

# WALLCOVERING+PRINT

manual





## FROM IDEA TO INSTALLATION

Vescom Wallcovering+Print can add character and individuality to interiors, tell a unique spatial story, or provide an integrated method of wayfinding. It can embed branding within the interior architecture, determine the mood of an entire space, or provide a feature accent within a spatial scheme.

Produced in our own on-site manufacturing facilities, Vescom Wallcovering+Print is available in various widths and in an array of different structured surfaces to accommodate any and every look and feel. The majority of our high-performance printable surfaces are made from vinyl, an attractive yet incredibly durable solution that meets strict international contract market standards.

This manual guides you through the complete process of taking your customized Vescom Wallcovering+Print from idea to installation. We explain how to prepare your imagery and select your surface before handing the project over to our expert team to translate it into the perfect end result, and outline best practices for installation, cleaning and maintenance.

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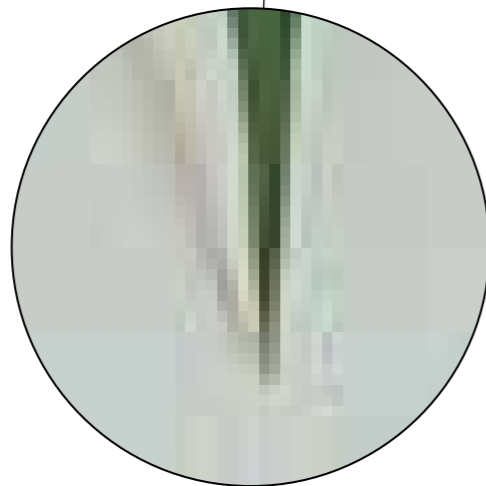


## STEP 1 prepare your imagery

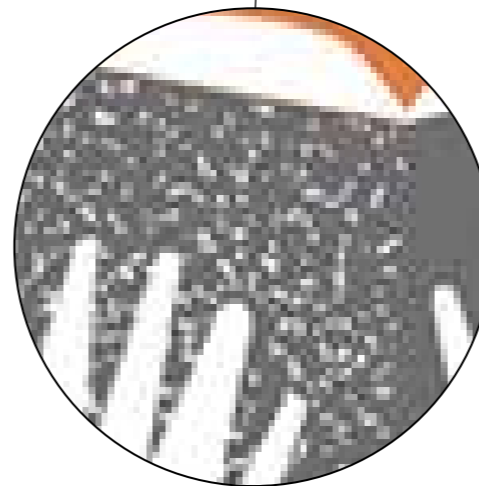
Whether you provide us with imagery that's realistic or abstract, of a pattern or material, or even text-based, we will translate it into a wallcovering of the perfect size and quality. In this section is all you need to know about image requirements: **file formats, colour profiles, proportions and bleed.**



Example of a photo in a pixel format



Example of an illustration in a pixel format



A zoomed-in view shows the image is composed of pixels

## PIXEL FILES

Pixel files consist of many squares or 'pixels', each with their own colour. When these coloured squares are displayed en masse and at a small enough size, they appear as an image instead of as individual pixels. Digital photos are always pixel files, but illustrations can also be created or saved in a pixel file format. The disadvantage of pixel files is that imagery can become blocky when enlarged.

**To ensure the best possible results for Vescom Wallcovering+Print, we work with the following quality standards:**

**Minimum resolution of a pixel file:  
30 PPI on a 1:1 scale or 300 PPI on a 1:10 scale**  
**Optimal resolution of a pixel file:  
150 PPI on a 1:1 scale**

**Common pixel files formats:  
.JPEG, .TIFF, .PSD, .RAW**

When the quality of a pixel file is too low, pixels will become visible to the naked eye. This is known as a pixelated image.

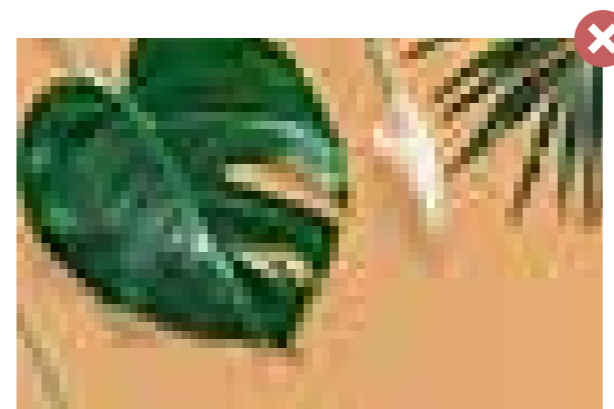


Example of a pixelated image

The resolution of images can be upscaled, but this will not result in a good quality print if the quality of the original image file is too low.



