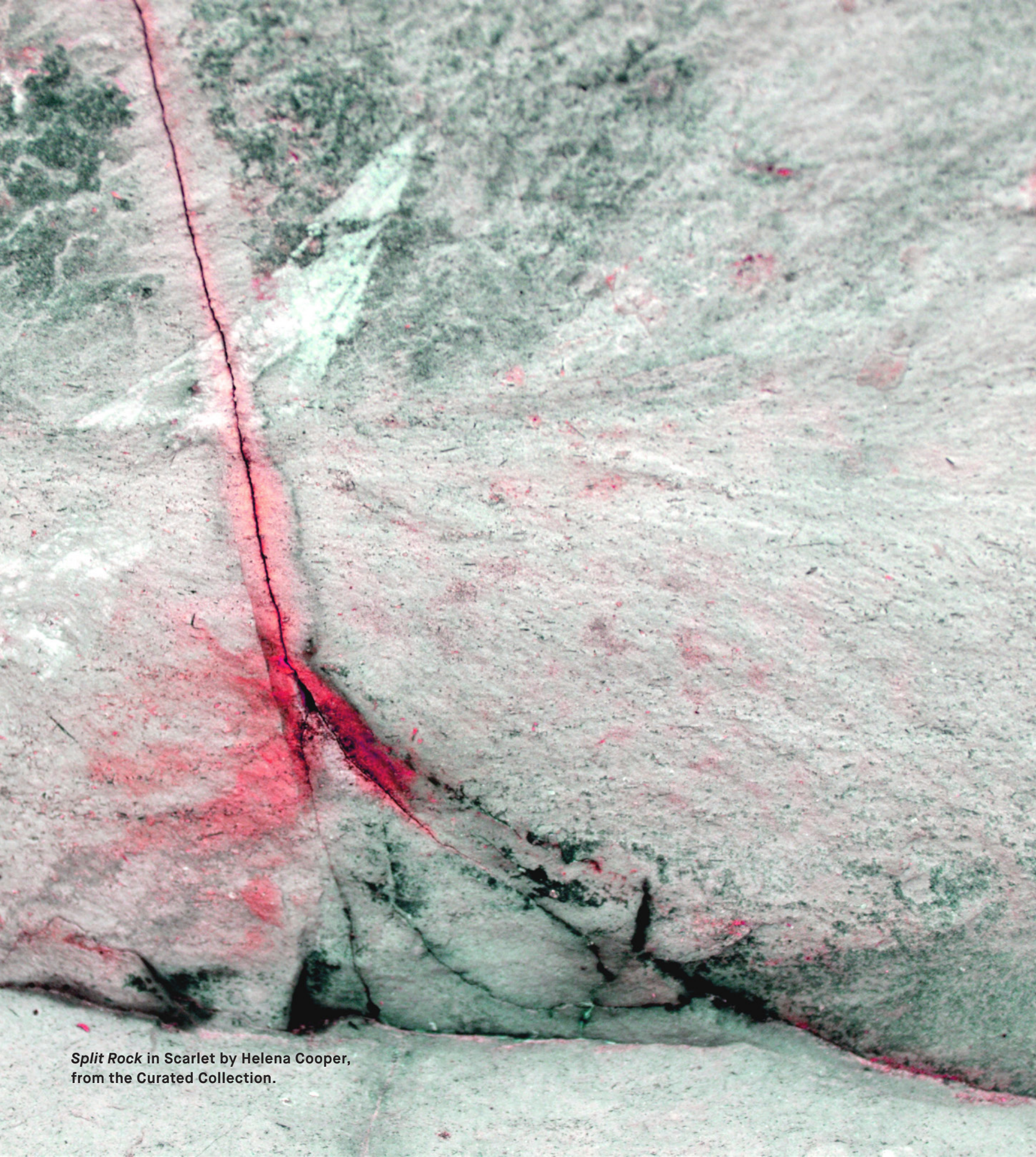


Digital

Wolf Gordon 



Wolf-Gordon Digital Print Wallcovering

Whether you have a fully developed concept for imagery or are selecting from our collection of art, illustration and photography, WG Customs Lab will help you create a signature, site-specific wallcovering.

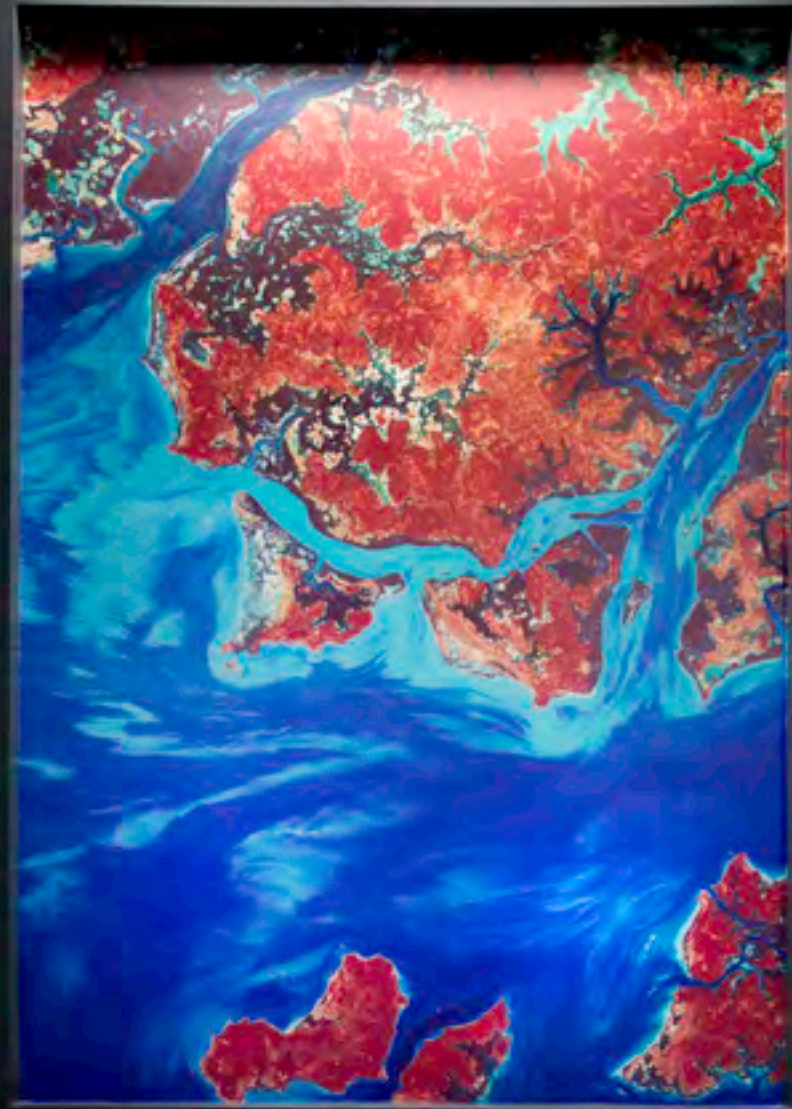
This book is a source of inspiration, or “look book”, on the possibilities for digital print products. We understand what it means to have a great idea to cover a unique area of an interior project, and need help making it happen. When yardage requirements or the complexity of the imagery suggest digital printing, Wolf-Gordon is the source for beautifully executed, dynamic walls.

