Decorative Ceiling Tiles

FUSION

ADAPTABLE, DURABLE SURFACES
FUSED WITH CUSTOM OR STOCK IMAGERY,
ALLOWING YOU TO CREATE YOUR OWN WORK OF ART.

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ON THE COVER: **CUSTOM ART + WHITE GLOSS ALUMINUM**

THIS PAGE: **BIRCH + ACRYLIC**

WHAT IS YOUR FORMULA FOR SUCCESS?

IMAGES AND GRAPHICS CAN TRANSFORM THE SPACES THEY INHABIT, ELICITING EMOTION, ENGAGING THE SENSES AND EVOKING MEMORIES OF THE PEOPLE THAT VISIT THEM.

THAT TRANSFORMATIVE POWER is at the heart of DCT's Fusion program, which marries graphics and imagery with an array of surfaces from Fiberglass Reinforced Plastic (FRP) to metal. Fusion can elevate your brand or personalize your project on any budget. By combining our ever-expanding line of graphics or your own artwork with our more than a dozen substrate options, you can make an engaging, custom design perfect for any space.

You can use Fusion for such applications as wall laminates, divider panels, displays, and large format murals that are beautiful and captivating.

From concept to completion, your imagination is the limit!

PREPARE YOUR **ARTWORK** (OR CHOOSE OURS) + CHOOSE YOUR **SUBSTRATE** SURFACE = YOUR **FUSION** SOLUTION

FUSION SOLUTIONS

BECAUSE NO TWO PROJECTS ARE ALIKE... DCT: DESIGNED TO BE YOUR PARTNER

DCT IS A LEADER in the evolving field of decorative laminates and architectural substrates. Today's constantly changing business landscape, and the consumers' growing appetite for trend-setting environments, demands innovative solutions for every type of facility layout and configuration. The challenge is to address these needs in a timely and cost-efficient manner.

That's where the expertise of DCT Solutions makes a difference. Our years of experience working with countless graphic mediums in various installation venues has allowed us to create Fusion, an architectural printed graphics program that is specifically designed to meet the unique needs of this growing industry.

OUR FUSION PROGRAM has the ability to meet the most demanding project requirements addressing the evolving needs of our customers- in every industry, for every application.

Talk with an DCT sales or customer service representative to find out what's best for your business. They have the knowledge and experience to ask the right questions and guide you toward a solution that is tailored to meet your needs.

To discover the differentiations that makes DCT unique, please flip to page 28.

STOCK SUBSTRATES

Substrates play a very critical role in the way an image will look and feel. Some of our substrates, like wood and FusionSwirl for instance, show the properties of the substrate through the image. Others, like white gloss aluminum, will show the image in full saturation. Below is just a sampling of our stock substrates. For help deciding which substrate will work best for your project, see our selection guide on page 41, or call us so we can assist.

ACRYLIC

EPANEL ALUMINUM

FUSIONSWIRL

LUXCORE

PLYWOOD

PVC

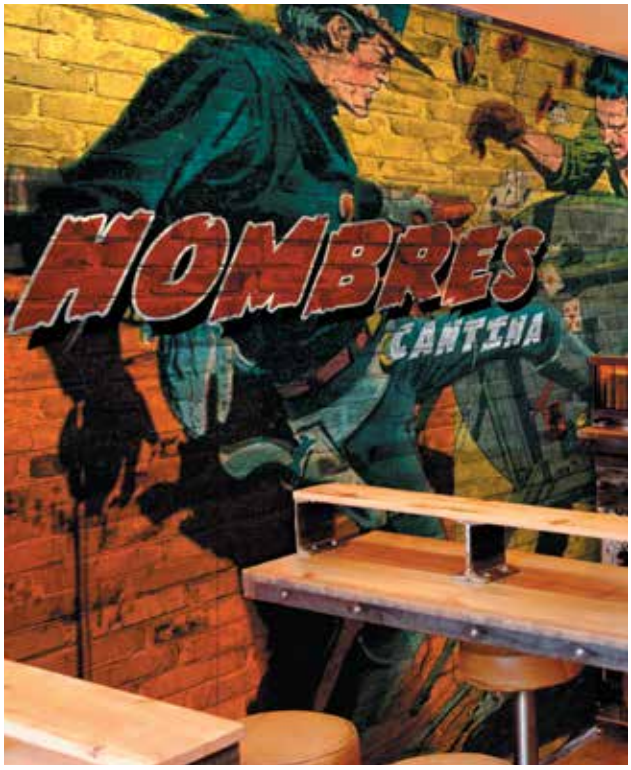
WHITE GLOSS ALUMINUM

WHITE MATTE FRP

FUSION

CEILING ARTWORK

BRANDED SURFACES



HIGH IMPACT WALL LAMINATES

CABINET/DISPLAY INSERTS + DIVIDERS

CREATIVE SERVICES

FULFILLING YOUR VISION, ONE PIXEL AT A TIME

DCT'S CREATIVE TEAM prepares graphic solutions for your project, assisting from the beginning of the process to help ensure your outcome looks great from art concept to final production.

Customization is key when dealing with architectural graphics, as is the ability to solve just about any layout or environmental challenge. Our Fusion graphics specialists will work with you as a team to ensure that we are not only achieving your desired results, but also doing so in the most cost-effective way possible.

One of the advantages of Fusion is the ability to use your own artwork. Simply upload your art for technical review and our Fusion specialists will guide you through the process.

Need inspiration? Choose from our extensive Fusion Idea Library, where hundreds of images have been specifically developed to work with the Fusion process.

From space branding to retail imaging and everything in between, DCT has the solution to help you achieve success.

FUSION

WE OFFER THE FOLLOWING IN-HOUSE SERVICES: *

- Art Creation & Modification: adjusting existing graphics for production across different uses
- Optimization suggestions to help our customers transform ideas into impactful messages
- Recommendations of best production methods
- Specialized packaging and set-up instructions

1 PREPARE YOUR **ARTWORK** (OR CHOOSE OURS)

2 SUBMIT FOR TECHNICAL **REVIEW**

3 SAMPLING + **PRODUCTION**

IN ADDITION TO OUR IDEA LIBRARY, ATI has agreements with several top stock libraries to help connect you with massive assortment of professional images accessible with a click of the mouse.

Stock photos are ready-made images that are licensable for use in your advertising or promotional materials. Structured on categories and subcategories, these database are renewed with thousands of fresh images and titles on a daily basis.

This ability to search for a specific image in an adaptable setting saves you time and money.

Your Fusion specialist will guide you through the selection process to ensure that it meets our technical requirements as well as identify the best images to help ensure it meets your expectation of texture, size, scale, detail, context and brand.

*Graphic design services are available for an additional cost.

OVERSIZED GREEN LEAF + ACRYLIC

FUSION

ZEN AIRWAYS IMAGE + WOOD

DUAL TECHNOLOGIES

DELIVERING AN UNFORGETTABLE AND VIBRANT DESIGN

BOTH OUR DIRECT DIGITAL AND SUBLIMATION printing processes deliver impeccable results that attract attention. However, some solutions are better suited for our digital printing process, while others work best with sublimation. We can help you find which one is best for your project to ensure it meets all your design needs.