Good quality image



Poor quality image

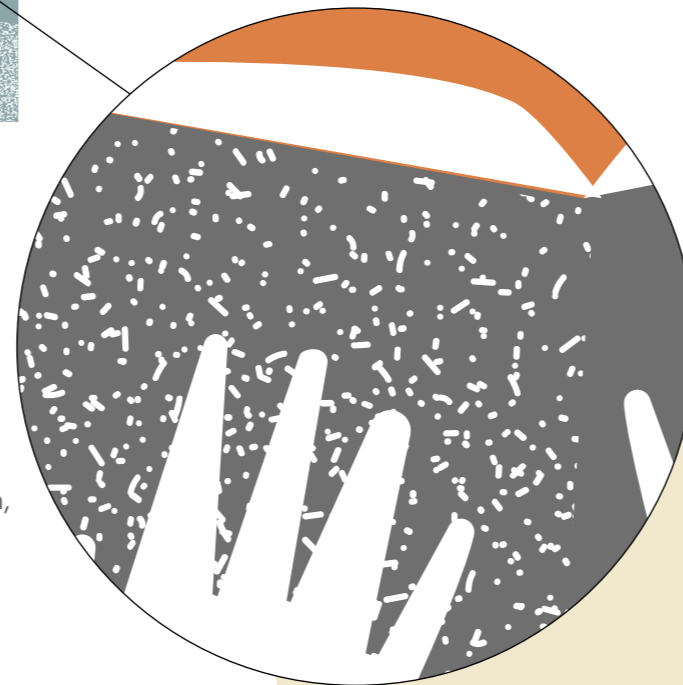


Poor quality image after upscaling the resolution



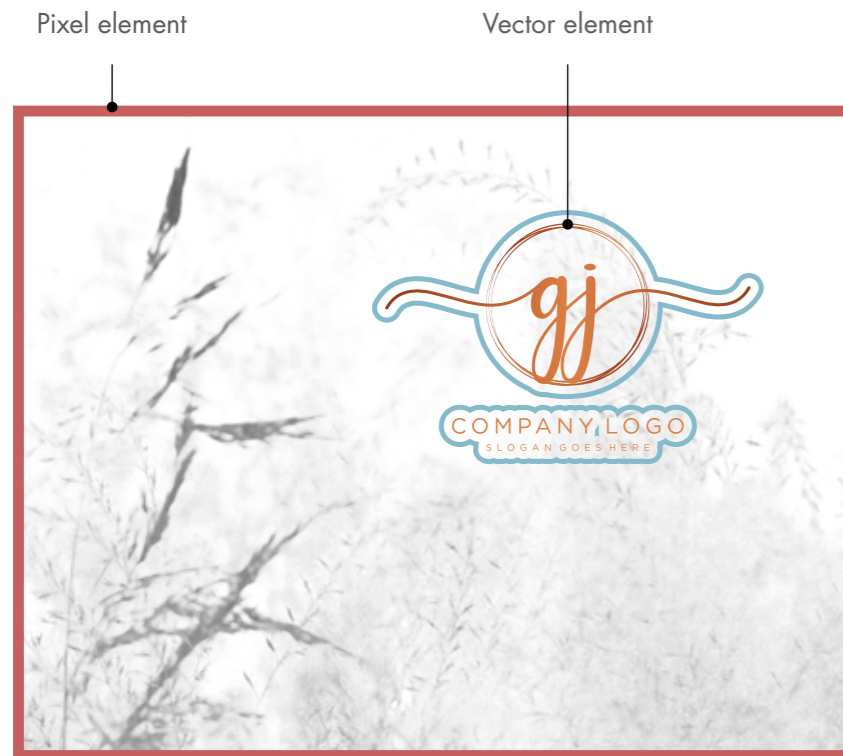
Example of an illustration in vector format

No matter how much you zoom in,  
the image remains sharp



## VECTOR FILES

Vector files are essentially digital line drawings. They are built with mathematical formulas that establish points, or 'vectors', on a grid and shape the lines between these points. Vector elements can be scaled infinitely without ever losing sharpness and quality. **Logos, icons and other types of line drawings are often made as vector graphics.**



A combination of pixel and vector elements

Font included

*PilGi font*

Correct display of the font

Font not included

**PilGi font**

Incorrect display of the font

Font example

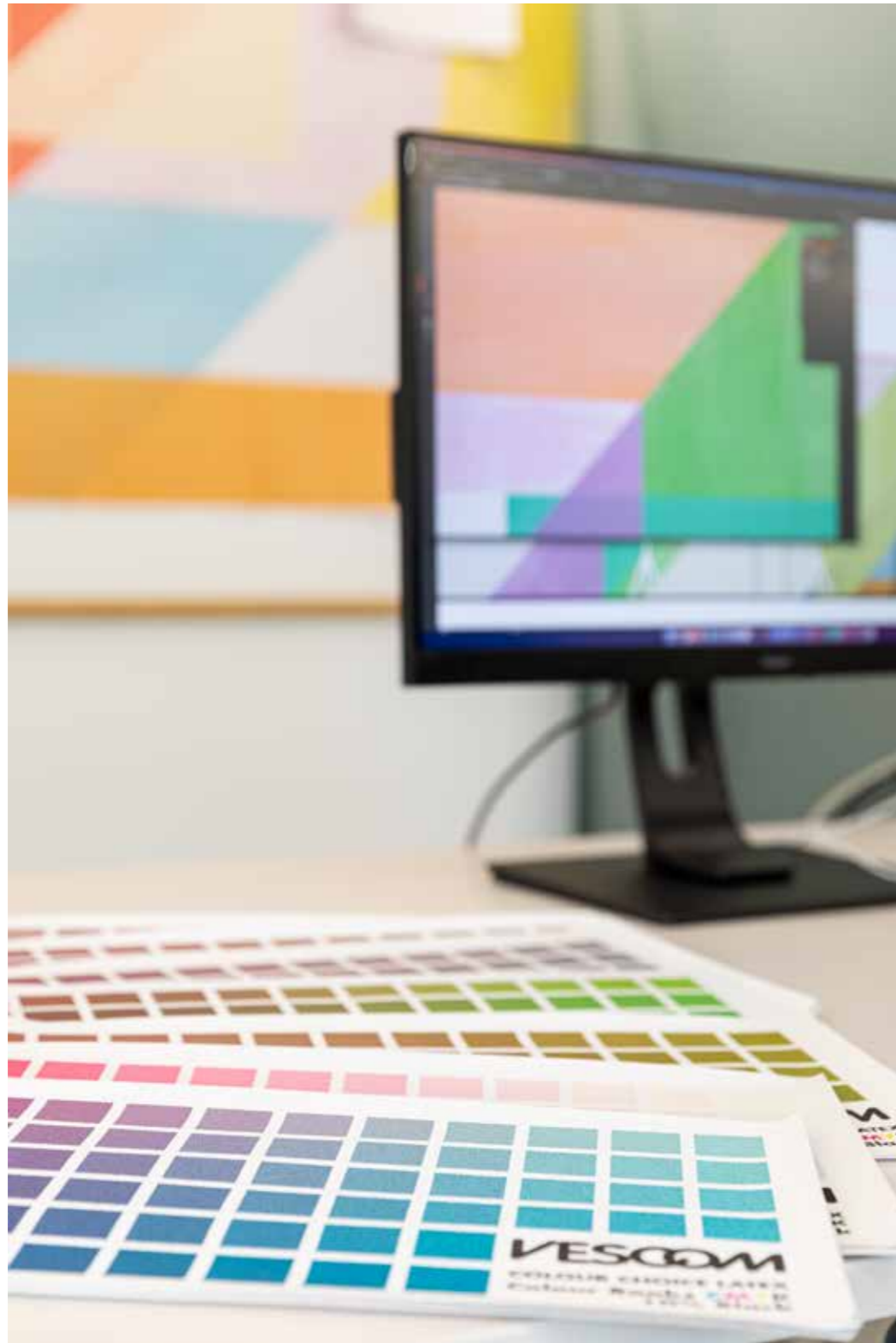
## COMBINATION PIXEL/VECTOR FILES AND FONTS

Some files contain both pixel and vector elements – for example, when text or illustrations are applied to a photographic image. When working with fonts, please include them as separate files in the delivery package or make sure they are ‘outlined’ – a command in vector graphic software that converts fonts into graphics – within the image file. This will ensure fonts are displayed correctly for printing. The most common extensions for font files are .TTF and .OTF. If it is not possible to install a font used in the artwork, the appearance of the font will change, and the result will differ from the intended outcome.