Digital printing allows for a limitless number of colors and nuances in line and shade. It is unmatched in its capacity to provide graphic continuity, explain purpose, define an interior’s character and brand an environment.

From the moment you share your inspiration, imagery, materials, colors and project parameters with us, we will work to fully understand the look and feel you’re seeking to create, and help you determine all material and aesthetic details. WG Customs Lab is a qualified team of designers from the fields of art, illustration, graphics, photography and interior design, with the software skills necessary to develop your idea, and the design expertise to bring your vision to fruition.

Split Rock in Scarlet by Helena Cooper,
from the Curated Collection.

Content & Continuity



Digital print wallcovering creates a focal point over water fountains at NASA Glenn Research Center.

Looking for a means to convey uniqueness and organizational culture? Employees and customers are delighted by colorful photos and illustrations that are specific to an environment, whether in corporate offices, a supermarket, or a library.

Digitally printed wallcovering is the perfect medium for telling the story of “what can be found here,” with pictures. When interspersed throughout an interior, custom digital wallcovering is a powerful source of design cohesion.

**NASA Glenn
Research Center**
Cleveland, OH

Designer:
Stantec

Substrate:
CDP 202—Matte







Niagara Produce
East Amherst, NY

Designer:
Janelle Kurtzman Interiors

Substrate:
CDP 207—Hairline



**Buffalo Public
School 59 Library
Media Center**
Buffalo, NY

Designer:
Stephan Design Associates

Substrate:
Acrylic Panel



Defining Purpose



Digital print wallcovering allows for super-graphic branding in the reception area of this veterinary clinic.

Organizations and businesses benefit from having their mission, history or passion told through imagery. Digital print wallcovering can integrate typography, and become environmental graphics, signage and wayfinding.

Set a mood, integrate a logo, inspire occupants to action, reference the past...the potential for unique messaging is limitless. WG Customs Lab will help you define your project's purpose.

**Pikesville Animal
Hospital**

Pikesville, MD

Designer:
Shaw Jelveh Design

Substrate: CDP 203—Sued



**Ahern Specialty
Contractors**

Milwaukee, WI

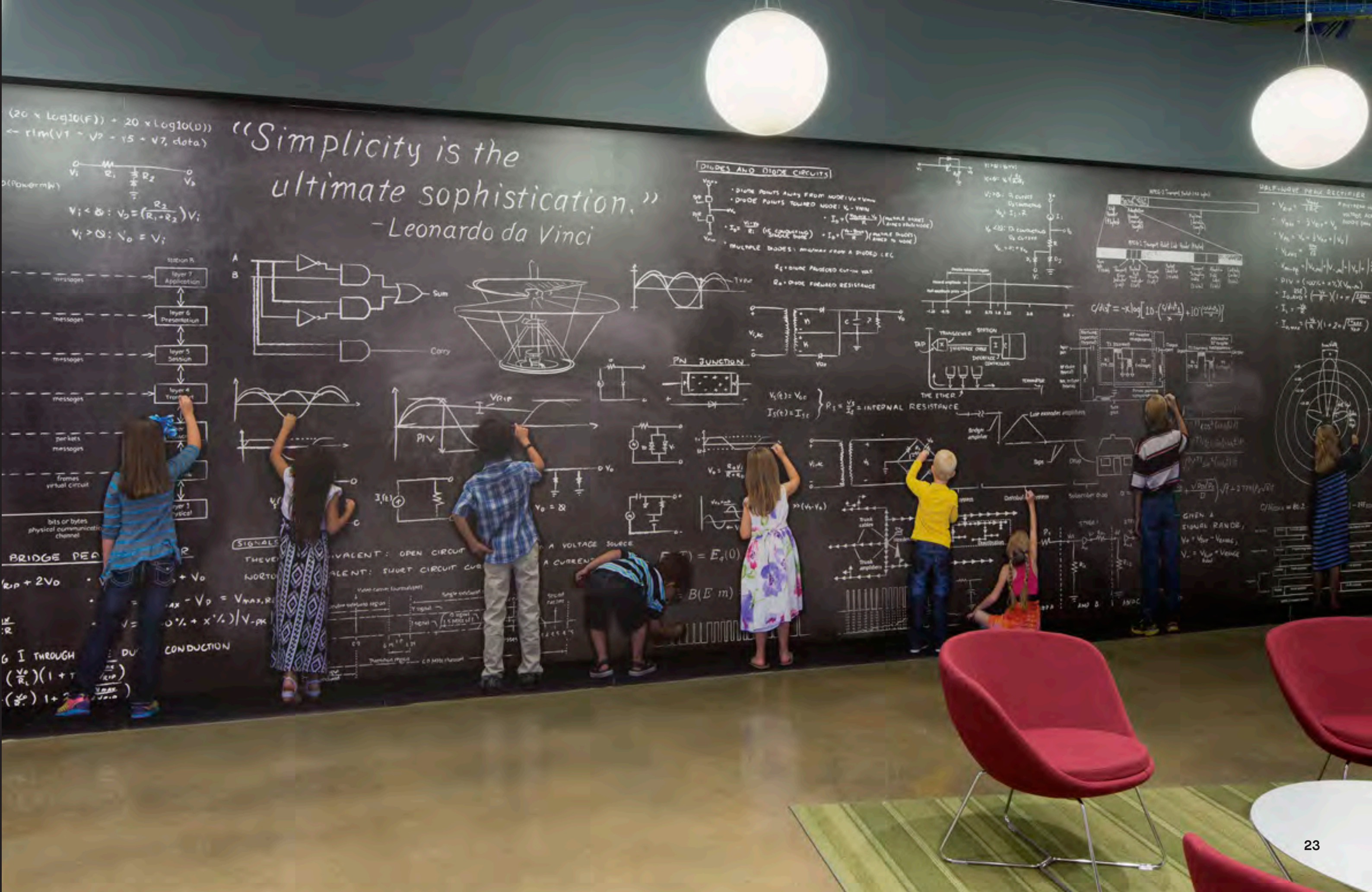
Designer:
Eppstein Uhen Architects

Substrate:
CDP 205—Canvas





Tree Collage in Noon by Ajay Malghan, from the Curated Collection.



**Westin New York
at Times Square
Fitness Center**

New York, NY

Designer:
Starwood Hotels & Resorts
Global Brand Design

Substrate:
750.02—Roxen



Focal Points



Digital print wallcovering enlivens an employee cafeteria with a dynamic composition.

A wall clad in dramatic art, illustration or photography is one of the most memorable features you can bestow on an interior. Wolf-Gordon ups the ante with a generous variety of substrates that reinforce design, including metallic, Mylar, patent leather looks and heavily textured wallcoverings.

When budget is a concern, digitally printed wallcovering on a feature wall can be a cost effective, long lasting alternative to framed art and three-dimensional signage. Vinyl upholstery can also be considered for digital printing.

