



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



Exclusive Designs, Ready to Customize

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.

Archives of thousands more designs available to specify as Level digitally produced wallcovering.

Exciting New Materials, Near Limitless Printing Solutions

While we carry a complete line of premium vinyls, PVC-Free Type II wallcovering, and specialty wallcovering materials, we have the ability to print on almost any substrate, as well as offer new options for lamination.

- Clear & Frosted Window Films
- Sound Absorption Solutions
- Rigid Wall 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.



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THE INDUSTRIALIST

A modern reboot of timeless lines; whispers of nostalgia and aged finishes. Concrete, wood, steel, copper, rust & verdigris - hard edges eased into weathered texture.

CLOCKWISE
Upgrade shown in:
L403602 Copper
L403604 Cadmium
L403601 Iron

OPPOSITE
Upgrade shown in:
L403603 Chromium



CLOCKWISE
String Theory shown in:
L403502 Cadmium
L403503 Manganese
L403506 Iron
L403505 Cobalt

OPPOSITE
String Theory shown in:
L403501 Copper Patina



CLOCKWISE
Jet Set shown in:
L403704 Mediterranean Isle
L403702 Aegean Beach
L403703 Alpen Chateau

OPPOSITE
Jet Set shown in:
L403701 Provençal Resort





THIS PAGE
Word Play shown in:
L407004 Concrete

OPPOSITE
Roundabout shown in:
L408604 Expressway

TOP TO BOTTOM
Metropolis shown in:
L405003 Olympic Teal
L405002 Gothic Brown

OPPOSITE
Metropolis shown in:
L405001 Utopian Blue



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



CLOCKWISE
Tapestry shown in:
L405105 Batik
L405103 Angora
L405104 Crushed Velvet
L405101 Boucle

OPPOSITE
Tapestry shown in:
L405102 Cashmere



TOP TO BOTTOM
Brainstorm shown in:
L404801 Blackboard
L404802 Chalkboard

OPPOSITE
Brainstorm shown in:
L404803 Whiteboard (printed
in white ink on window film)



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.



CLOCKWISE
 Boardwalk shown in:
 L404702 Light Wood
 L404707 Migration
 L404703 Dark Wood
 (printed vertically with
 inlaid text effect)
 L404705 Treescape

OPPOSITE
 Boardwalk shown in:
 L404701 Faded Stain
 (design printed at a
 45° angle)

VARIETY
 Many Level designs are
 also available in a range
 of standard variations,
 or different takes on the
 same theme.
 Visit findyourlevel.com
 to see more.



TOP TO BOTTOM
Cartographer shown in:
L400203 Antique
L400201 Parchment

OPPOSITE
Cartographer shown in:
L400202 Tea Stained



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



THE ARTIST

Expressive and unrestrained; colorful and energetic. Eye-catching graphics balanced with handmade subtleties. Often playful, always bold. One-of-a-kind.

TOP TO BOTTOM
 Palette versions:
 L407501 Monson #11
 L408101 Monson #30

OPPOSITE
 Palette version:
 L407401 Monson #7

ABOUT THE ARTIST

The Palette collection features the work of Seattle based fine artist John Monson.

Mr. Monson's paintings explore the dichotomy of atmospheric fields of color and the incidental imagery generated by the physical texture of paint on canvas. The color fields seem to evoke both external atmospheric landscapes and internal psychological states while the textures offer the suggestion of aging, renewal and implied action.

Abstraction is employed in order to avoid literal, narrative associations, freeing the viewer to have a more direct experience of the paintings and to arrive at more intimate, intuitive and subconsciously derived personal meanings.

After receiving his BFA in Studio Art from Western Washington University, Mr. Monson's early artistic career was spent in the nascent computer graphics field of the 1980's culminating in a long relationship with Microsoft's Digital Imaging Group as an art director and then program manager. During that time Mr. Monson kept his hand in drawing and painting, returning full time to his first love of creating fine art in 2007.