Please note that when an element is made in a pixel format, saving it in a vector file format will not convert that element into a vector element; it will simply be included as a pixel element in the vector file.

### Common vector file formats:

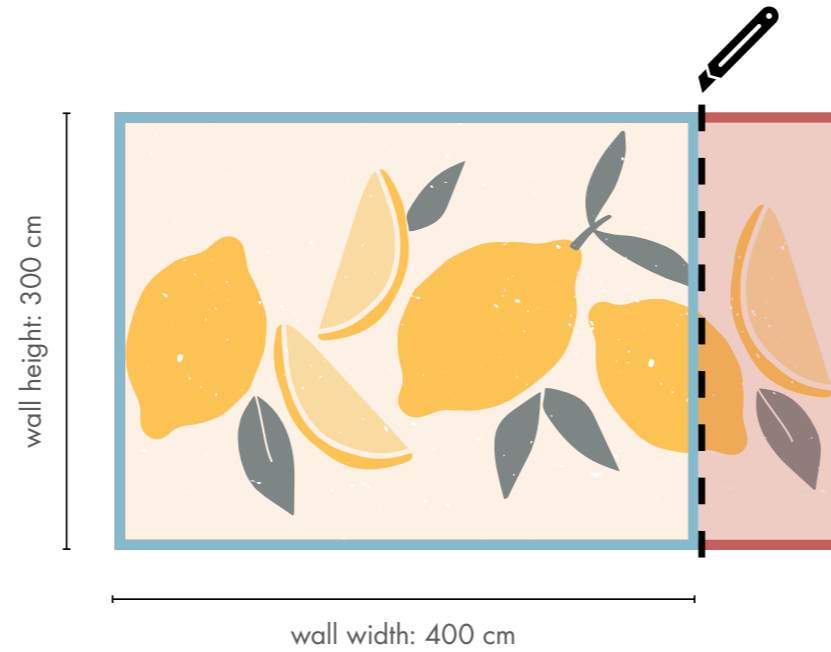
**.AI, .EPS, .PDF. Both .AI and .EPS files are primarily used for vector elements but can also contain pixel elements. The most common format for combined files is .PDF.**



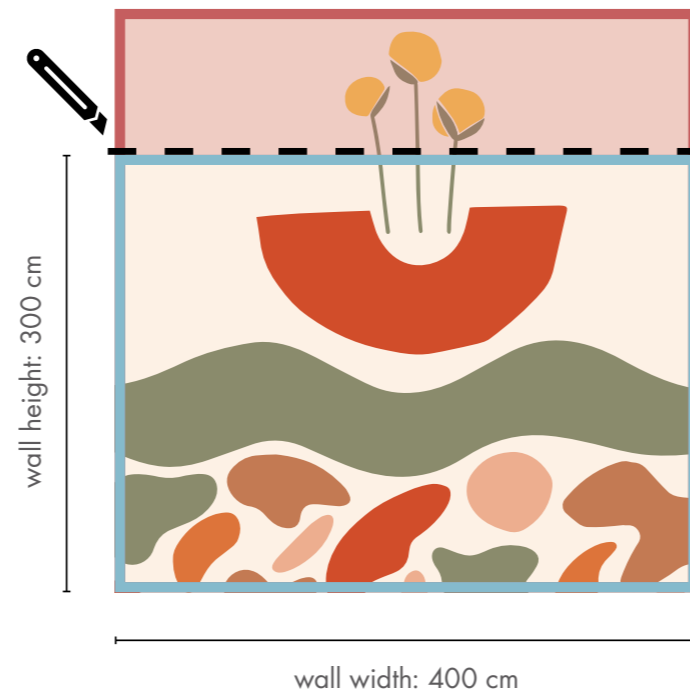
## COLOUR PROFILES

**Vescom's printers work with CMYK, which means all colours visible on the print are composed of four colours: cyan (C), magenta (M), yellow (Y) and black (K, which stands for key colour).** To ensure the printing of colours is as consistent as possible, we work in the FOGRA39 colour profile intended for CMYK printing and calibrate our machines according to the DIN/ISO standard.

Other colour profiles such as RGB will be converted to CMYK before printing. For spot colours like Pantone, RAL or NCS we can approximate the correct colour by comparing them with our colour books. Bear in mind that slight differences can occur and that not all colours can be replicated well in CMYK due to the pigments used, particularly for bright and metallic colours.



**Enlarge and crop:**  
 Because the artwork is smaller than the wall, the image must be cropped to fit. A section of the image is lost.