WHAT DOES THAT MEAN FOR YOU? Simply stated, sublimation printing literally embeds the image into a substrate, leaving the properties of the material visible. Digital prints directly onto the surface, so that the end result puts the image front-and-center, forming a thin layer on the surface that is cured in place with UV light. This ensures the ink flexes with the surface and will not crack or peel or delaminate.

PRINTING TECHNOLOGIES

WITH FUSION PRINTING, YOUR SOLUTION is more customized than ever before: simply choose your art and your substrate—we will create your masterpiece. A large Fusion Idea Library of images is available, or use your own art for an even more personalized result. And, as always, you can rest assured that with the help of our knowledgeable staff, you will receive quality service at every step of the production process.

The new era of digital printing technology portrays color at its best- in millions of different shades. With today's technological advances, high-quality, full color images can be placed directly onto flat and three-dimensional substrates via a direct-to-substrate ink jet printer.

Imagine just about any substrate you would like to customize with your logo and company information… and you can probably print on it with ATI's Fusion program. Achieve exceptional color reproduction and create striking textures and special effects by experimenting with gloss or matte finishes. White ink printing, which was once unachievable based on the weight of white ink pigments, has also recently been developed to allow printing of full-color images onto clear substrates.

Our digital printer is a real work-horse, with the ability to print on substrates up to five feet in width and virtually unlimited length, with various thicknesses. For a list of ATI's stocked substrates and recommended applications, please flip to page 41 .

WITH FUSION YOU GET:

UV PROTECTION — This protection allows for a more vibrant, longer-lasting image that may endure long exposure to sunlight or artificial light (digital print only).

ADAPTABILITY — What can we make for you? Fusion technology allows for incredible design flexibility to help conquer a range of surface challenges.

WIDE VARIETY OF SUBSTRATES — With our expanded line of substrates, you can take your printing project virtually anywhere.

PHOTOREALISTIC IMAGE QUALITY — ATI's high-quality printer is capable of reproducing – as closely as possible - the full spectrum of tones and colors that you see when you take a picture.

CUSTOMIZABLE SPECIAL TOUCHES — Spot white ink and special coatings offers additional dimensionality to an image.

FASTER TURN AROUND — We can turn around custom print jobs quickly and easily, with no significant labor demands.

DIMENSIONAL PRINTING — We can now print on most of our existing MirroFlex structures. This creates a customized result catered to your needs.

HIGH DURABILITY — Your image is embedded into the substrate (sublimation only).

BACKED ITEMS

ALL OF OUR TRANSPARENT SUBSTRATES (LUXCORE PLUS, POLYCARBONATE, ACRYLIC, AND CLEAR PVC) CAN COME BACKED OR UNBACKED.

WHEN BACKED, the material becomes opaque for use as a laminate, while unbacked leaves the material's translucent properties.

Backed with white works exceptionally well in applications where concealing the surface behind the substrate is desired and is ideal for high impact wall laminates.

UNBACKED SUBSTRATE ▸

◂ BACKED SUBSTRATE

ASPEN (GOLF YELLOW, BACKED) + LUXCORE PLUS

DIGITAL PRINTING ON TEXTURED MIRROFLEX AND OTHER SURFACES

TAKE YOUR VISION TO A WHOLE NEW DIMENSION

ARCHITECTURAL AND INTERIOR DESIGN are benefiting from multilayer imaging in such applications as dimensional wall panels seen most frequently in corporate buildings and retail locations.

Consider combining a custom or stock MirroFlex pattern with digital printing to double the impact in the same amount of space. ATI can add spot color or even print company logos as a unique application.

You'll also be able to take advantage of the flexibility of MirroFlex with durable ink application which can accommodate bending and folding expected with certain applications.

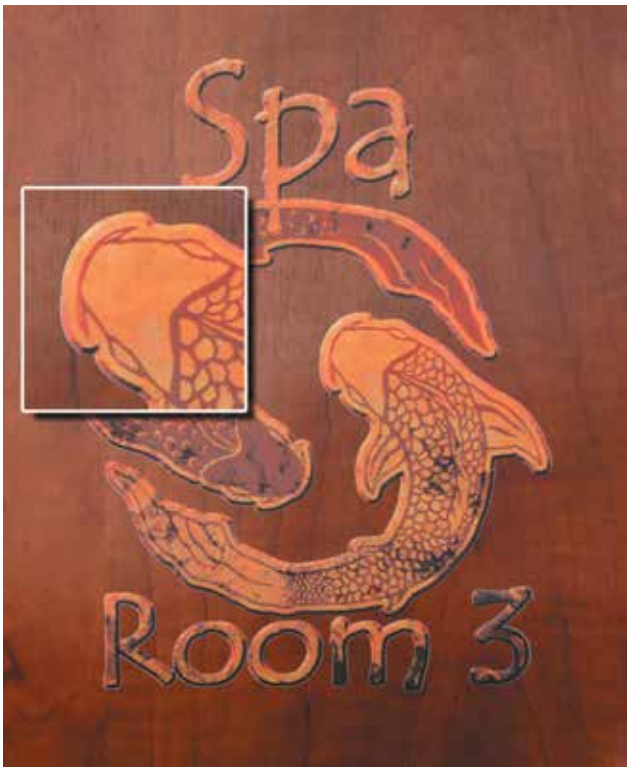
ATI's dimensional production and print capabilities are engineered to satisfy and delight the most creative and discerning clients.