The 2014 Winner of the Creative Quarterly CQ35 Competition, Mr. Monson's work is featured in the collections of Western Washington University, Edmonds Community College, and Therapeutic Health Services in Seattle, as well as numerous private collections including that of Marianne Tagney-Jones.

All artwork in the Palette collection © 2015 John Monson. All Rights Reserved.
 johnmonsonart.com





THIS PAGE
Palette version:
L407601 Monson #12

OPPOSITE
Palette version :
L407701 Monson #33

CLOCKWISE
L407702 Monson #33
(with overprint)
L407602 Monson #12
(with overprint)
L407502 Monson #11
(with overprint)
L408102 Monson #30
(with overprint)

OPPOSITE
L407402 Monson #7
(with overprint)

LAYER

We combined John Monson's already beautiful paintings with stylized photography to create stunning new effects. Layering artwork with complimentary imagery offers endless possibilities for expression and impact.



All artwork in the Palette collection © 2015 John Monson. All Rights Reserved. johnmonsonart.com

CLOCKWISE
Roundabout shown in:
L408601 Fast Lane
L408603 Carpool
L408605 Rush Hour
L408604 Expressway

OPPOSITE
Roundabout shown in:
L408602 Accelerate



TOP TO BOTTOM
Energy shown in:
L408301 Prism
L408303 Electron (printed in both
white and color ink on window
film)

OPPOSITE
Energy shown in:
L408302 Gravity



Print a Level design on window film to add elegance and sophistication to privacy screening, glass partitions, windows and more.



TOP TO BOTTOM
Origami shown in:
L404901 Hiroshi
L404902 Katsu

OPPOSITE
Origami shown in:
L404903 Midori (printed on
window film)



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



CLOCKWISE
Flux shown in:
L404202 Matinee
L404203 Eclipse
L404204 Daybreak
L404205 Happy Hour

OPPOSITE
Flux shown in:
L404201 After Hours



TOP TO BOTTOM
Full Circle shown in:
L402602 Indigo
L402603 Viridian

OPPOSITE
Full Circle shown in:
L402601 Gamboge



There are literally hundreds of materials available on which your Level design can be printed, and the list grows almost daily.

© Noah, Artist, Courtesy of Canadian Art Prints and Winn Devon Art Group, Inc.



TOP TO BOTTOM
Abstracted shown in:
L405203 Quacridone
L405202 Ultramarine

OPPOSITE
Abstracted shown in:
L405201 Vermilion



TOP TO BOTTOM
Transformations shown in:
L402502 Crimson
L402501 Ochre

OPPOSITE
Transformations shown in:
L402503 Phthalo



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

© Noah, Artist, Courtesy of Canadian Art Prints and Winn Devon Art Group, Inc.

TOP TO BOTTOM
Swept Off My Feet shown in:
L403203 Warm Hues
L403202 Deep Hues

OPPOSITE
Swept Off My Feet shown in:
L403201 Cool Hues



Our goal: a clear, efficient, and responsive process, and a flawless installation.

© Julie Hawkins, Artist, Courtesy of Canadian Art Prints and Winn Devon Art Group, Inc.



THE NATURALIST

Renewal and transformation. Calm and contemplative environments, embraced by the serene beauty of the natural world.

CLOCKWISE
Tranquil shown in:
L406005 Orchid
L406002 Evening Glow
L406004 Meadow
L406003 Whisper

OPPOSITE
Tranquil shown in:
L406001 Sea Glass



TOP TO BOTTOM
Kimono shown in:
L405303 Jasmine
L405301 Chrysanthemum

OPPOSITE
Kimono shown in:
L405302 Lotus



TOP TO BOTTOM
Grovewood shown in:
L402802 Daybreak
L402803 First Snow

OPPOSITE
Grovewood shown in:
L402801 Sunset



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



TOP TO BOTTOM
Ginkgo Shadows shown in:
L406901 Green Tea
L406903 Espresso

OPPOSITE
Ginkgo Shadows shown in:
L406902 Latte



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

CLOCKWISE
Fern Shadows shown in:
L406802 Maidenhair
L406803 Narrowleaf
L406804 Hayscented