**Tredway
Lumsdaine & Doyle
Breakroom**
Irvine, CA

Designer:
Kardent Design

Substrate:
CDP 202—Matte





Koy in Lacquer by karlssonwilker, from the Curated Collection.

**The Grafton
on Sunset**

Los Angeles, CA

Designer:
Forchielli Glynn

Substrate:
CDP 202—Matte



**Washington Marriott
Wardman Park**
Washington, DC

Designer:
Leo A Daly

Substrate:
MRN 7-4754—Mandarin





Cube upholstered with *Slice* in Teal
by karlssonwilker, from the Curated Collection.



Wallcovering and wall magnets printed with *Slice* in Cobalt
by karlssonwilker, from the Curated Collection.

Windows, Ceilings & Beyond

Take advantage of Wolf-Gordon's digital print products on a variety of surfaces and installations. Adhesive digital substrates, available in various textures, can be applied to glass partitions and windows. An acoustical digital substrate can

dampen sound in performance spaces and high traffic areas. Ceilings are another surface—usually underutilized—that can be a beautiful display for digital print imagery.

Digital printing on an acrylic panel lets light flow through and creates a beautiful partition.



Glitchi by Andrew Heumann, from the Curated Collection.



Passing Through in Night by Ajay Malghan, from the Curated Collection.

Holiday House NYC
New York, NY

Designer:
Noelia Ibanez

Substrate:
CDP 217—Bling





Curated Collection

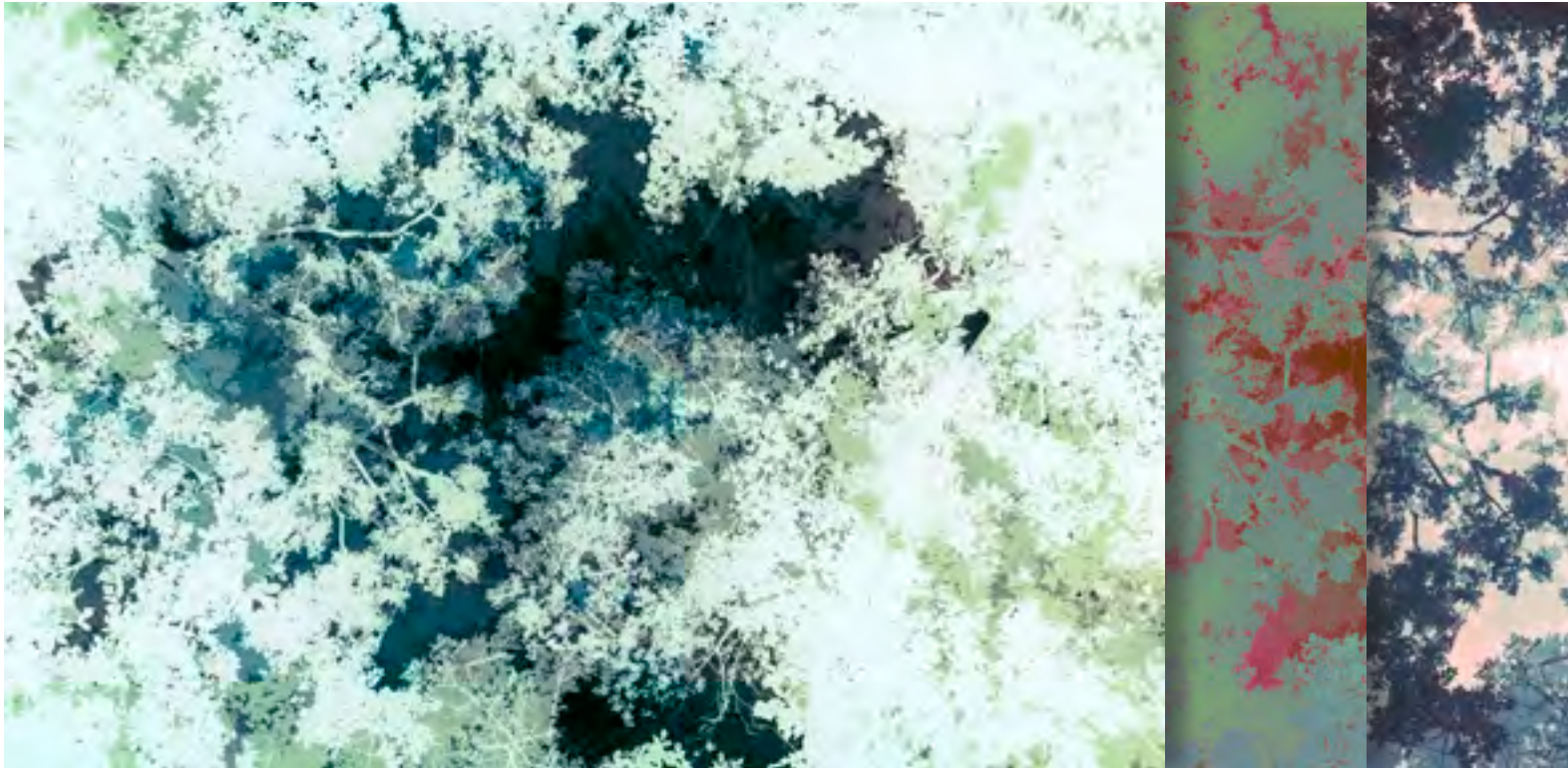
When you are seeking distinctive imagery for feature walls—behind a headboard or a reception desk, in a customer waiting area, or in a restaurant or lounge—Wolf-Gordon has a diverse collection of artwork that is ready for quick dimensioning and custom coloring.

For the Curated Collection, WG Customs Lab works with a select group of artists to create a special portfolio of designs. With an eye on current trends and forecasts, we choose work from the fields of graphic design, fine art and photography that translates well onto different substrates, and can be colored in one of our standard options or exactly as you specify.

Electrica in Fresh by Helena Cooper,
from the Curated Collection.