CUSTOM ART + MIRROFLEX CRACKED COPPER CURVES

Learn more about MirroFlex at: www.decorativeceilingtiles.net/ati/

FUSION

CUSTOM LOGO + MIRROFLEX FERN BAMBOO

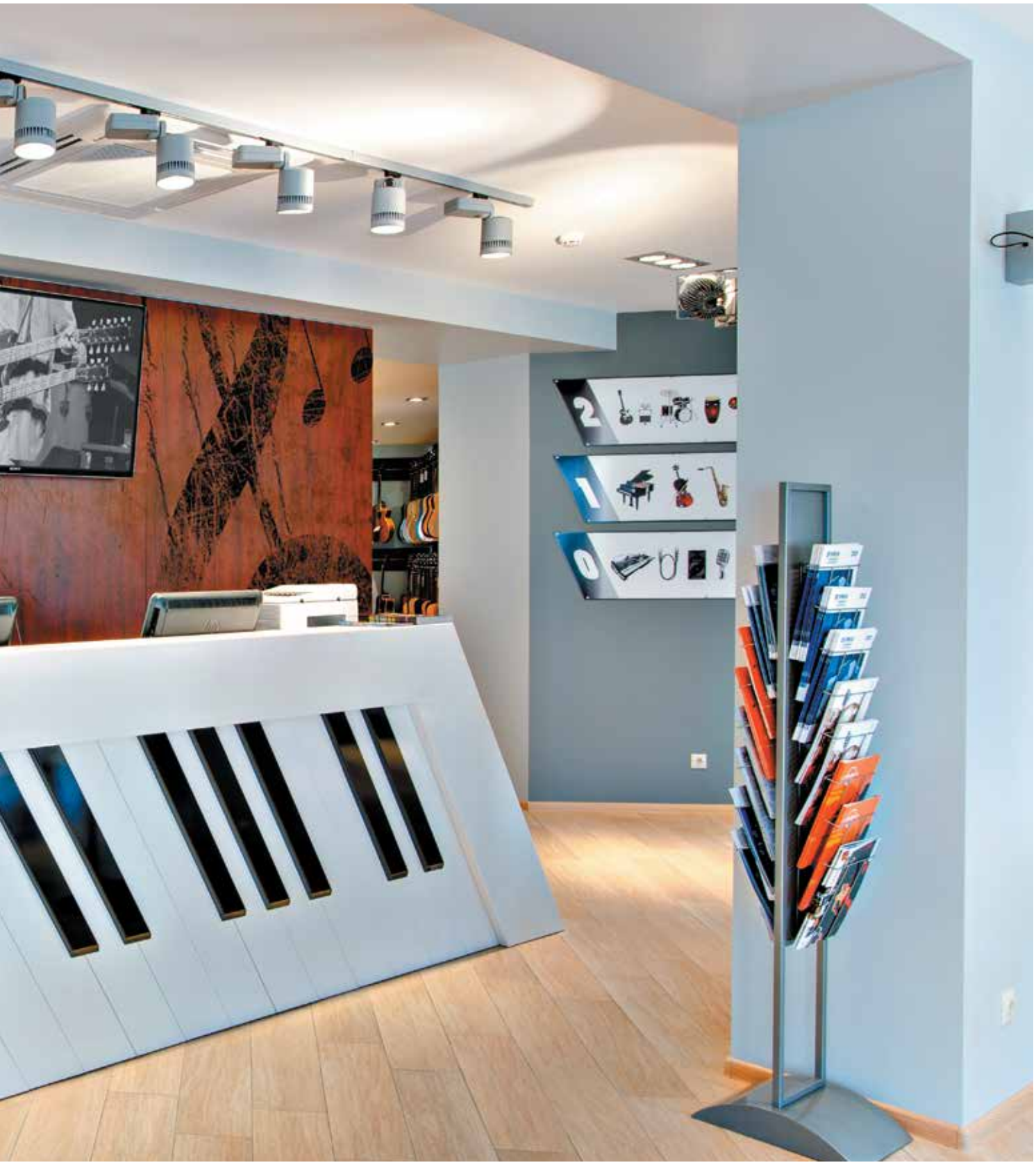


CUSTOM IMAGE + DOOR SKIN

CUSTOM LOGO + MIRROFLEX BRUSHED ALUMINUM DIAMOND PLATE

BACKWALL: **MUSICAL NOTES GRAPHIC + LUXCORE**

FUSION



POINT OF PURCHASE COUNTER: **PIANO KEYS GRAPHIC + WHITE GLOSS ALUMINUM**

INDUSTRY SOLUTIONS

DCT'S FUSION SOLUTIONS ARE TAILORED TO FIT YOUR PARTICULAR NEEDS FOR **FORM, FUNCTION** AND **AFFORDABILITY.**

NYC JEWELERS

CUSTOM ART + ALUMINUM

COMMERCIAL INTERIOR DESIGN: IMAGE AND DURABILITY

Strategic interior design can strengthen a business, enhance the environment for employees and customers, and reinforce brand values, creating a culture of openness and innovation through smart design.

ATI's passion and focus never waver from our goal of providing products and services that realize our clients' vision and result in spaces that are both meaningful and memorable.

JOHNS HOPKINS HOSPITAL

CUSTOM ART + LUXCORE PLUS

HEALTHCARE + INSTITUTIONAL: RELIABLE AND SANITARY

The emergence of evidence-based design illustrates the impact of the built environment not only on function and efficiency, but also on the physical and psychological well-being of patients and their caregivers.

Fusion LuxCore helps create enjoyable environments while maintaining performance characteristics required in healthcare settings. It passes sanitary codes and is water, stain and impact resistant.

FUSION

Photo Courtesy of Kenn Busch

LULULEMON ATHLETICA

CUSTOM ART + MILL SATIN ALUMINUM

RETAIL: UNIQUE SHOPPING EXPERIENCE

Fusion solutions combine flexibility and ease of installation. The wide range of substrates can be extended to nearly every surface: furniture, ceilings, doors, walls and shop windows.

And because retail interiors require constant refreshing to maintain customer interest, Fusion products are easily installed and removed, making that next update a little easier and faster.

DUNES VILLAGE RESORT

CUSTOM ART + LUXCORE PLUS

HOSPITALITY: CREATE A DESTINATION

In the restaurant and hotel world, a satisfied customer is a top priority. Fusion products allow designers to create highly custom, emotionally driven surfaces that provide distinct visual and tactile experiences for visitors, without sacrificing performance or extending a project timeline.

Fusion's range of substrates is designed to meet the requirements of the hospitality industry, including sanitary measures and fire regulations; ATI's streamlined manufacturing process mean projects are completed in weeks, not months.

PRIVATE RESIDENCE

CUSTOM ART + PLYWOOD

RESIDENTIAL: PERSONALIZATION IS KING

Use Fusion products to make every room in the house an interesting space. Design a unique headboard, create a custom backsplash or bring family portraits to life as a mural.

ATI's commercial-quality Fusion products offer the benefit of added durability without sacrificing a client's personal style. Through the use of custom patterns and personal imagery, create a one-of-a-kind space.

SOLUTIONS FOR ABRASION + IMPACT RESISTANCE

BEAUTIFUL PERFORMANCE SURFACES FOR HIGH-DEMAND AREAS

DON'T SETTLE FOR PLAIN AND BORING in areas where high abrasion and impact resistance is required. With Fusion, these surfaces can be transformed into brilliant designs that enhance the look of a space.

By combining either digital printing or sublimation on our LuxCore, FRP or Polycarbonate, you can design a one-of-a-kind piece of art that performs.

Great for hospitals, restaurants and retail environments, these substrates can be used for most vertical and horizontal applications including wainscots, wall coverings, modesty panels, room dividers, door inserts, shower enclosures, and more.

SUBSTRATES THAT PROVIDE SUPERIOR ABRASION AND IMPACT RESISTANCE:

LUXCORE PLUS* (A translucent FRP)

POLYCARBONATE

FRP

*All LuxCore products pass sanitary codes, are easy to clean, and are not damaged by water.

CUSTOM ART + LUXCORE PLUS

FUSION

SECTION DIVIDERS: **ASPEN + LUXCORE PLUS** / WAINSCOT: **DUNE GRASS + LUXCORE PLUS, BACKED**

CUSTOM ART + LUXCORE PLUS

SOLUTIONS: TRANSPARENCY

LET'S BE CLEAR... THESE FUSION SOLUTIONS MERGE BOTH FORM AND FUNCTION

ART ON OUR TRANSLUCENT SUBSTRATES adds a touch of brilliance to areas where transparency or filtered light is desired. Custom art or images from our Fusion Idea Library can liven up these areas, making them both unique and beautiful.