OPPOSITE
Fern Shadows shown in:
L406801 Horsetail



CLOCKWISE
So Vein shown in:
L407005 Salt
L407002 Thyme
L407006 Pepper
L407004 Cayenne

OPPOSITE
So Vein shown in:
L407003 Cinnamon



CLOCKWISE
Treeline shown in:
L405702 Early Spring
L405704 Nightfall
L405701 Summer Breeze

OPPOSITE
Treeline shown in:
L405703 Indian Summer





THE TRADITIONALIST

An unexpected twist. Modern interpretations of classic design motifs. Damasks and acanthus leaves. Florals and geometrics. A nod to the past while forging a new narrative.

TOP TO BOTTOM
Fabrique shown in:
L407802 Maiden
L407804 Dutchess

OPPOSITE
Fabrique shown in:
L407801 Aristocrat



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

CLOCKWISE
Fabrique Distressed Variant
shown in:
L407805 Sovereign

Fabrique Textured Variant
shown in:
L408501 Chivalry
L408502 Nobility

Fabrique Striped Variant
shown in:
L408201 Regal

OPPOSITE
Fabrique Offset Variant
shown in:
L407803 Grand Duke

VARIETY
Many Level designs are
also available in a range
of standard variations, or
different takes on the same
theme.
Visit findyourlevel.com
to see more.



TOP TO BOTTOM
May Flowers shown in:
L408902 Zinnia
L408901 Snapdragon

OPPOSITE
May Flowers shown in:
L408903 Iris



Endless variations can be achieved simply by editing the Level designs, or the composite elements within a design.



TOP TO BOTTOM
Scrollwork shown in:
L404302 Stone
L404303 Patina

OPPOSITE
Scrollwork shown in:
L404301 Gilded



Adapting artwork, illustration, graphics or photography to a client's space and unique requirements.



CLOCKWISE
City Griddy shown in:
L408401 Altitude
L408402 Hemisphere
L408406 Compass
L408405 Latitude

OPPOSITE
City Griddy shown in:
L408403 Zoned



CLOCKWISE
Paparazzi Squared shown in:
L408801 Miami
L408802 Hollywood
Paparazzi shown in:
L403101 Miami
L403102 Hollywood

OPPOSITE
Paparazzi shown in:
L403103 New York City



CLOCKWISE
 Word Play shown in:
 L405801 Black & White
 (with "Welcome" text)
 L407101 Watercolor
 (with "Health & Wellness"
 text)
 L405803 Citron
 (with "Success" text
 printed on window film)
 L407004 Concrete
 (with "Success" text)

OPPOSITE
 Word Play shown in:
 L407005 Teal
 (with "Success" text)

CUSTOMIZE
 Mix and match the
 words, font styles and/or
 colors from the variations
 featured here, or provide
 your own words to replace
 those in the design.



CLOCKWISE
Mod Damask shown in:
L404404 Harvest
L404403 Spring
L404402 January

OPPOSITE
Mod Damask shown in:
L404401 Indian Summer





WINDOW FILM
SPECIFYING

TOP
Full Circle shown in:
L402602 Indigo
(printed in white ink only on clear window film)

BOTTOM
L409001 Devine Pattern
(printed on clear film in white ink at high opacity [left], and at low opacity [right] to demonstrate different levels of screening from the same pattern)

CUSTOMIZED PRIVACY
By varying the opacity of white ink on window film you can control the amount of privacy in a given space, or simply tailor the amount of light and transparency.