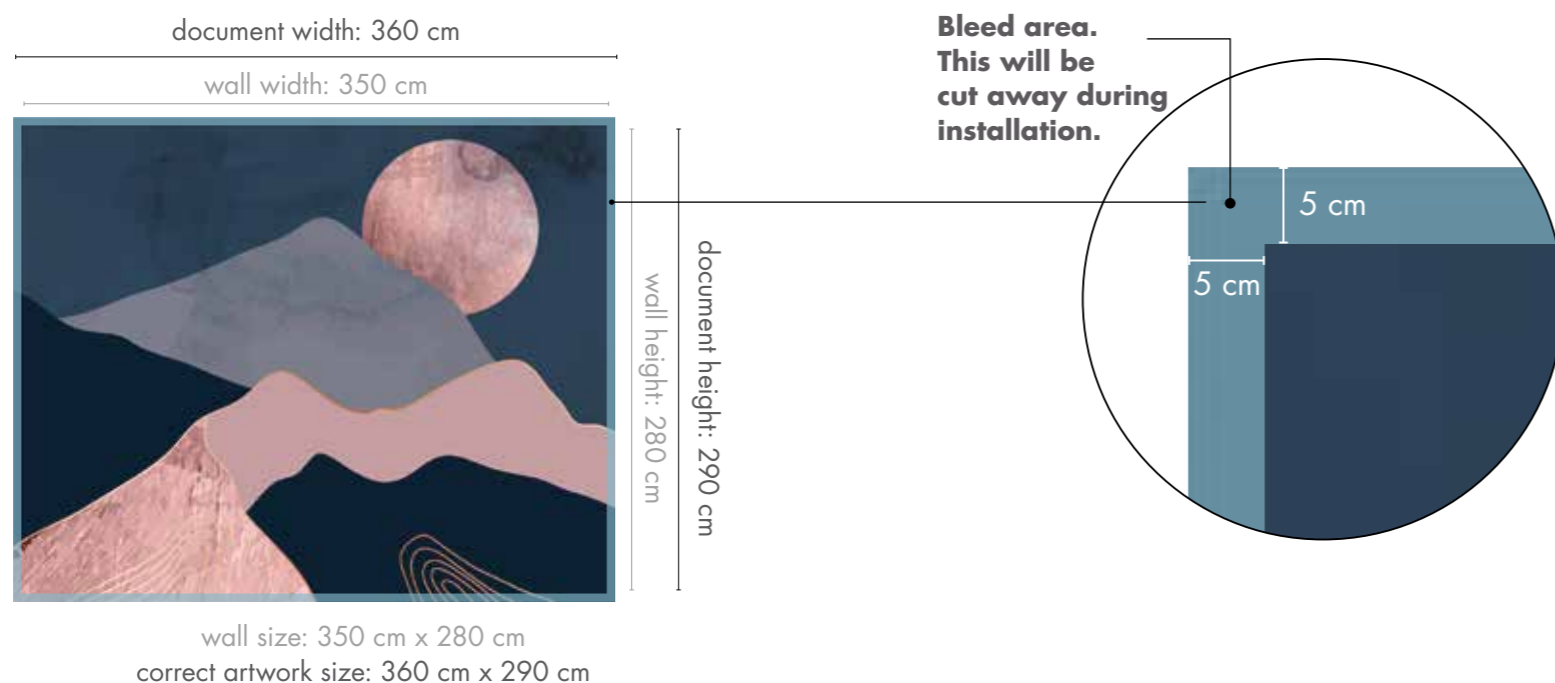


**Enlarge and crop:**  
 Because the artwork is smaller than the wall, the image must be enlarged to fit. A section of the image is lost, and, in some cases, the enlarging process will make the image resolution too low.

## PROPORTIONS

Images that do not have the same proportions as the wall on which they will be placed must be cropped, enlarged, stretched or squeezed to fit. This can affect both the quality of the image and the way it is cropped. The same applies to images created without a bleed.

Shown are a wall and artworks whose measurements are not aligned, meaning the proportions are not the same. The subsequent images illustrate what consequences this has for how the artworks can be placed on the wall.



#### Example of a wallcovering without bleed

When no bleed has been added there is no extra wallcovering to conceal inconsistencies or wall sections that are not completely straight, producing an inferior result.



#### Example of a wallcovering with bleed

The addition of a bleed means wall inconsistencies can be concealed to create the perfect fit.

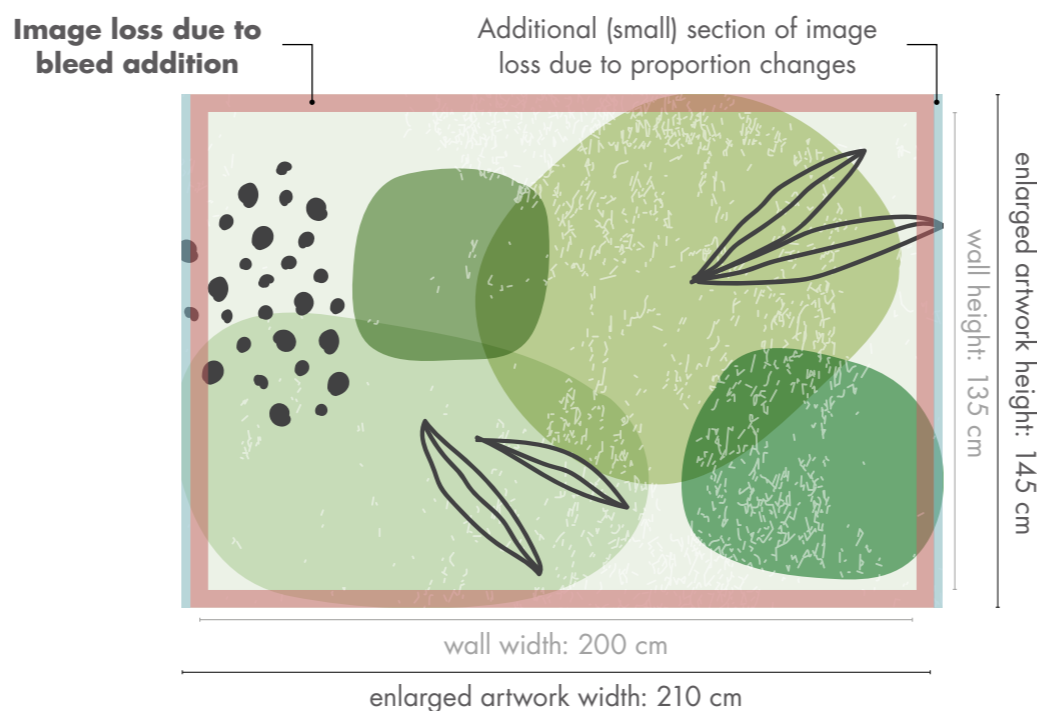
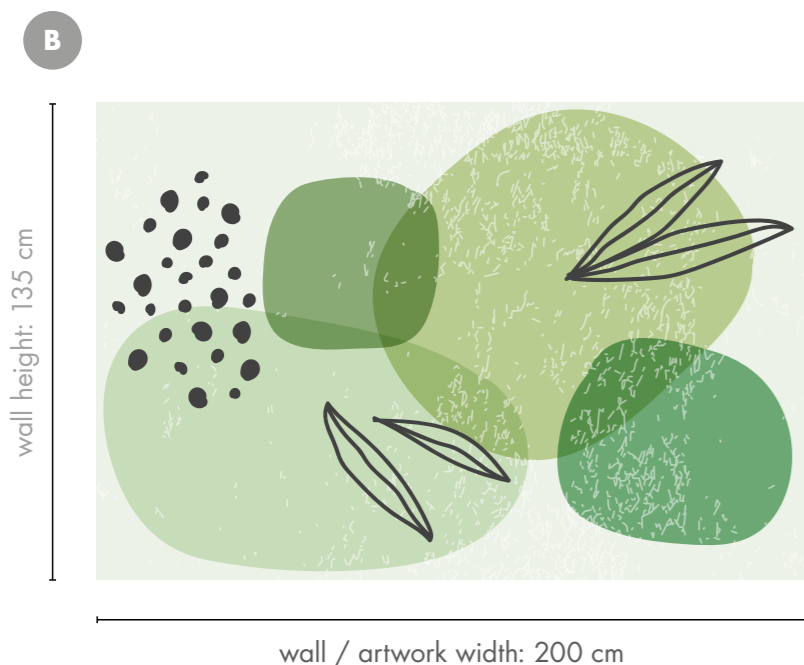
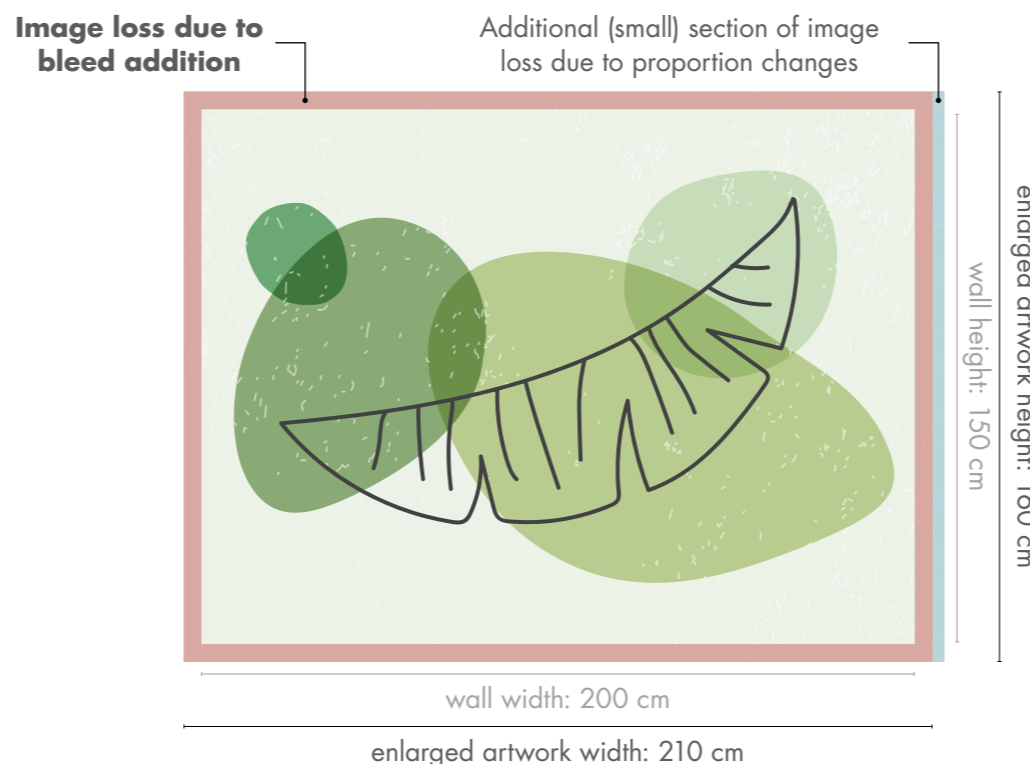
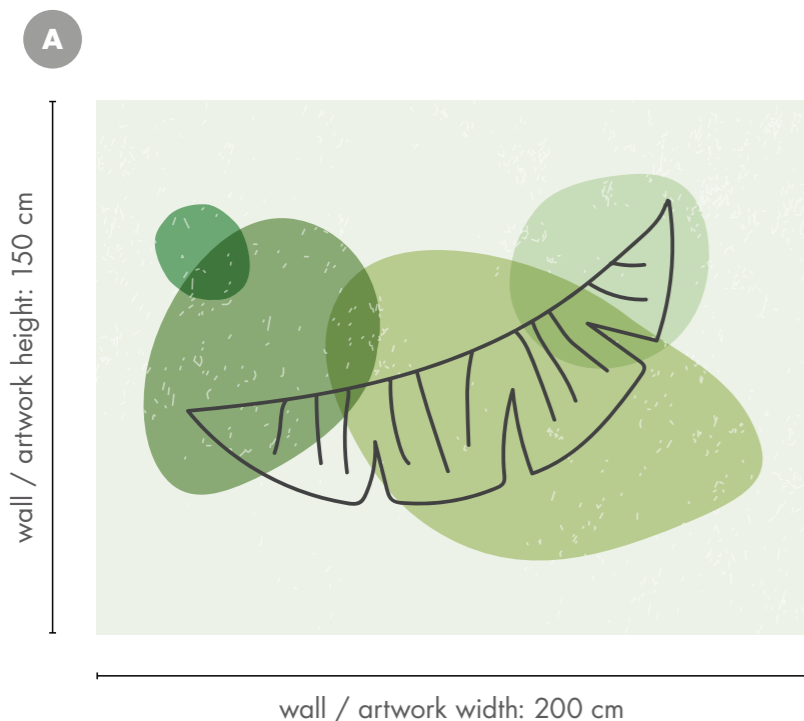
## BLEED