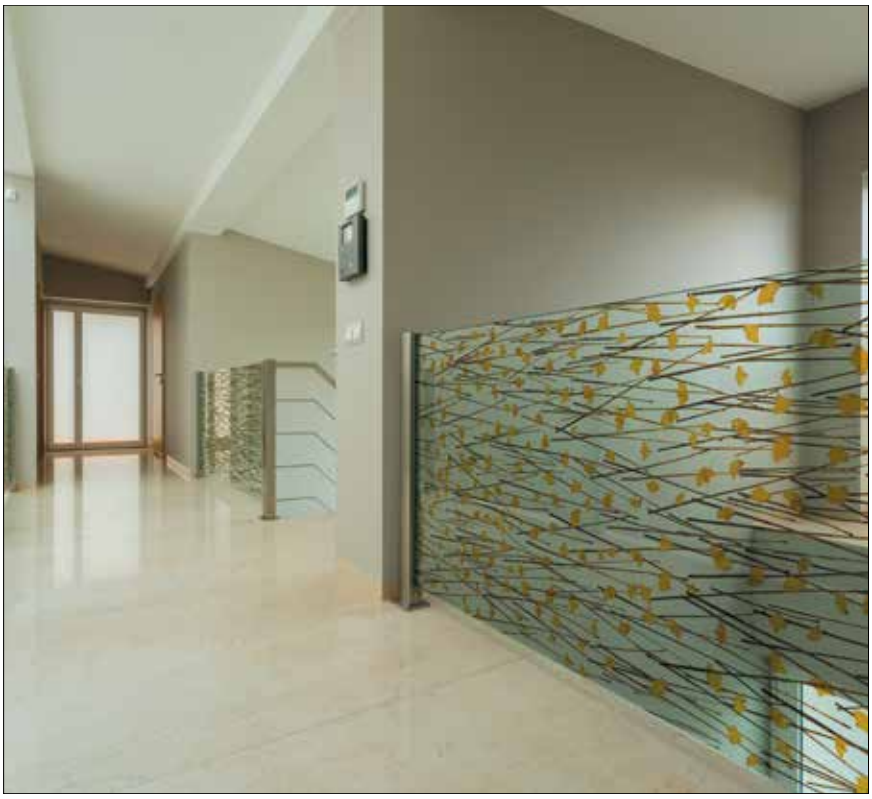
Consider using our Fusion process to enhance room dividers, door and display inserts, modesty panels, transparent advertising items, and other indoor applications where transparency is preferred.

BIRCH + LUXCORE PLUS

FUSION

LUXCORE PLUS is great for high traffic areas. This material passes sanitary codes, is easy to clean, and is durable. Because of the fibrous, frosted quality of LuxCore, the focal point is the image and not what's behind it.

RED RINGS + LUXCORE PLUS



ACRYLIC, CLEAR PVC, AND POLYCARBONATE have the reflective quality of glass, but are a beautiful, more cost-effective alternative. Great for displays where the translucent look of glass is desired.

GINKGO REEDS, YELLOW + ACRYLIC

HEAVY GEARS + FUSIONSWIRL

FUSION

SOLUTIONS: SIGNAGE + EXTERIOR

FUSION ADDS A BRILLIANT TOUCH TO POP AND SIGNAGE APPLICATIONS THAT IS SURE TO CAPTURE CUSTOMERS' ATTENTION

WHILE FUSION IS GREAT for showing off a company's design aesthetic and culture, it also offers a branding opportunity that adds excitement and flair.

Consider Fusion for indoor or outdoor applications like signage, POP displays, kiosks, and exhibits. Wall panels or ceiling tiles can be digitally printed with logos or branding for a variety of applications.

WE OFFER A VARIETY OF SUBSTRATES THAT FIT MANY DIFFERENT APPLICATIONS:

INDOOR: Acrylic, Aluminum, Clear PVC, FRP, LuxCore Plus, Polycarbonate, Sintra, Wood

OUTDOOR: Aluminum Composite, Clear PVC, LuxCore Plus

CIRCUIT BOARD + MILL SATIN ALUMINUM

FUSION

CUSTOM ART + ALUMINUM COMPOSITE

SOLUTIONS: ART + MURALS

THINK OUTSIDE THE FRAME

DIGITAL PRINTING OR SUBLIMATION combined with our various substrates ensures you find the look and feel you want for your project.

MURALS AND MULTI-PANEL PROJECTS. Every multi-panel project or custom mural is manufactured to exact specifications. Upon request, a mural map can be shipped with the material to the installer at the job site.

CUSTOM ART + WOOD

FUSION

PLYWOOD

Using Fusion plywood for your art or mural project creates warmth and enhances the feel of any interior environment. Our sublimation process preserves the beautiful grain of the wood creating a stunning work of art, while digital printing will create a vibrant, photo realistic image.

CIVIL WAR UNIFORM + WOOD

LUXCORE PLUS

You no longer have to settle for ordinary in areas that require high-impact surfaces. With LuxCore Plus, you can make a beautiful piece of art that is also suitable for hospitals, restaurants, retail stores, and many other high-traffic areas. LuxCore Plus is impact and abrasion resistant, passes sanitary codes, and is easy to clean.

ASPEN FOREST + LUXCORE PLUS

ALUMINUM

Printing on aluminum can produce that photo-realistic quality you desire while retaining the hard look and feel of metal. With digital printing's UV inks, this substrate is not restricted to indoor use, but is great for the outdoors as well. Show off your company or store's brand; or create a one-of-kind sign to draw people to your doorstep with this versatile substrate.

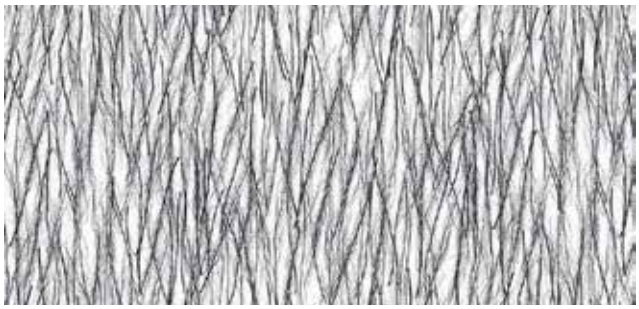
IDEA POND GRAPHIC + WHITE GLOSS ALUMINUM

FUSION IDEA LIBRARY

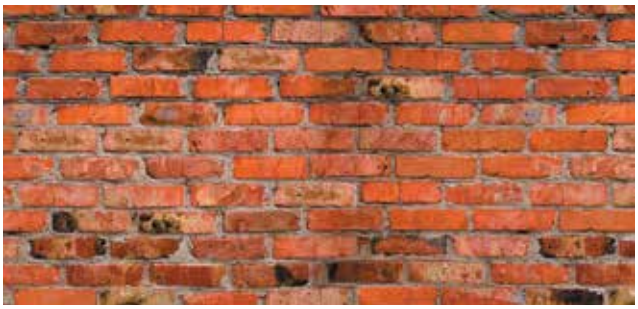
WHILE NEW DESIGNS are constantly added to our Fusion Idea Library, one of the most unique features of Fusion is that virtually any image can be used with the substrate of your choice. This is just a small sampling of available images. Please go to our online gallery for the most current selections.