Tree Collage by Ajay Malghan

Midnight / Northern Lights / Noon



Passing Through by Ajay Malghan

Night / Blizzard/ Clay



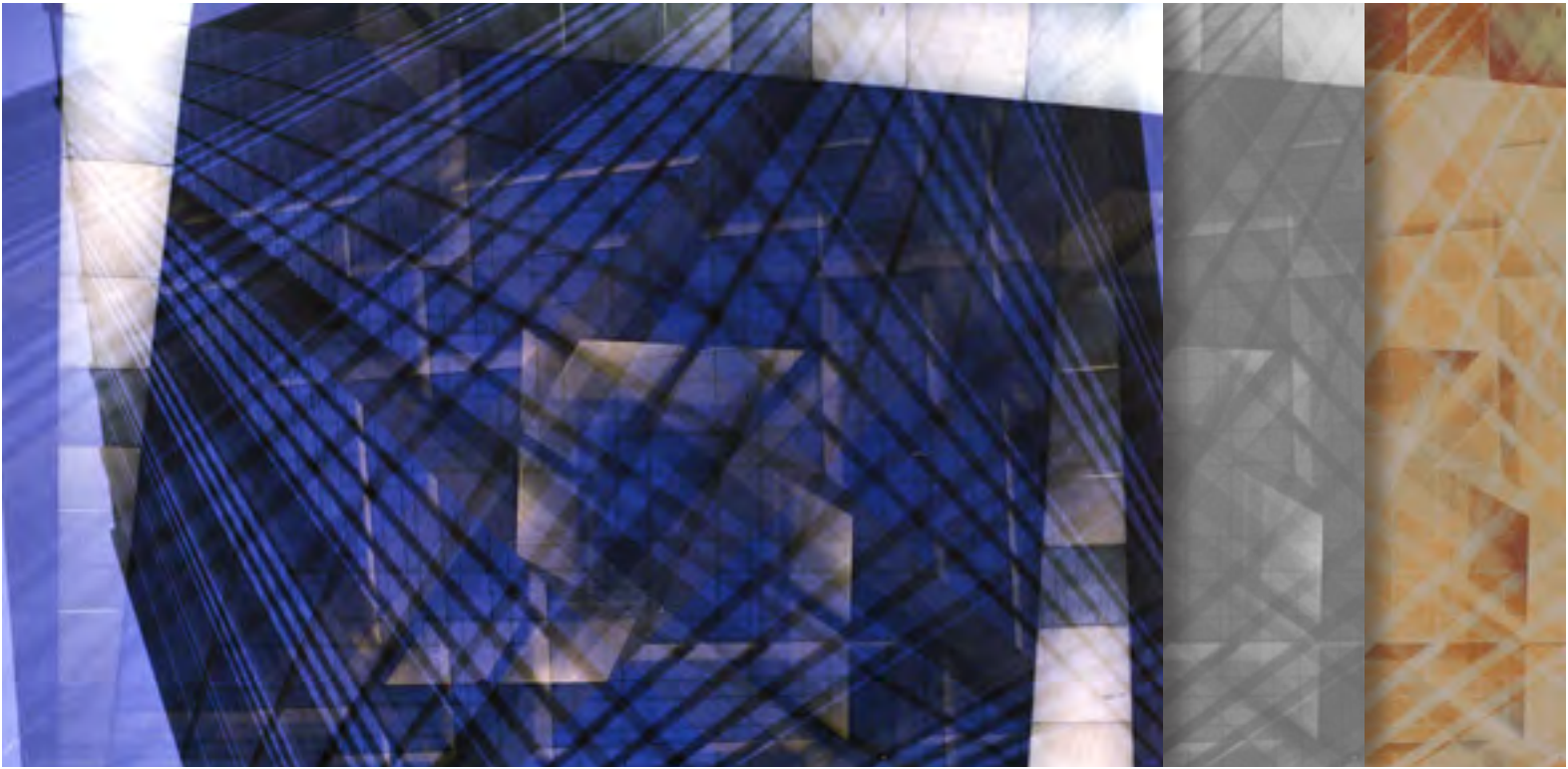
Buildings by Ajay Malghan

Spotlight / Graph / Rigging



Vertical Density by Ajay Malghan

Ultraviolet / Smoke / Terracotta



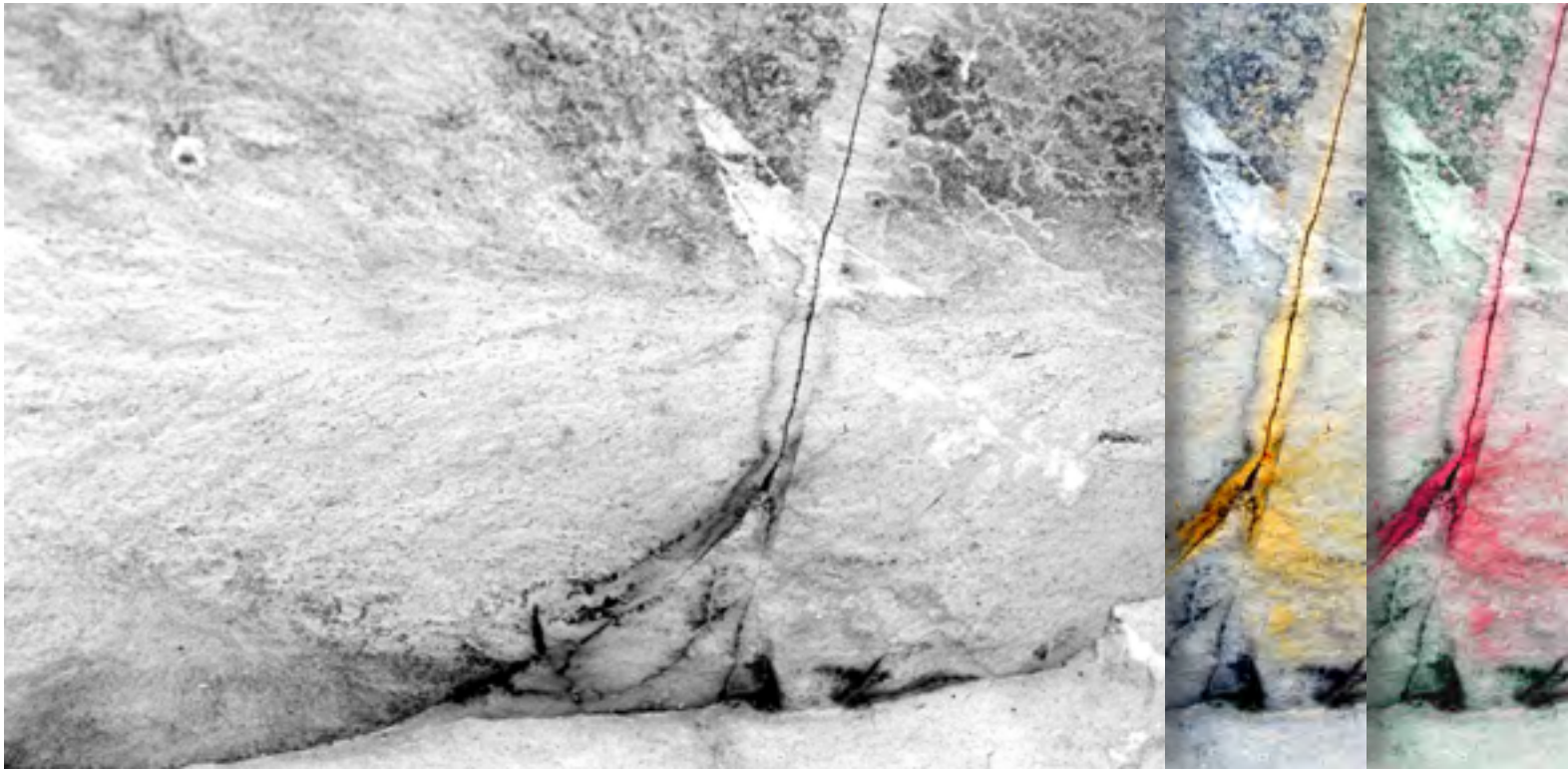
