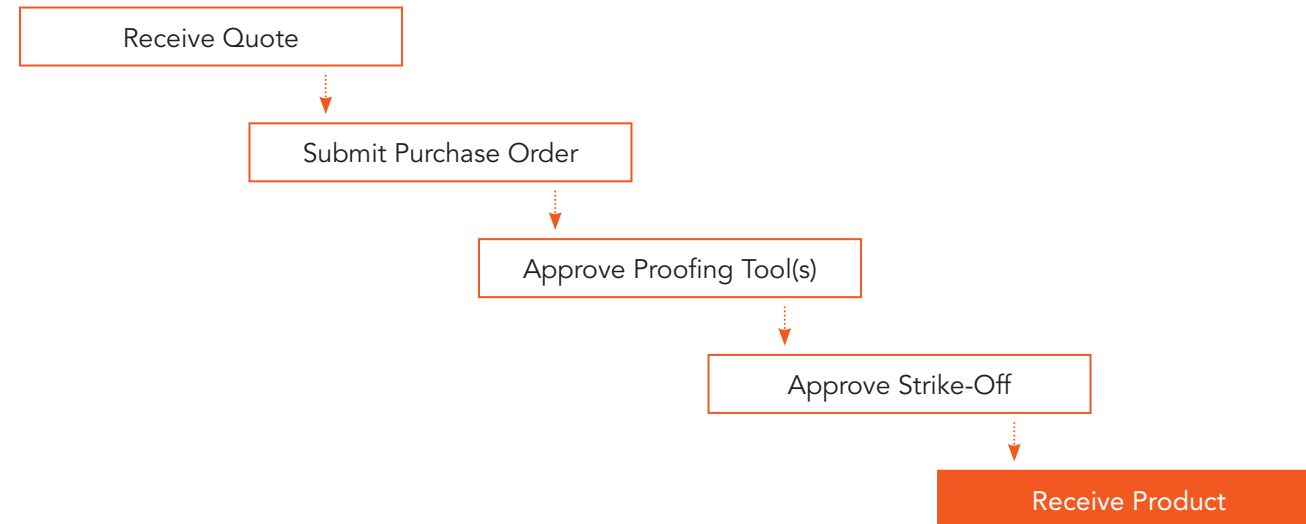
Once you've compiled all the information needed, simply provide the necessary information to your sales representative!

More information at:

www.findyourlevel.com

After You Request a Quote...

Below is the process that occurs once you have submitted a request for a quote. Of course each job is unique and may require deviations from this outline. Our job is to handle the complexity and we will make every effort to keep you informed of the status and progress of your job.



For a more comprehensive outline of the production process, please visit:

www.findyourlevel.com/process

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

A emailed PDF of your artwork in an elevation view (may be superimposed over your actual architectural elevations upon request). The intent of the PDF is to visually demonstrate how a requested design will appear when sized, cropped, scaled, and/or customized to your specifications.

Custom Design Proof

A Custom Design Proof, also referred to as a CAD, may be generated for custom colorations. The proof is printed on paper and features a crop of a given design re-colored in the selected custom colors. It is not intended for final color approval, but rather as an aid in establishing color placement and position. 16" x 20".

Substrate Sample

A small swatch of substrate material, including its basic specifications, is available for all Standard Substrates and many Specialty Substrates. Available printed or unprinted.

Color Target Sheets

A series of color swatches printed on our recycled 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".

About the Designer



DIANA ROBINSON studied at the Cleveland Institute of Art where she received a BFA in painting and print making. After graduation she went to work for Imperial Wallcoverings where she began her career in surface design.

In 1984, Diana founded DLM Studio. During her career in residential wallcoverings, Diana and her creative staff at DLM Studio created collections for most of the industry's best selling brands including Waverly, Gramercy and Village (all owned by F Schumacher & Co) as well as for Seabrook, Blonder, Brewster, Warner, Blue Mountain, Eisenhart, International and Imperial.

Diana is also a founding partner - along with Patrick Walker - of 4walls, creator of the Level program and one of the first companies to digitally produce wallcoverings with a combination of both creative and technical expertise. Through 4walls, Diana branched into the custom commercial market by marrying sophisticated design with a wide range of elegant printable substrates.

From 2005 - 2011 Diana and DLM Studio began as the product designers for the Bolta, Genon, Tower, and Essex brands of Omnova Solutions, the then largest commercial wallcoverings manufacturer in the world. She has also consulted with other leading clients in the wallpaper and commercial wallcovering industry and is a past winner of the prestigious Roscoe Award.