To achieve an optimal result during installation, it's important to work with a bleed – the part of an image that extends beyond the trim area of the print. Walls are never 100 per cent straight, so the bleed – which is added to the net size of the wall – allows the installer to conceal any inconsistencies. If only the net size of the wall is printed, the wallcovering will not fit perfectly, and a wall's bevels and seams will be visible.

Although it may be possible for Vescom to add a bleed to files delivered without one, this process usually has a significant impact on the design of the wall and is therefore undesirable. This section explains more about how Vescom works with bleeds, and in which situations they cannot be applied afterwards and must therefore be incorporated during the design process.

#### A typical bleed is 5 cm around the entire image.

As an example, for a net wall measuring 350 cm wide and 280 cm high, 5 cm should be added to the left, right, top and bottom of the image. The total size including the bleed is therefore 360 cm wide by 290 cm high; this should be the size of the artwork. It is extremely important to note that although the image needs to run into the bleed area, this area will be removed by the installer during the application of the wallcovering. Only the net size of the wall plus what is necessary to cover minor inconsistencies will remain.



The bleed also has an effect on the proportions of the artwork. When images are supplied to Vescom without bleed and it must be added before printing, the artwork will need to be cropped or enlarged to fit the required wall size. This process can result in similar (yet less extreme) effects as those outlined in the Proportions section.

**example A**

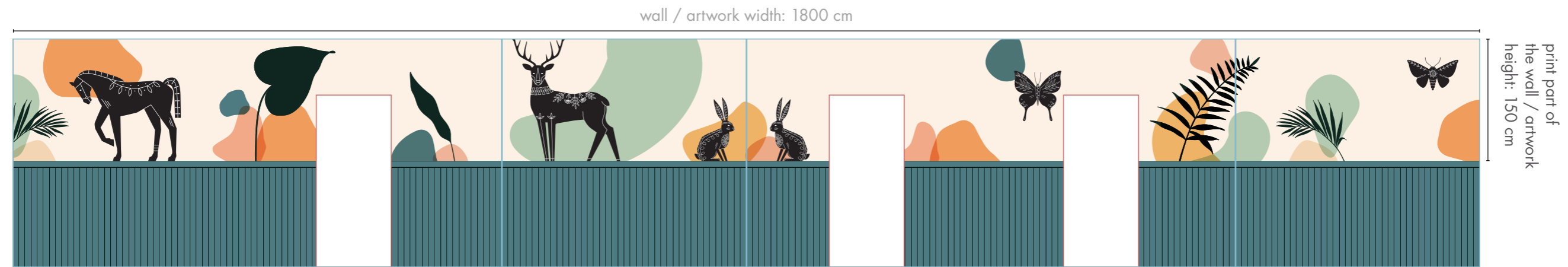
Note the image loss and slight difference in proportion due to the addition of a bleed after image delivery. In this case the subject isn't compromised, but the diagram illustrates what happens during the process.