Electrica by Helena Cooper

Spectrum / Sepia / Fresh



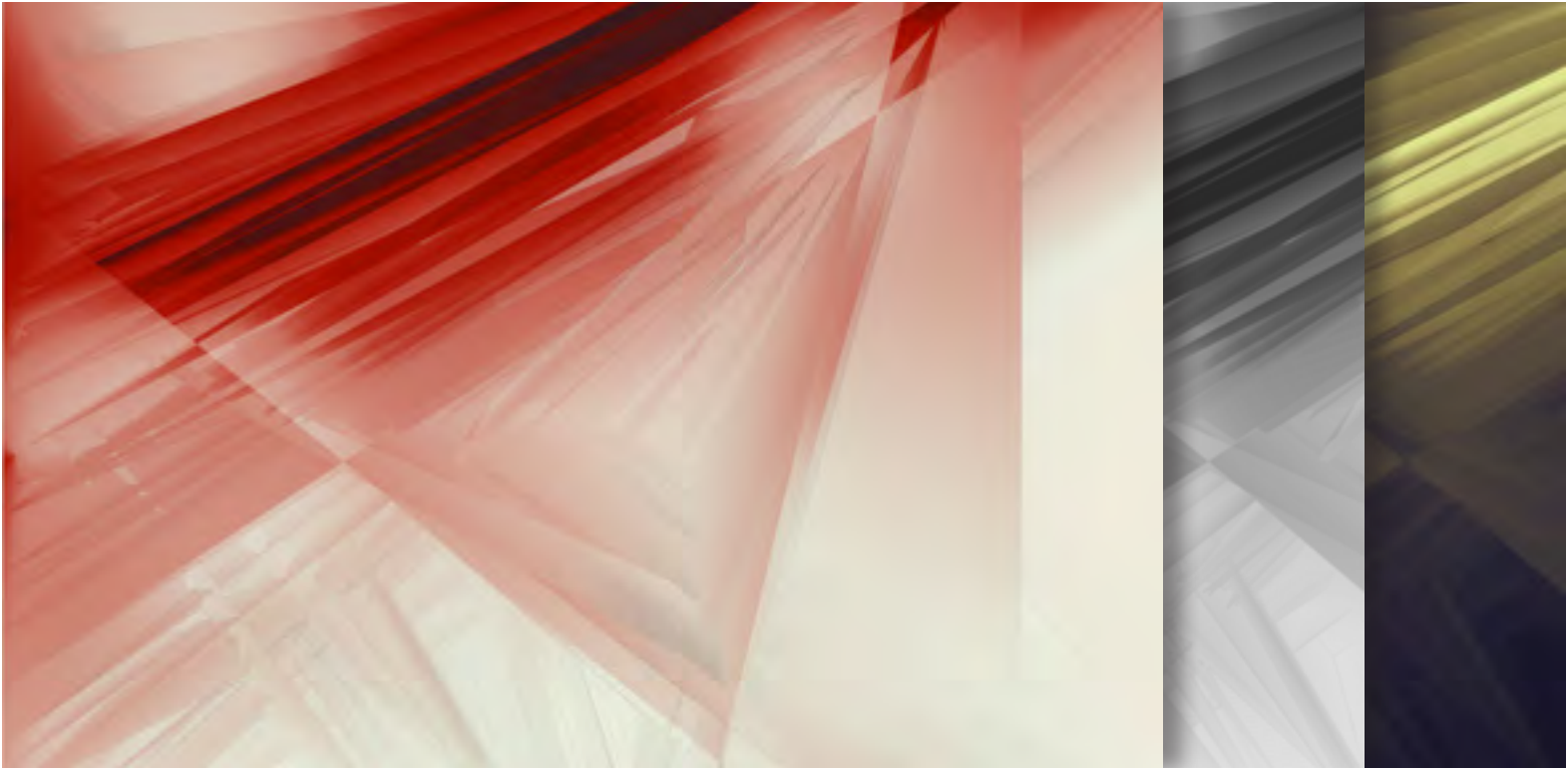
Split Rock by Helena Cooper

White / Cadmium / Scarlet



Glitchi by Andrew Heumann

Red / Gray / Frond



Gradi by Andrew Heumann

Green / Bronze / Copper



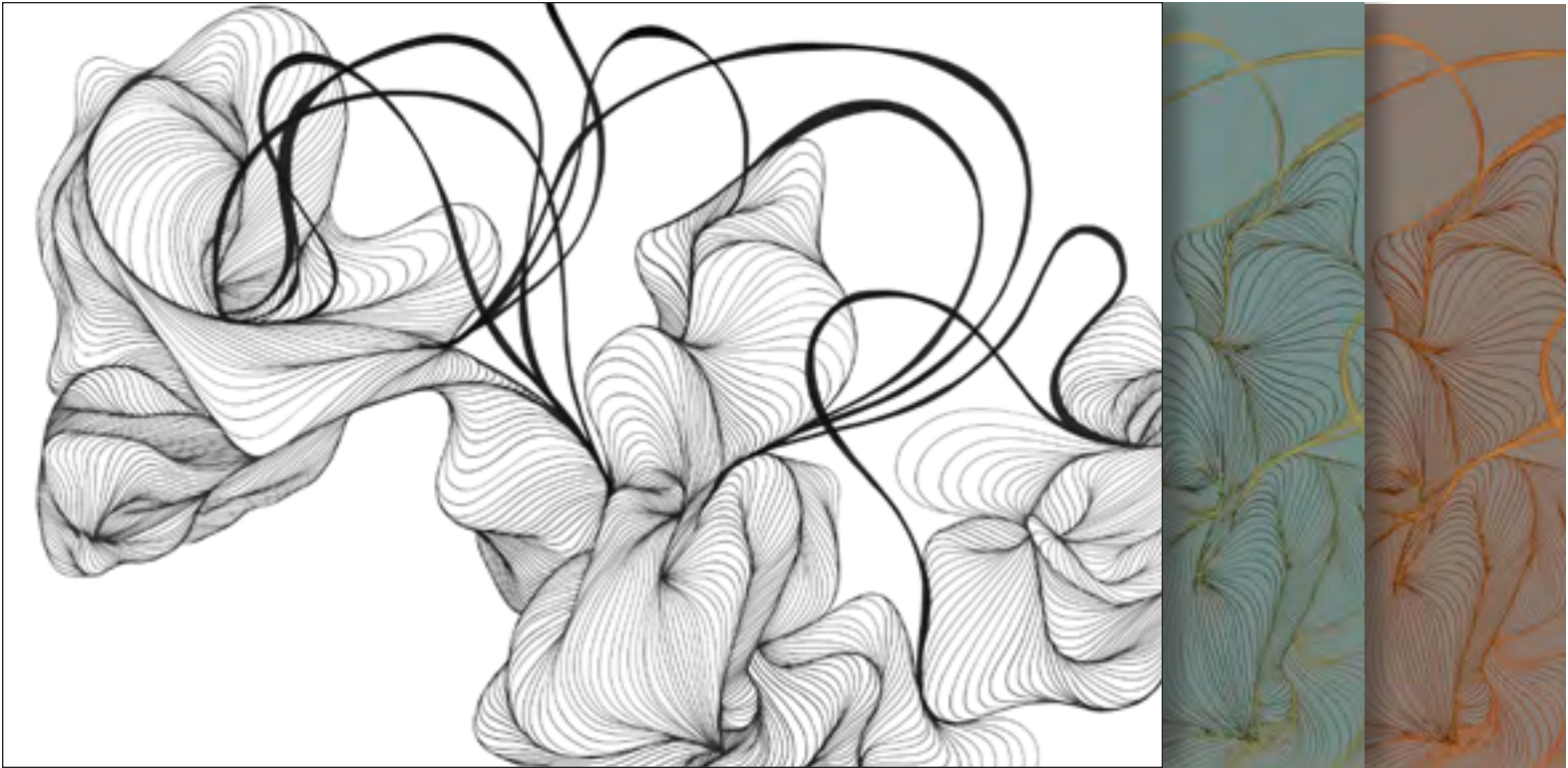
Balance by Mae Engelgeer (Enlarged to show detail)