Count on ATI's in-house Fusion specialists to bring your vision to life!

BAMBOO



BIRCH



BRICK WALL

CLEOPATRA

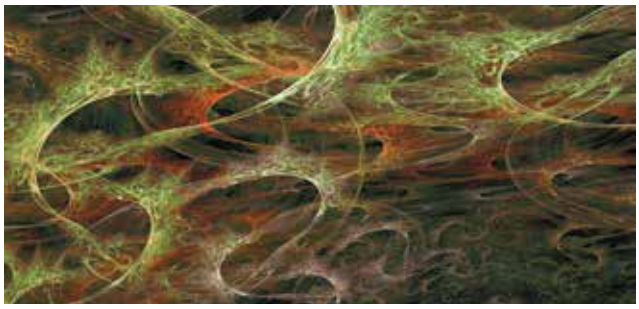
END GRAIN

GEODES

GINKGO

*Images in our Idea Library can be slightly changed or manipulated to suit your needs at little to no additional cost.

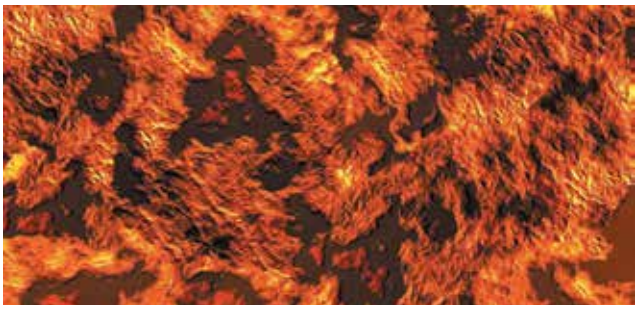
FUSION



JUNGLE

LEAVES

LINEAR REEDS



ORE

RED RUST

SEDONA

TWIGS

ZEBRANO

DCT: DESIGNED TO BE YOUR PARTNER

ATI IS COMMITTED TO MEETING CUSTOMER EXPECTATIONS WITH ON-TIME DELIVERY, ACCURATELY PROCESSING ORDERS, AND CONTINUOUSLY STRIVING TO IMPROVE OUR ORGANIZATION

WE PROMISE:

EXPERIENCE
We have a proven track record of providing innovative solutions and industry expertise for over 35 years. ATI is a family-owned company and the majority of items are made in the USA in an ISO Certified, state-of-the-art facility.

REPUTATION
For 35 years, ATI Decorative Laminates has been a North American designer and manufacturer of innovative surfaces for the contract, hospitality and retail markets. We strive to be a solutions provider with products and services that resolve the challenges for the A&D community. We can provide real examples of installations to ensure you that our promises can translate into reality.

TURNAROUND TIME
While every business has different needs, it is important to consider how a partnership with ATI can assist you in meeting your timeline/demands. Orders typically are produced in two weeks or less.

MINIMUM QUANTITIES
There are no minimums required for Fusion orders.

EASE OF ORDERING
Ease of ordering is also another important consideration. Our sales and customer service representatives are readily available for you to place your order.

SHIPPING
Do you have special shipping needs? For instance, has customers who need different versions of their projects shipped to different locations but billed to the main office.

BECAUSE NO TWO PROJECTS ARE ALIKE…
Our Fusion program has the ability to meet the most demanding project requirements, addressing the evolving needs of our customers- in every industry, for every application.

GUIDING YOU TOWARD YOUR IDEAL SOLUTION is our goal. Your DCT sales or customer service representative has the knowledge and experience to ask the right questions in order to provide you high-quality output ideally suited for your application.

Call us at 1-866-297-0380

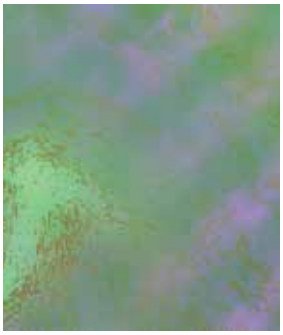
2036 NW 55th Ave.
Margate, Fl 33063

DECORATIVE CEILINGTILES

"Keep up the cool innovations"

Christianne McCall from DSI

FUSION



HARLEY-DAVIDSON SHOWROOM

GREENSBORO, NORTH CAROLINA

BACKGROUND:

When Harley-Davidson of Greensboro wanted to update their retail space, they turned to Kentucky-based AGI, one of only three authorized design firms for Harley-Davidson dealerships nationwide. AGI then partnered with ATI to explore products with a different design approach that allowed them to maintain a modern look, but respected Harley's unique 100-plus years of history.

CHALLENGE:

AGI designers quickly decided they wanted to use archived, early 20th century photos featuring Harley motorcycles, bikers, and original blueprints to represent its rich heritage and culture. AGI also wanted to bring warmth to the space which was previously adorned with lots of hard metals. So, they teamed up with ATI to help showcase iconic visuals from the Harley archive and add warmth and balance to the space.

After consulting with ATI, designers specified the Fusion process which would embed the historic photos into wood and create large format murals to fill the space. This would not be an easy task, however. The photos may have been high quality for the time, but today the images were grainy, faded, and sized irregularly.

SOLUTION:

ATI's graphics team rose to the occasion by modifying the photographs into impressive, oversized pieces of work. The largest mural in the store was 2' by 72', which presented a unique set of challenges. For this mural, in-house graphic designers took a rather small panoramic photo and duplicated it, changing certain aspects along the way, like body positions and clothing, so it would not appear to be the same photo again and again.

"ATI was able to re-work that photo and remove the lines in the obvious repetition so that it looks like one scene rather than replications of a scene. We were able to stretch it to 72 feet, which was really cool," recounts Mark Wheelihan, Owner of Harley-Davidson of Greensboro.

In total, ATI provided the Harley-Davidson store with 10 large murals that now adorn the store's walls, service counters, and even suspend overhead from the ceiling. AGI and Wheelihan were very excited with the outcome—the wood added warmth to the store, the images boasted Harley's rich history, and ATI was there from concept to completion.

CUSTOM ART + WOOD

View the Harley-Davidon Showroom Transformation: www.decorativeceilingtiles.net/harley-davidson-of-greensboro

FUSION

CUSTOM ART + WOOD

1,952 SQUARE FEET OF FUSION WOOD MURALS

JOHNS HOPKINS HOSPITAL

BALTIMORE, MARYLAND

BACKGROUND:

Johns Hopkins Hospital was founded in 1889 as a teaching hospital and biomedical research facility. It has long been regarded as one of the world's most outstanding health care institutions. Today, the facility continues to uphold its reputation by constantly striving to improve and excel in the medical field.

As part of Johns Hopkins' goal to modernize for the 21st century, they decided to remodel their 1977 Nelson/Harvey building, which is used mainly for private patient rooms. Normally, when decorating new buildings, interior designers could spend up to six months looking for art to adorn the walls. Art is very important in the design because it acts as positive reinforcement for patients, families, and staff and gives them something more pleasant to think about. However, for this building, designers knew they had to compete with daily traffic and abuse—taking framed art out of the equation—plus they only had six weeks to complete the art design and production process.