When the design of an artwork is very specific, adding a bleed and working with precise measurements and proportions becomes extremely important. Examples include patterns that should have the same size across multiple walls and rooms, or when text or illustrations are positioned close to fixed interior elements such as doors, windows, cupboards, electrical sockets and/or wall edges.

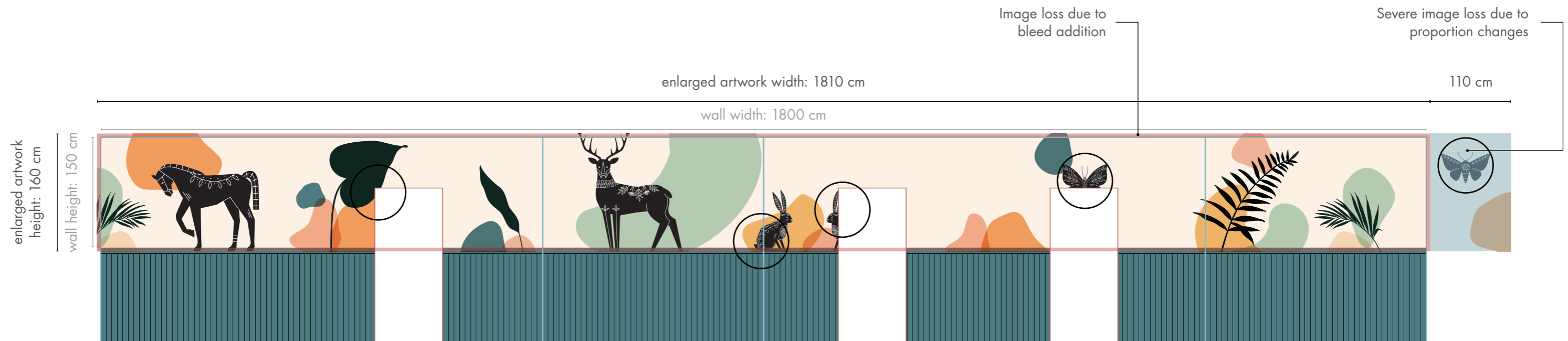
**example B**

Notice the image loss and the slight difference in proportion because of adding bleed afterwards. In this case the subject is compromised.

Another situation when the correct use of bleed becomes very important is when a design continues across multiple walls. Due to the elongated nature of the design, the proportional differences are much more pronounced than in other examples in this manual.



**Example of an artwork without bleed. Notice the intended position of the animals.**



**Example of the same artwork with bleed added afterwards. The difference in proportion is clearly visible. The further to the right, the more the animals have moved – so much so that the last butterfly is no longer on the artwork.**

## STEP 2 select your surface

Vescom Wallcovering+Print is available in a range of **eight different structured surfaces** – from solid, smooth finishes to tactile gradients. From the woven structure of Sagara+Print to the plaster look of Tica+Print to Bely+Print's linen likeness.