Carbon / Copper / Silver Dust



Phases by Justine Ashbee

Black Line / Soft Teal / Russet



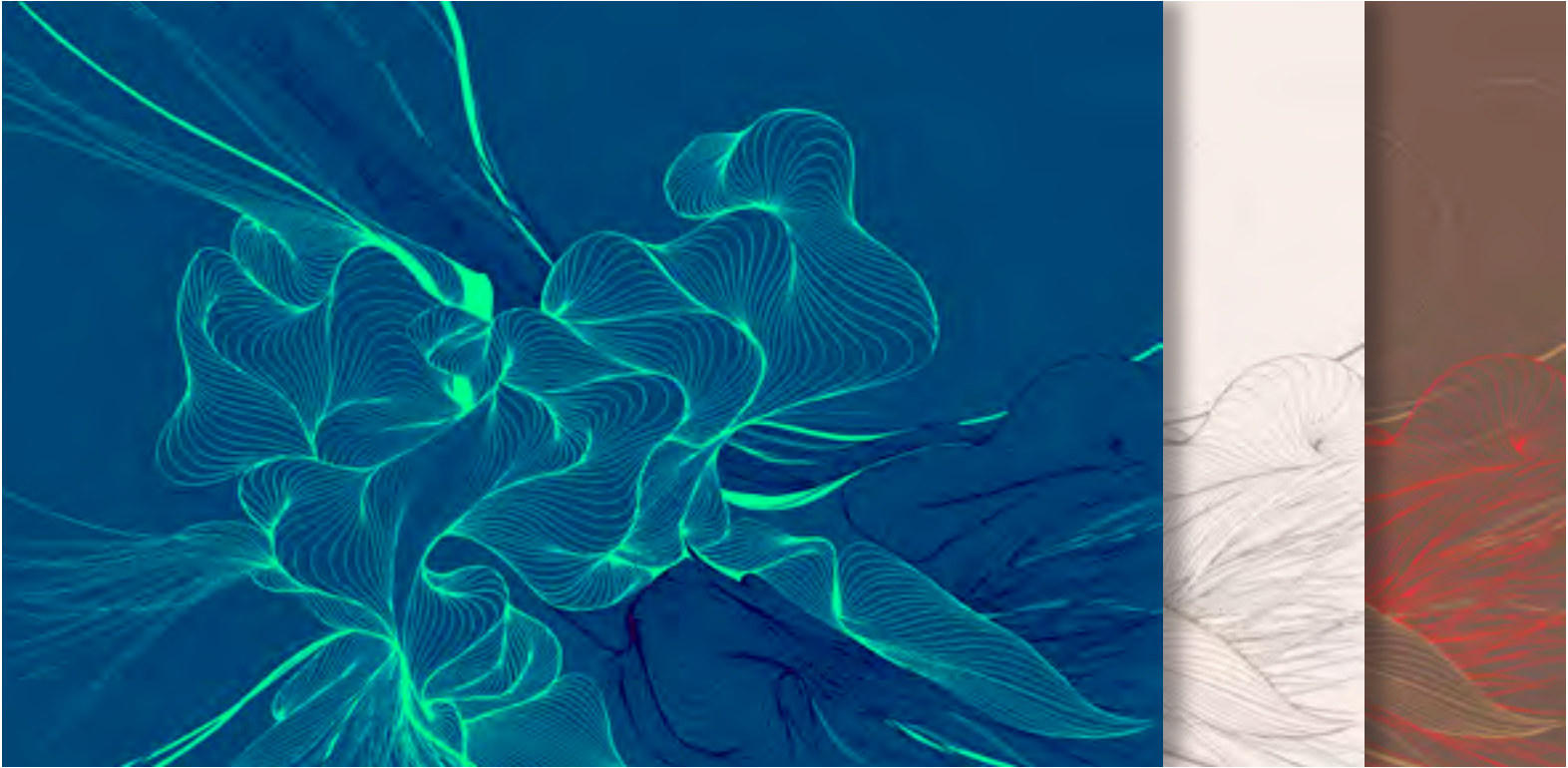
Unfurls Unfolds Untolds by Justine Ashbee