CHALLENGE:

Johns Hopkins' designers needed a substrate material that was scratch resistant, chemical resistant, and Class A fire rated. They also wanted the graphic art to feature the unique and beautiful gardens and landscapes found in Maryland from the mountains to the Atlantic Coast. Each floor was to feature large scale murals in the main elevator lobbies with the flowers and plants from different regions in the state.

In addition, time was of the essence. The team needed the murals designed, produced and installed in a timely manner to meet their building opening deadline.

To solve their problem, the design team partnered with ATI to create custom art that could withstand frequent cleaning, bangs and bumps by equipment, as well as daily wear and tear.

SOLUTION:

After consulting with ATI, the team chose LuxCore Plus. The substrate provided all the necessary features and its translucent, textured quality was perfect for ATI's Fusion printing process—which allowed the large scale art to be fused into the back of the substrate and be protected by LuxCore's durable, "pre-distressed" fiberglass surface. Johns Hopkins' design team and their environmental graphic artist, Keith Kellner, worked closely with ATI's in-house creative team to perfect the creative, colorful images.

Through sampling, ATI and Johns Hopkins fine-tuned the colors and design within the allotted time frame.

In all, ATI worked with Johns Hopkins' design team to produce seven different designs featuring colorful floral images such as tulips, black-eyed susans, and peonies to coincide with the different floors. The patients, visitors and staff are now greeted by the larger-than-life bright and sunny murals. It's a delightful discovery, adding an unexpected joyful and healing experience to what is often a stressful situation.

The three-part main lobby mural was the most complex and time sensitive, and one of the most important feature designs to be developed. It depicts the new Nelson/Harvey façade with the Billings building's famous Johns Hopkins Dome reflection. It is blended with snippets of the floral elements from each level, tying the past and present history with the garden designs and setting the tone for the art murals on the floors above.

Not only did ATI assist the team every step of the way, but its product versatility and nimble service have also proven to be exactly what JHHS required. They are considering future projects using LuxCore Plus.

THE DETAILS:

DESIGNERS:
THE DESIGN TEAM AT JHHS ARCHITECTURE + PLANNING

ENVIRONMENTAL GRAPHIC ARTIST:
KEITH KELLNER

INSTALLERS:
BRIAN BROUSE,
TIM HERCULSON, & JOE NG FROM ADVANTAGE SIGNS + GRAPHICS

View the Johns Hopkins Case : www.decorativeceilingtiles.net/johns-hopkins-hospital

FUSION

CUSTOM ART + LUXCORE PLUS

CUSTOM ART + LUXCORE PLUS

BURGER WARFARE

GREENSBORO, NORTH CAROLINA

BACKGROUND:

On Battleground Avenue in Greensboro, North Carolina, there's a burger skirmish going on. Not between competitors but within an imaginative new concept restaurant named Burger Warfare. The dining establishment is a Wall E meets Terminator type of place, where giant robots greet customers and digital camo covers the walls. Part future, part past, it's all about fun and food.

The project began more than a year ago, under the vision of real estate developer and restaurateur Marty Kotis, who wanted to create an exciting dining establishment for a city that lacked entertaining dining options. More than creating a restaurant for a certain demographic, Kotis wanted an establishment that was fun, and kept people talking long after the burgers and shakes were consumed.

CHALLENGE:

Two challenges faced designers at Burger Warfare. The first challenge involved wall coverings.

The restaurant's walls are covered in a hand-painted, digital camouflage pattern that extends throughout the restaurant and into the restroom waiting area. Kotis planned to take the digital camo feel into the restrooms to fully immerse diners in the concept, but hand-painting wasn't an option. A tightly-spaced, moisture-laden environment called for something more durable.

The second challenge was the restaurant's bar front. Kotis wanted to depict the rolling wheels of a tank tread across the front. Whatever material he used must have custom artwork abilities, plus meet sanitation codes and handle the knee and shoe scuffing that bar fronts must endure.

SOLUTION:

So Kotis turned to ATI Decorative Laminates for surfaces that would meet the aesthetic needs of the establishment, but withstand the wear and tear of a business that's open seven days a week.

"ATI was great to work with," said Kotis. "They were excited about the project and had just the right product to make several areas pop that otherwise would have been overlooked."

Kotis chose ATI's LuxCore product, a proprietary, translucent FRP panel imaged with ATI's Fusion process and backed to be used as a laminate. The translucent panels pass sanitary codes and are easy to clean, and they are suitable for wet environments such as commercial kitchens and baths.

The custom bar front features a clear surface with the tank tread image fused to the back of the substrate. Kotis created custom artwork of a modern and colorful tank tread that ATI built into the product.

The restroom walls use LuxCore to continue the digitized camouflage pattern, also created from custom artwork that ATI worked into the product. Both surfaces convey the brand message while standing up to water, wear and tear.

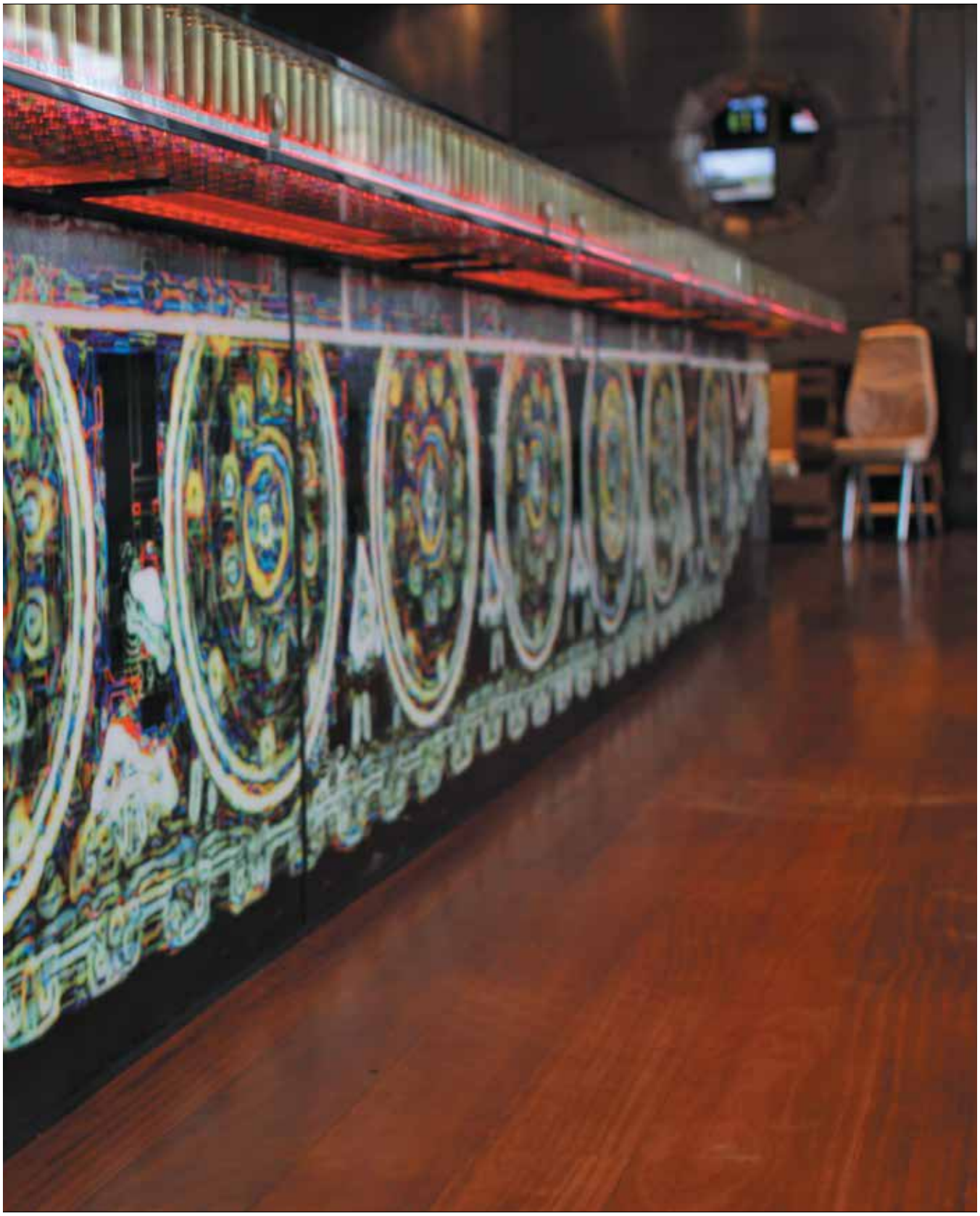
While Kotis considered other materials for depicting the tank tread and camouflage visuals, including ceramic tile, LuxCore came out on top for several reasons: it's health-grade material, a critical element for restaurants; extremely scratch and stain resistant, and bars and restrooms get a lot of wear from shoes, knees, feet, elbows and barstools; easy to install, they did the work themselves; customizable, they created a unique image; and it costs much less than other substrates.