Tica+Print

Toro+Print

Earth+Print

Sagara+Print

Colour Choice+Print

Bely+Print

Delta+Print

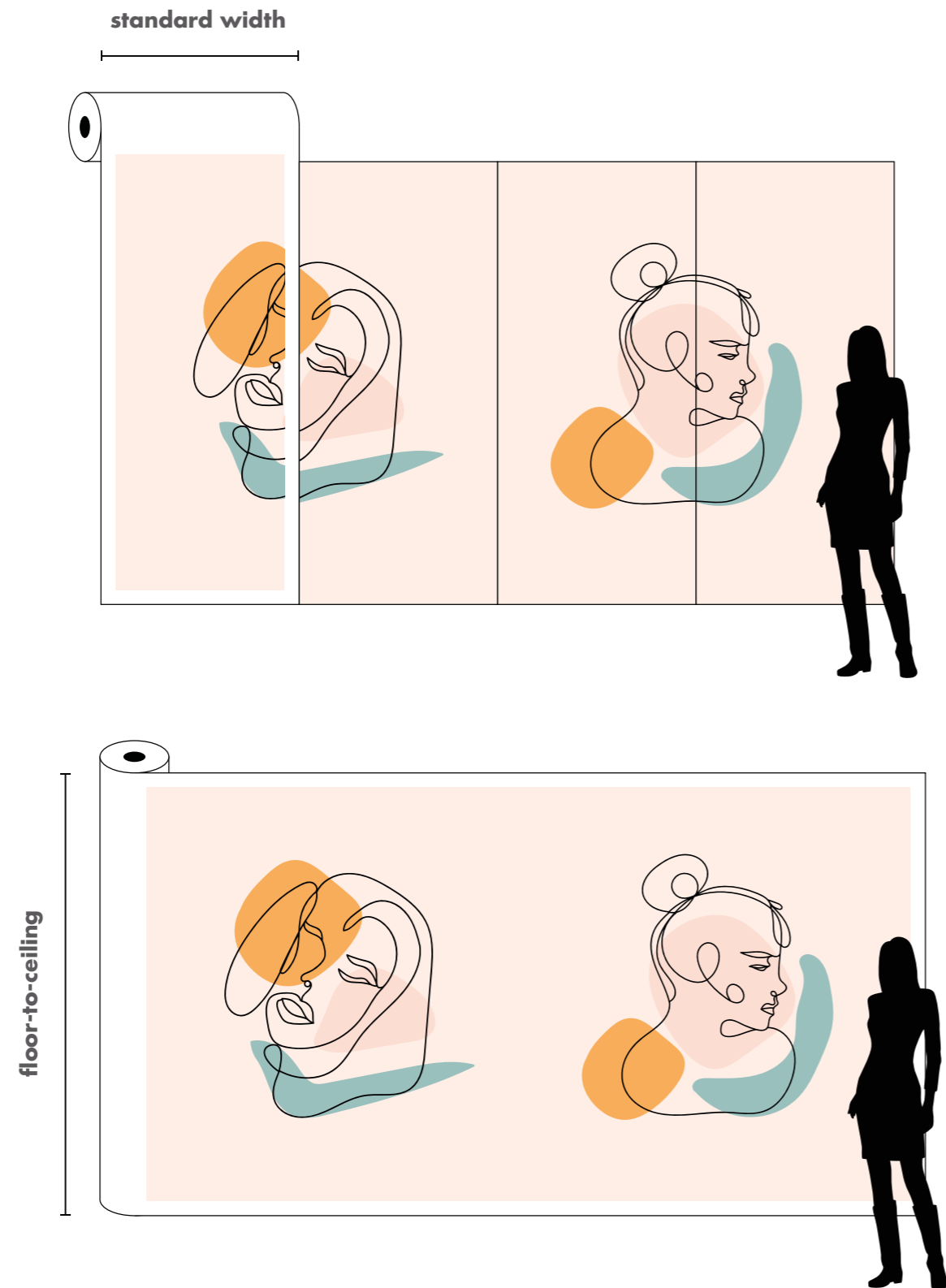
Porak+Print



Designed to meet strict international contract market standards, all of our printable surfaces are made from high-performance materials and are flame retardant (standard widths: EN 13501, B s1 d0) and light- and colourfast. The majority are made from vinyl with a non-woven backing, a material that's both easy to install and maintain.

**Thanks to their various textures, all of our printable surfaces interact with imagery in their own unique way.**

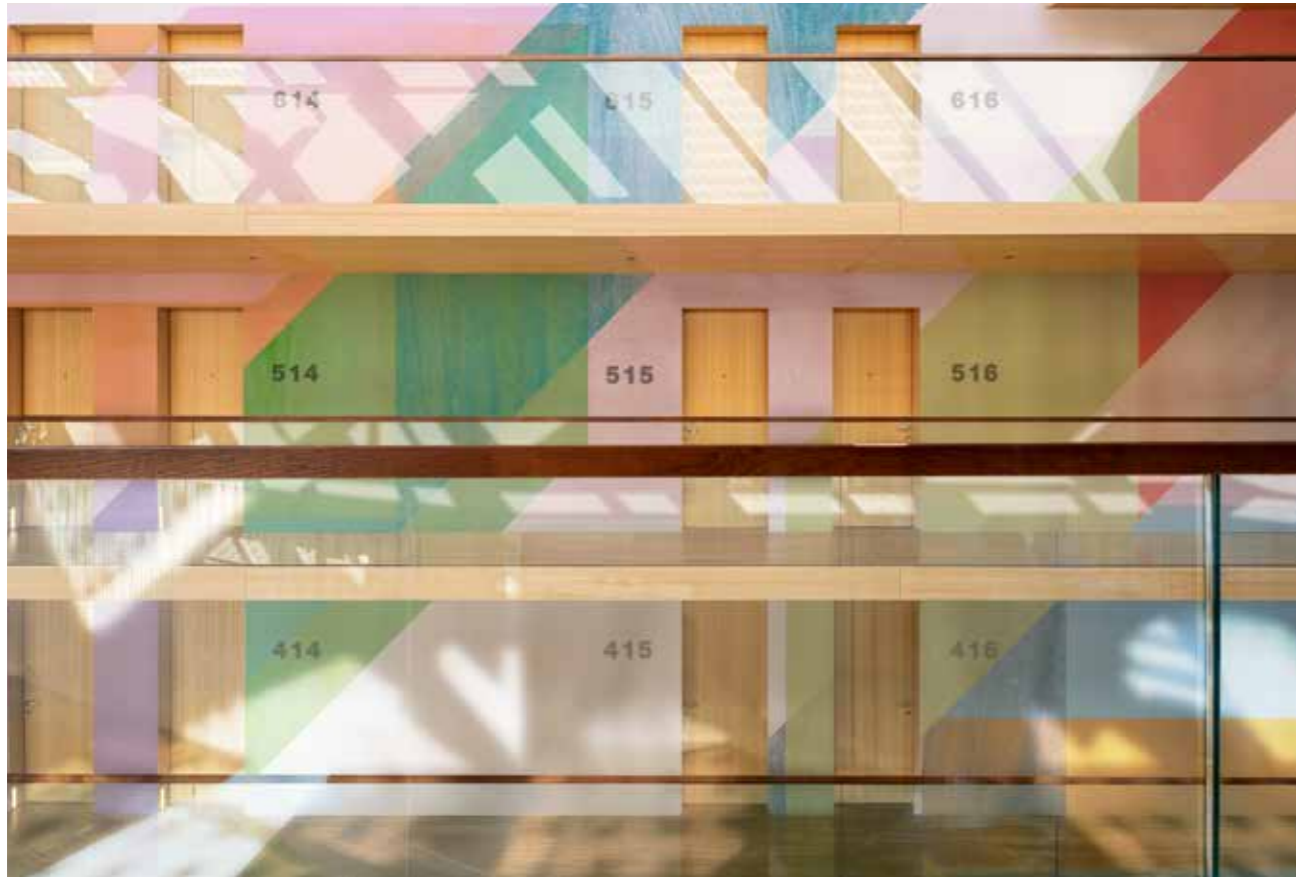




## STANDARD WIDTH OR FLOOR-TO-CEILING

Our standard Wallcovering+Print options come in widths of 134 cm. This means that the printable surface becomes 133 cm.

Porak+Print has a much wider width of 320 cm. This means that the printable surface becomes 315 cm. This wider option can be installed by qualified experts to provide a cost-effective, seamless floor-to-ceiling wallcovering.



## SEAMLESS FLOOR-TO-CEILING SOLUTIONS

**Porak+Print is a non-vinyl sustainable surface** that incorporates **40 per cent recycled polyester** and is coated on both sides with acrylate. It has a width of 320 cm, producing a printable surface of 315 cm. **This product can be used on ceiling heights of +/- 305 cm across a maximum width of 30 m,** and passes the flame retardancy test EN 13501, B s2 d0.



**Example without white coating:**

Vescom wallcovering: Albert 1103.32



Without a white layer underneath, the image is compromised by the background colour.

**Example with white coating:**

Vescom wallcovering: Albert 1103.32



A white coating is printed first.



The artwork is printed on top of the white layer, allowing the colours to appear as intended.

**PRINTING ON STANDARD WALLCOVERING COLLECTION**

Certain products from Vescom's standard wallcovering collection can be customized through digital printing. This option gives you the advantage of being able to combine personalized printed areas with non-printed wall sections – all with the same product. Our advanced printing process ensures the inks stand out and stay bright. The process involves initially printing a white coating onto the base material before printing the desired image on top.