Ecru / Saddle / Plum



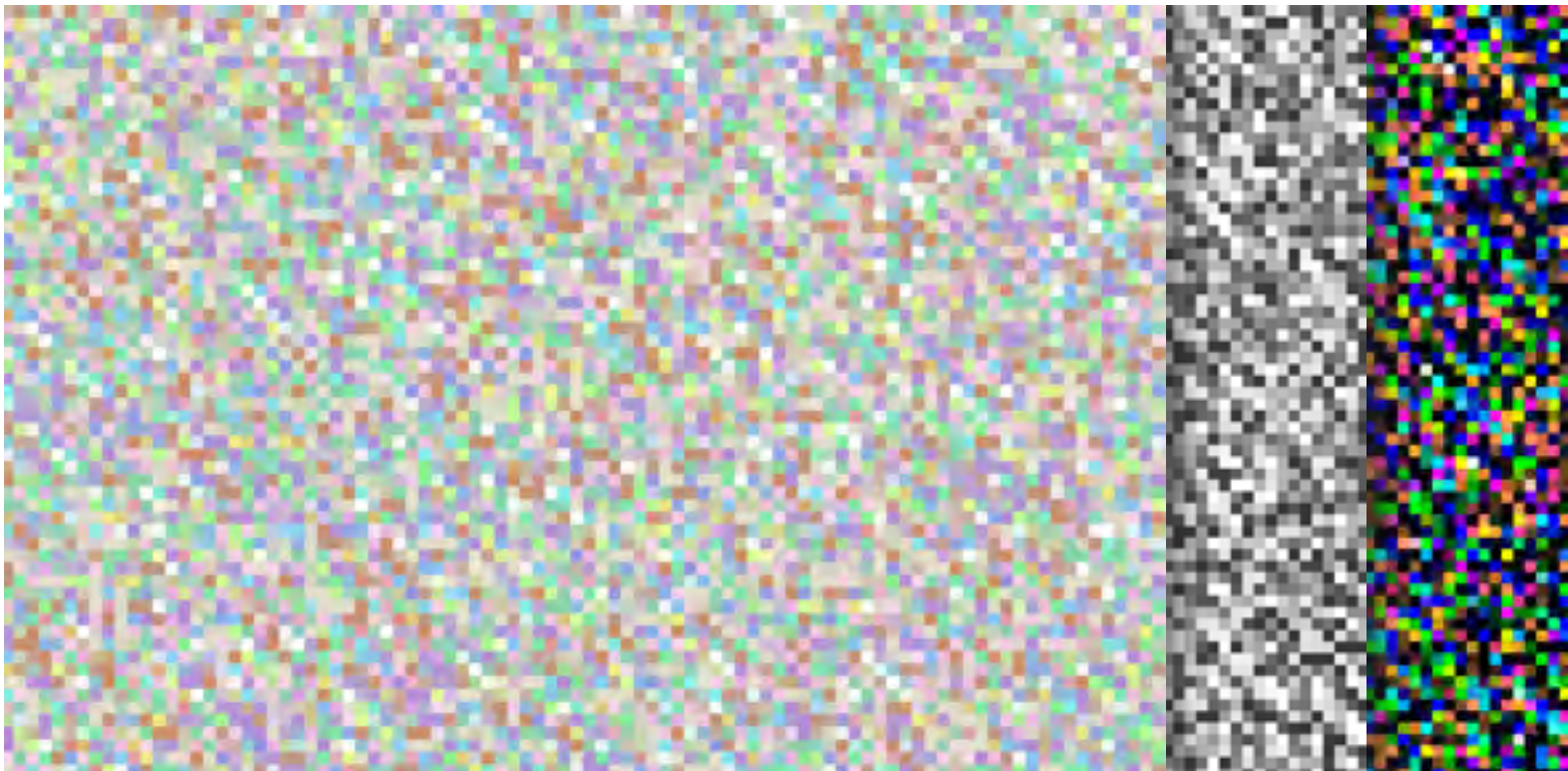
Waves Within by Justine Ashbee

Limelight / Powder / Cocoa



Untitled 1 by Total Design Lab

Giverny / Static / Chromatics



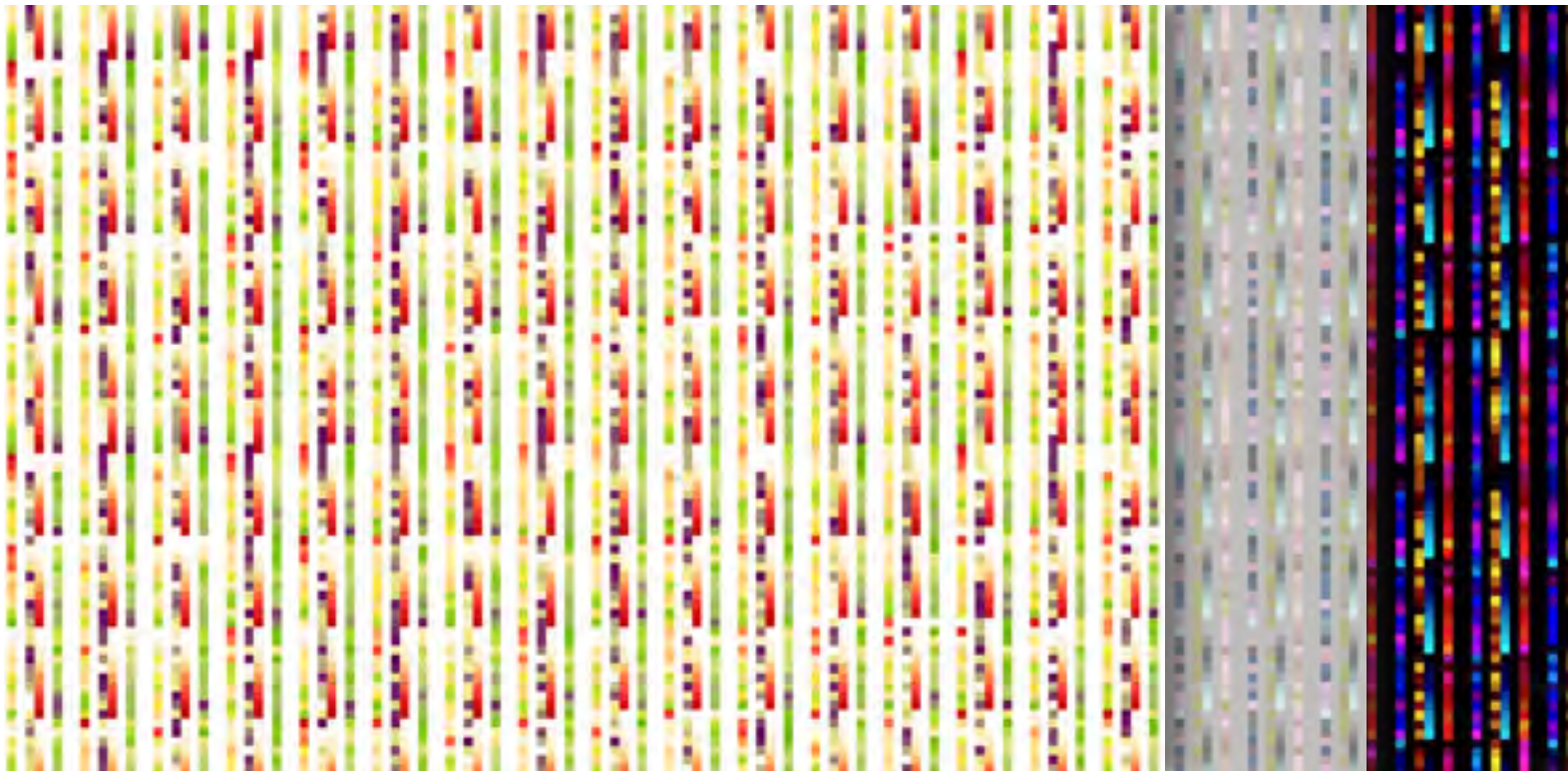
Slice by karlssonwilker (Enlarged to show detail)