CLOCKWISE
 Lineation shown in:
 L32100A1CD Multi
 Willow Wisp shown in:
 L31064CD Bright Willow
 Central Park shown in:
 L31134CD Birch
 Shoot the Breeze shown in:
 L32555LV Upwind

OPPOSITE
 Bandwidth shown in:
 L31091CD Blue Glass

BROWSE
 In addition to this book, there are hundreds more design and color options available at findyourlevel.com. Just click on the *Designs* link.

Still don't see what you're looking for? Browse our extensive archive from the *Design Archives* link at the website, or call your sales representative to schedule a conversation with our creative team.



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. And join the creative conversation on social media for the latest updates.

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📖 findyourlevel.tumblr.com



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](#). Optional liquid laminate top-coats can provide additional durability and abrasion-resistance, or feature anti-microbial or anti-graffiti properties.

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.

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)
- Type II PVC-Free Contract Wallcovering
- Optically Clear Window Film
- 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
- Polycarbonates & Acrylic Sheets
- Sound Absorption Solutions
- Laminates & Wood Veneers
- Rigid Wall Protection Material

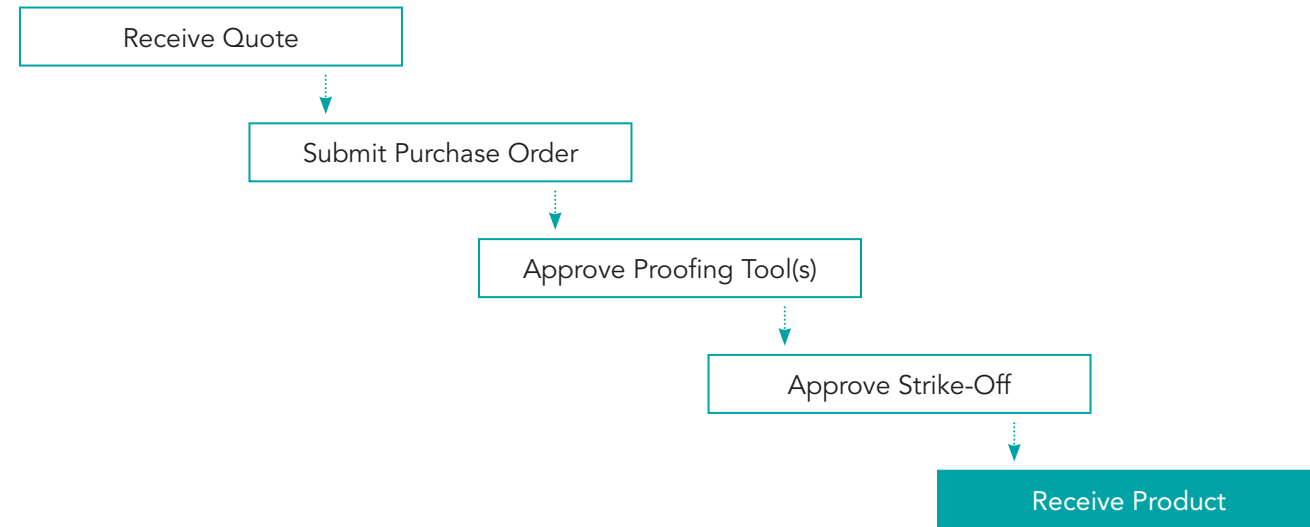
Our experienced, knowledgeable staff can quickly provide you basic information about the durability and color characteristics of most specialty materials, and it is important to remember that printing on specialty materials nearly always involves a longer lead time and more up front expense than our 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!

After You Request a Quote

Below is the process that occurs once you have submitted a request for a quote. (Prior to a quote, we can provide estimates for budgetary purposes.) 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:
findyourlevel.com/process

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

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 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".

Why Level?

Extraordinary Designs, Ready to Customize

Exciting New Materials, Near Limitless Printing Solutions

Pain-Free Project Management



level DIGITAL WALLCOVERINGS

level DIGITAL WALLCOVERINGS

 **surface** materials
The ultimate in interior finish products.