Beyond the properties of the product, one thing Kotis especially appreciated during the manufacturing process was that ATI allowed them to create several samples to ensure the color was correct. "The ATI facility is truly impressive and we are lucky to have them in Greensboro," said Kotis. "We plan to use them for several of our upcoming projects."

In comparison to all the other custom elements in the restaurant, the development, production and installation of LuxCore was a breeze. It will battle the environmental elements of the burger war for many, many years to come.

View the Burger Warfare Case Study : www.decorativeceilingtiles.net/burger-warfare

FUSION



CUSTOM ART + LUXCORE PLUS

CINCINNATI RENAISSANCE HOTEL

CINCINNATI, OHIO

BACKGROUND:

In downtown Cincinnati stands the historic Bartlett Building—designed and built in 1901 by famed architect Daniel Burnham. Once the tallest building in Ohio, this Neoclassical-style 19-story tower has gone through many transformations, eventually taking its place on the U.S. National Register of Historic Places.

In 2013, after being vacant for 3 years, Columbia Sussex bought the building and Renaissance Hotels agreed that it would be the perfect place to design a boutique hotel for a vibrant city such as Cincinnati. It now features 323 rooms with upscale amenities, contemporary design, and beautiful views of downtown.

CHALLENGE:

Renaissance Hotels is known for their interest in regionalism as well as enhancing and respecting the history of older buildings. Cauhaus Design was hired to help transform the historic structure into a dynamic, modern hotel. As the main focal point of the design, Robert Laschever and Tobin Schermerhorn from Cauhaus Design decided to play off of the banking history of the Bartlett building in order to create and tell its story.

When asked how the team formed their idea, Laschever enthusiastically recalls, "In the basement is the most phenomenal vault and vault space I've ever seen. There is a beautiful 8' diameter round vault door and the room is lined with incredible, metal safety deposit boxes—that was the inspiration."

Using the vault room as the design foundation, Cauhaus Design looked for fun and creative ways to tell the banking story throughout the hotel. For one of the more humorous design elements, they decided that each restroom could look like a vault. "Walking into the stalls in the restroom would be like walking into a safe room containing safety deposit boxes."

SOLUTION:

Cauhaus Design knew that in order to give a realistic appearance of a vault door, they had to find a company that could provide durable, high-quality custom graphics on a metal substrate. To bring their vision to life, they contacted Fashion Architectural Designs—an ATI distributor—to find the perfect solution. Fashion Architectural Designs knew exactly what to recommend—ATI's Fusion process—which fuses an image with the substrate surface.

Cauhaus Design and ATI worked together to create a graphic which featured a combination dial and bolts to mimic the look of a vault door which was fused onto ATI's Mill Satin Aluminum substrate. The metal substrate was perfect for the high-traffic environment and the graphic is an unmistakable clue into the hotel's history. To continue the design, tiles lining the walls inside the restroom look like deposit boxes, completing the vault effect.

Laschever also points out that the doors are also evocative elements that make guests curious about the building's past and its story. He says, "It's a wonderful educational insight into the history—it's also playful and fun and everyone seems to love it."

View the Case Study : www.decorativeceilingtiles.net/cincinnati-renaissance-hotel

FUSION

CUSTOM ART + MILL SATIN ALUMINUM

CRESTA SHOPPING CENTRE

RANDBURG, SOUTH AFRICA

BACKGROUND:

Cresta Shopping Centre is the premier mall located in Randburg, South Africa, right outside Johannesburg. Built in 1977, the mall is one of the largest shopping centers in the Southern Hemisphere. It has experienced many renovations over the years, the last dating back to 1993. Since then, more than half a billion people have made Cresta their shopping destination, making an upgrade necessary to the property. As part of their $30 million dollar refurbishment and expansion program, the center refreshed their design to showcase the nostalgia of the building while simultaneously appealing to a younger market.

The designers and architects on the project had already approved a particular design when they met Dean Armstrong from Ergosystems, a South African ATI distributor, who showed them what ATI products could accomplish. Armstrong quickly offered the team a new design concept using nature-inspired images. They fell in love with his design scheme and overnight switched from their original concept to one featuring ATI's Fusion program, which marries stock or custom art with multiple substrate choices, creating beautiful, durable architectural surfaces.

CHALLENGE:

The project had multiple challenges—the designers wanted a themed concept that showcased novel products and images that would attract new stores and tenants. In addition, the material used had to be durable and strong enough to hold up to a high-traffic retail environment that hosts nearly 18 million shoppers annually.

Armstrong recalls, "They were looking for products that people had never seen before, something new and exciting."

SOLUTION:

Armstrong partnered with ATI to produce 10 different Fusion murals, using a sublimation process to actually embed images into the substrate. Each mural showcases a different over-sized, nature-inspired design from hydrangeas and daisies to black-and-white butterflies. The natural elements are fun and beautiful, but also evoke a calm and relaxed feeling in an otherwise hectic environment.

To create the look and feel desired, Armstrong fused the images into white gloss aluminum. Not only did the substrate provide the necessary durability and impact resistance needed, the glossy properties of the aluminum allowed the images to pop off the walls.