**The following standard wallcovering designs can be used for customized digital printing: Albert, Kilby, Lismore, Millwood, Nero and Melvin.**

For technical reasons, metallic and high-embossment surfaces are excluded from this offer. Vescom's design team is on hand to advise on an image's suitability for printing on wallcovering from our standard collection.

**Our standard wallcovering collection designs come in widths of 130 cm. This means that the printable surface becomes 128 cm.**



## IMO CERTIFICATION

Our digitally printed wallcovering can fulfil the International Maritime Organization (IMO) flame retardant standards for the shipping industry, making it suitable for cruise ships, ferries and offshore platforms.

**This applies to our standard width Wallcovering+Print options and therefore includes: Tica+Print, Delta+Print, Sagara+Print, Colour Choice+Print and Bely+Print.**



## WALLCOVERING+PRINT+PROTECT

To take hygiene to the next level, Wallcovering+Print can be combined with Vescom Protect, a disinfectable product solution that stands up to aggressive chemicals, such as alcohols, solvents, bleaching agents, acids and bases. The perfect choice for environments that require periodic intensive cleaning, such as hospitality projects, public buildings, and wellness/sport and care facilities, it features a film that prevents aggressive chemicals from degrading the print and structure, thereby maintaining the wallcovering's aesthetic value.

**This option is available as Tica+Print+Protect, Bely+Print+Protect and Colour Choice+Print+Protect.**



## STEP 3 compile your specifications

Once you've selected and prepared your image and decided on the surface, all of this information – together with the desired size of your wallcovering – should be compiled and relayed to your Vescom sales contact, who will be on hand to guide you through the process. Only when all the necessary information is complete will the sales contact officially set your project in motion through the **Checklist**.



## STEP 4 translation of image to wallcovering design

Our expert design team will then begin to translate your imagery into a fully functioning wallcovering of the perfect size, colour and quality. We assess everything from the best method of printing to the most cost-effective use of materials to how to install the end result. The first result of this translation process is an **Info Document**, which needs to be approved by the customer before the wallcovering goes into production.



## STEP 5 production

Vescom's combination of **expertly trained staff, advanced printers and state-of-the-art technologies** ensures the highest quality results. And with an abundance of printers at the ready, we have the capacity to deliver an extremely high-speed service.





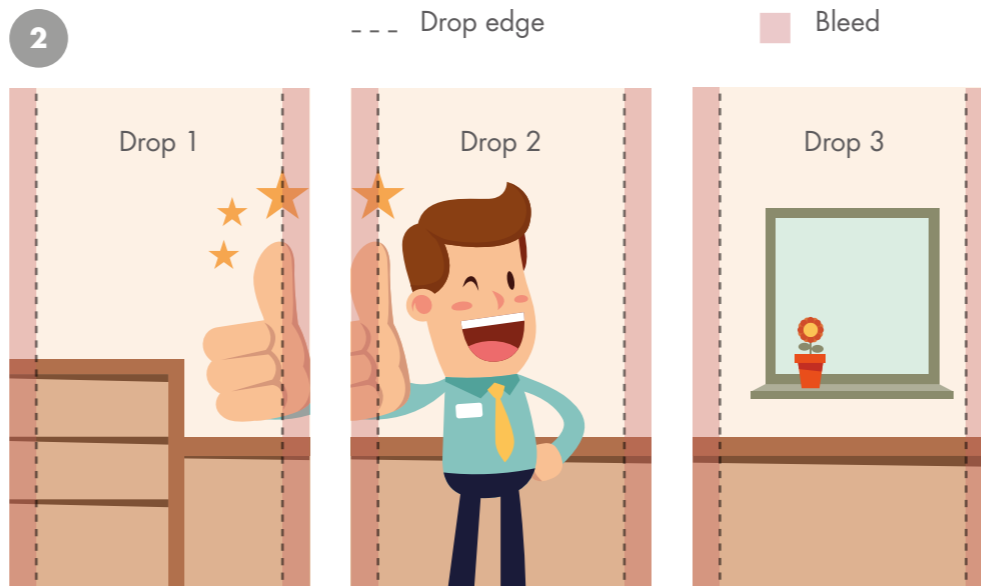
## STEP 6 installation

Our Wallcovering+Print can be easily applied by qualified experts. It requires no drying time and the wallcovering is odourless, so rooms can be used immediately after installation.

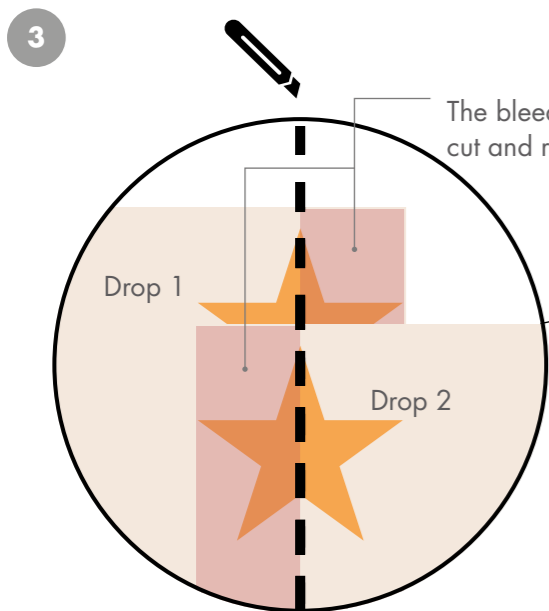




Total image



This image will be divided into 3 drops. As illustrated, the right edge of drop 1 includes a section of the image from drop 2, and the left edge of drop 2 includes a section of the image from drop 1.



The bleeds create an overlap. The installer can now make a double cut through both drops. The cut bleed strokes are then removed, and the drops are seamlessly applied.



End result. The dotted lines indicate the location of the seams, which will not be visible.

**seamless installation for standard width**

Aside from the bleed added to the outer edges of an artwork, there is another type of bleed that enables the seamless application of Vescom wallcoverings. No advance action is required for this bleed as it is automatically added by our printing software, but it is helpful for installers to understand the process and how to work with the final printed wallcovering.

The standard printable width of Wallcovering+Print is 133 cm. Artworks that are wider than this will be divided into drops, which then need to be seamlessly applied to the wall. To make this possible, a 3 cm bleed is added to the left and right of each drop, creating an overlap between the drops. The installer will make a double cut through the bleeds before removing these sections (known as the 'bleed strokes') and seamlessly applying the wallcovering.



## STEP 7 cleaning & maintenance

Wallcovering+Print is easy-to-clean and disinfectable, offering a high level of protection in interiors. Cleaning is possible with standard household cleaning products.

A detailed cleaning advice for Wallcovering+Print is available for download on our website [www.vescom.com](http://www.vescom.com).