Another advantage of the substrate was its modular capabilities, which will make future updates a breeze and create less waste. "It's a green solution," said Armstrong. "The next time we revitalize the shopping center, we can un-clip the old panels and clip up new ones."

Armstrong notes the finished design was a win/win for all involved. "Everyone is very happy with the outcome to the point that we're now involved with the same client in multiple shopping centers," said Armstrong. "Professional architects and designers see it as a masterpiece."

View the Cresta Shopping Centre Case Study : www.decorativeceilingtiles.net/cresta-shopping-centre

FUSION

CUSTOM ART + WHITE GLOSS ALUMINUM

ART REQUIREMENTS FAQ

YOU'VE GOT QUESTIONS. WE'VE GOT ANSWERS. DCT IS COMMITTED TO HELPING YOU WITH YOUR FUSION PROJECT EVERY STEP OF THE WAY. PLEASE CONTACT US IF YOU HAVE ANY QUESTIONS OR ARE UNSURE ABOUT OUR ART REQUIREMENTS.

I WANT TO SUBMIT MY OWN PHOTO(S)/FILE(S), WHAT SIZE AND RESOLUTION SHOULD IT/THEY BE?

Ideally, your photo/file should be a full size image at a native resolution of 300 ppi or minimum 150 ppi. If you do not have these file sizes, please send what you have and we will evaluate the image and determine if it is suitable for your needs. Depending on substrate and function, you may be very happy with the quality achieved with a less than perfect image. Fusion can be a very forgiving process and we have worked with many files that fall way below any sort of conventional resolution standards with good results.

MY PHOTO MIGHT NEED SOME "PHOTOSHOPPING"; CAN YOU GUYS DO THAT?

Yes, we can photoshop images to make them look their best for your project with an additional charge. Keep in mind that a higher resolution does not always equal higher quality. An example of this is when a photo is taken in low light. Digital cameras tend to create "noise" via random speckles of off color when there should be none. It is much easier to manipulate and "fix" a lower resolution photo that is shot well than to "fix" a photo with high resolution that is poorly shot.

WHAT FILE FORMATS DO YOU ACCEPT?

We accept raster image formats and vector images.

Common raster image formats that we use are psd (photoshop), tiff, jpg. These file formats are resolution dependent. As you scale them up in size you effectively lower the resolution.

Ex.) A 300 ppi photo scaled up to 200% would then be 150 ppi.
Twice the size = ½ the resolution.

Common vector images that we use are .ai (adobe illustrator), .eps, .pdf. These images are usually created by an artist and may be safely enlarged to nearly any size with NO LOSS of resolution.

DOES MY FILE HAVE TO HAVE BLEEDS?

Your document must provide bleeds if colors, images or graphic elements go to the edge of the final product. For bleeds, you must extend the artwork 0.125" (1/8th inch) beyond the final size in all directions. Not sure if your image needs bleeds? Don't worry. Call us and we will have a specialist advise you on your project.

SHOULD MY FILES BE RGB OR CMYK?

RGB has a broader range of available colors and will produce better prints. Converting your files to CMYK is only for images that will eventually be converted to a halftone and used in a process like offset printing.

I WANT TO COLOR MATCH AN EXISTING ITEM THAT I HAVE. CAN YOU GUYS COLOR MATCH?

For PMS color matches, please provide us with a pantone number and we will approximate it as closely as possible.

MY PHOTO/FILE HAS TEXT. WHAT SIZE SHOULD THE FONT BE?

The smallest optimum size for fonts is 12 point. Some fonts require a larger point size or bolding, especially if reverse copy is needed. Please provide type as "outlines" so that type conversion issues are avoided. IMPORTANT NOTE: Due to the thousands of existing fonts, we may not have the requested font in-house.

HOW DO I KNOW WHAT SUBSTRATE TO USE FOR MY PROJECT?

Already know what substrate you want? Great! If not, please talk with us about your project and we will find what works best for you. Pick a substrate for the look and feel you want. Substrate plays a very critical role in image quality, and the look and feel that you want for your project. We can help you find what works best for you.

DO YOU HAVE CLEANING AND CARE INFORMATION AVAILABLE?

Due to the variety of substrates used, please see the Technical Specs on our website at www.decorativeceilingtiles.net/ati-tech-info

HOW SHOULD I STORE MY FUSION PROJECT BEFORE INSTALLATION?

Store flat and acclimatize in the same environment for at least 24 hours before fabrication.

WHAT SIZES ARE AVAILABLE?

Sizes are connected to substrate selection and printing technology. In general, all stock substrates listed on page 41 are available as 4' x 8' panels. Sublimation allows for 5' x 10' nominal printing, while our digital printer can print at 5' width and virtually unlimited length. Other options may be available; please ask your ATI Associate for details.

Digital Printing Terms Glossary available.

FUSION

SOLUTION & SUBSTRATE DECISION AND QUICK REFERENCE GUIDE

◉ Second surface printing recommended

◉ Suitable for outdoor applications

	HIGH ABRASION + **IMPACT** resistance solutions such as wall coverings, wainscoting, elevator walls, barfronts, etc.	**INTERIOR** solutions where translucency is desired such as room dividers, door and display inserts, modesty panels, transparent advertising items	**SIGNAGE AND POP** applications like kiosks, exhibits, indoor signage, etc	**ARTISTIC APPLICATIONS** like unique wall coverings, furniture, displays, murals, retail backdrops, etc.
ACRYLIC	◉	●	●	◉
ALUMINUM, FUSION SWIRL	●		●	●
ALUMINUM, WHITE MATTE OR GLOSS	●		●	●
ALUMINUM, MILL SATIN	●		●	●
ALUMINUM COMPOSITE			◉	●
CLEAR PVC	◉	●	◉	◉
FRP- WHITE MATTE, SATIN, OR GLOSS	●		●	
FUSION PLYWOOD				●
LUXCORE PLUS (A TRANSLUCENT FRP)	●	●	◉	●
POLYCARBONATE	◉	●	●	◉
SINTRA			●	

ORDER PROCESSING

Most orders will be acknowledged within 24 hours. Because Fusion products are made to order, standard lead times run approximately 2 weeks depending on the complexity of project and order quantities. ATI's minimum order amount is $25.00 USD.

RETURN POLICY

Since Fusion products are tailor-made for your project, it is considered custom and therefore non-returnable.

CONDITIONS AND WARRANTY

ATI Decorative Laminates warrants to the original consumer purchaser for one (1) year after date of purchase that, under normal use and service, Fusion products are free from manufacturing defects and conform to published specifications.

ATI Decorative Laminates believes all information contained herein to be correct. It is the responsibility of the fabricator/customer to completely test the adhesives and methods of fabrication to ensure that the results are satisfactory.

The seller's only obligation will be to replace product on a one-to-one basis.

Neither the manufacturer nor the seller shall be liable for any additional damage or loss, directly or indirectly, arising as a result of using its products.

Slight imperfections and color variations can occur and are considered normal. Please inspect each product carefully before fabrication to ensure it meets your needs. ATI is not responsible for any fabrication or ancillary costs involved with using its products.

items shown as concept

BACK COVER: **CUSTOM ART + LUXCORE PLUS**

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