Pastel / Teal / Navy



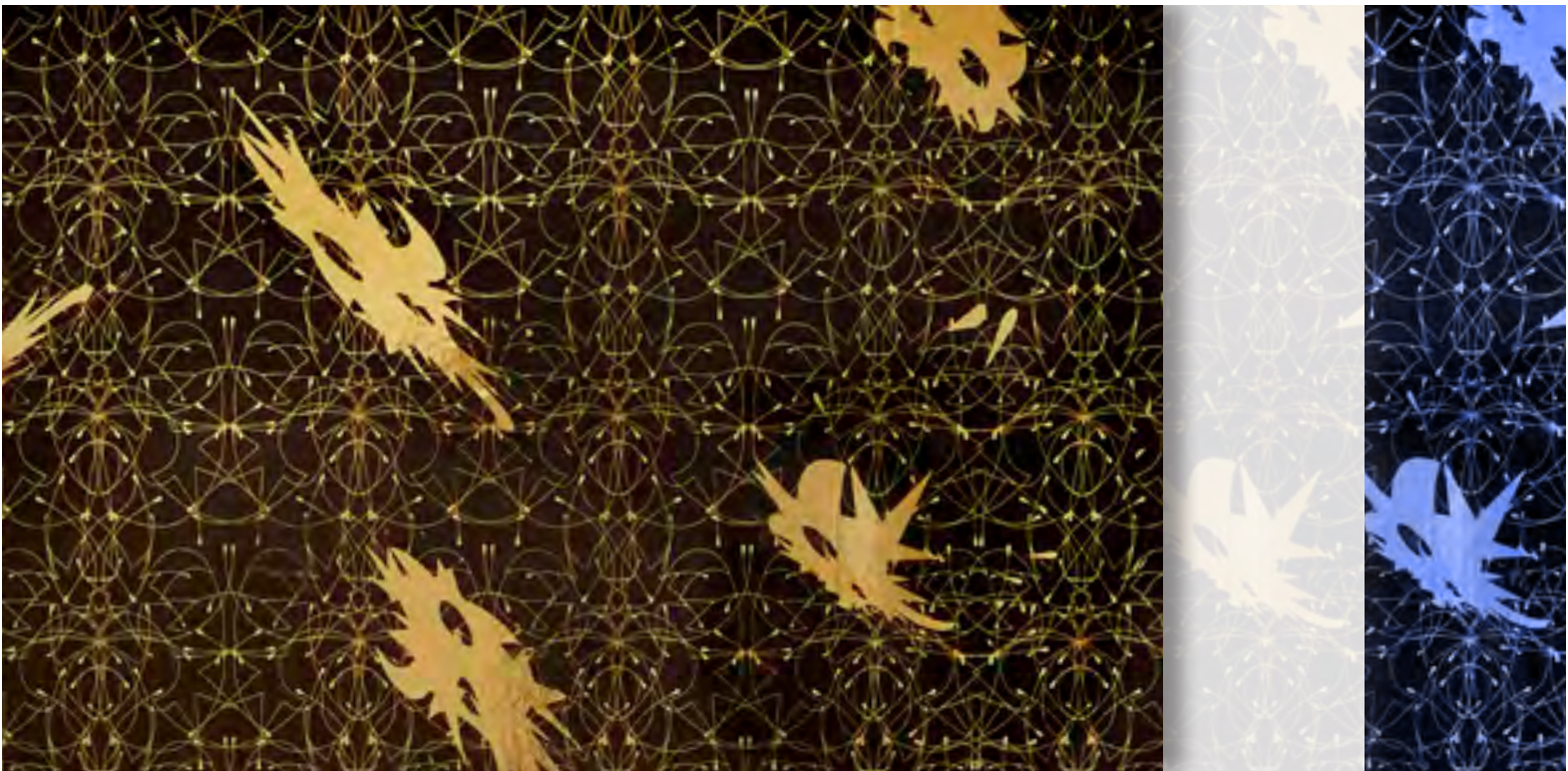
Untitled 2 by Total Design Lab

Summer / Pastels / City Lights



Koy by karlssonwilker (Enlarged to show detail)

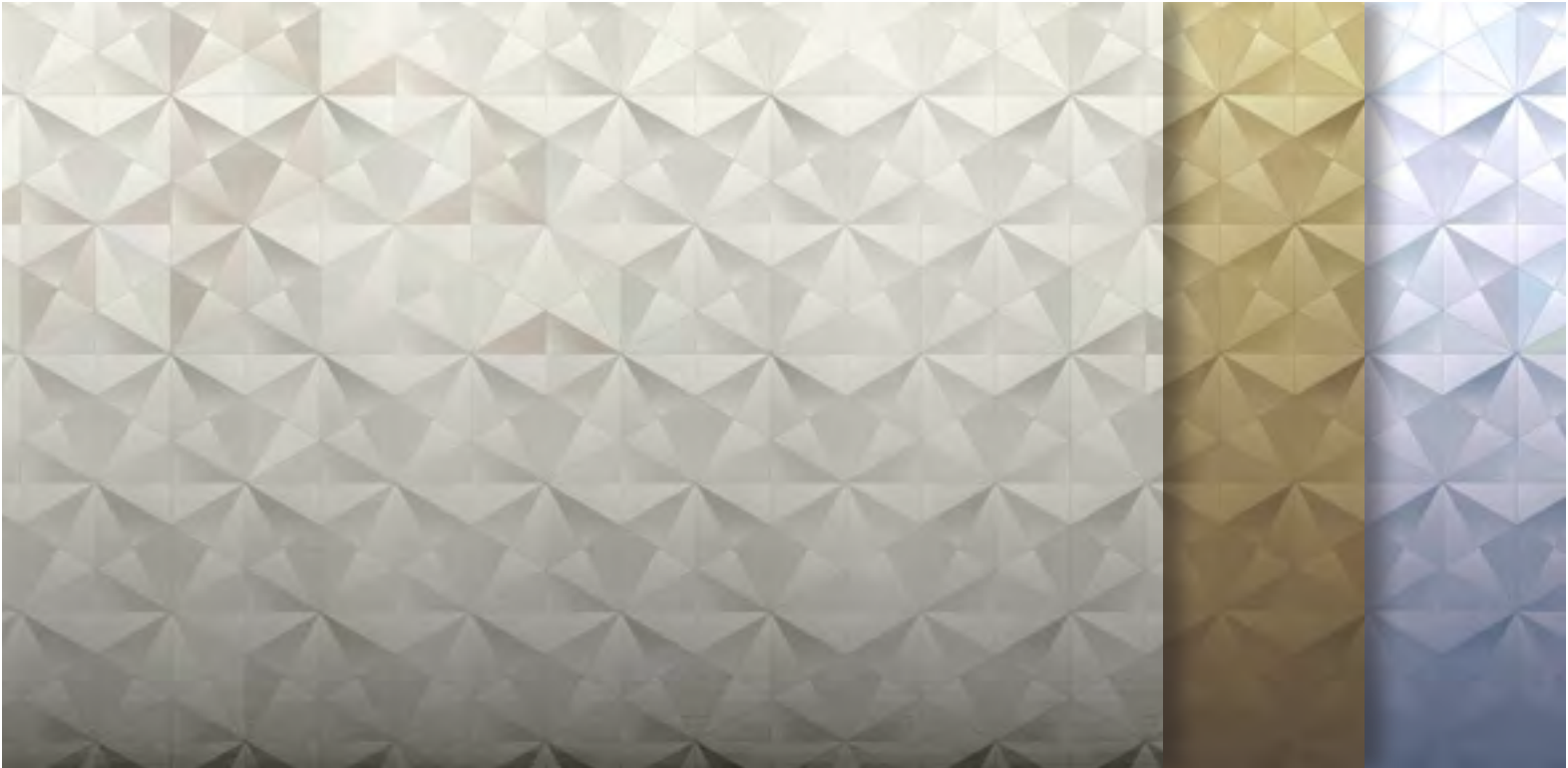
Lacquer / Ice / Moon Shadow



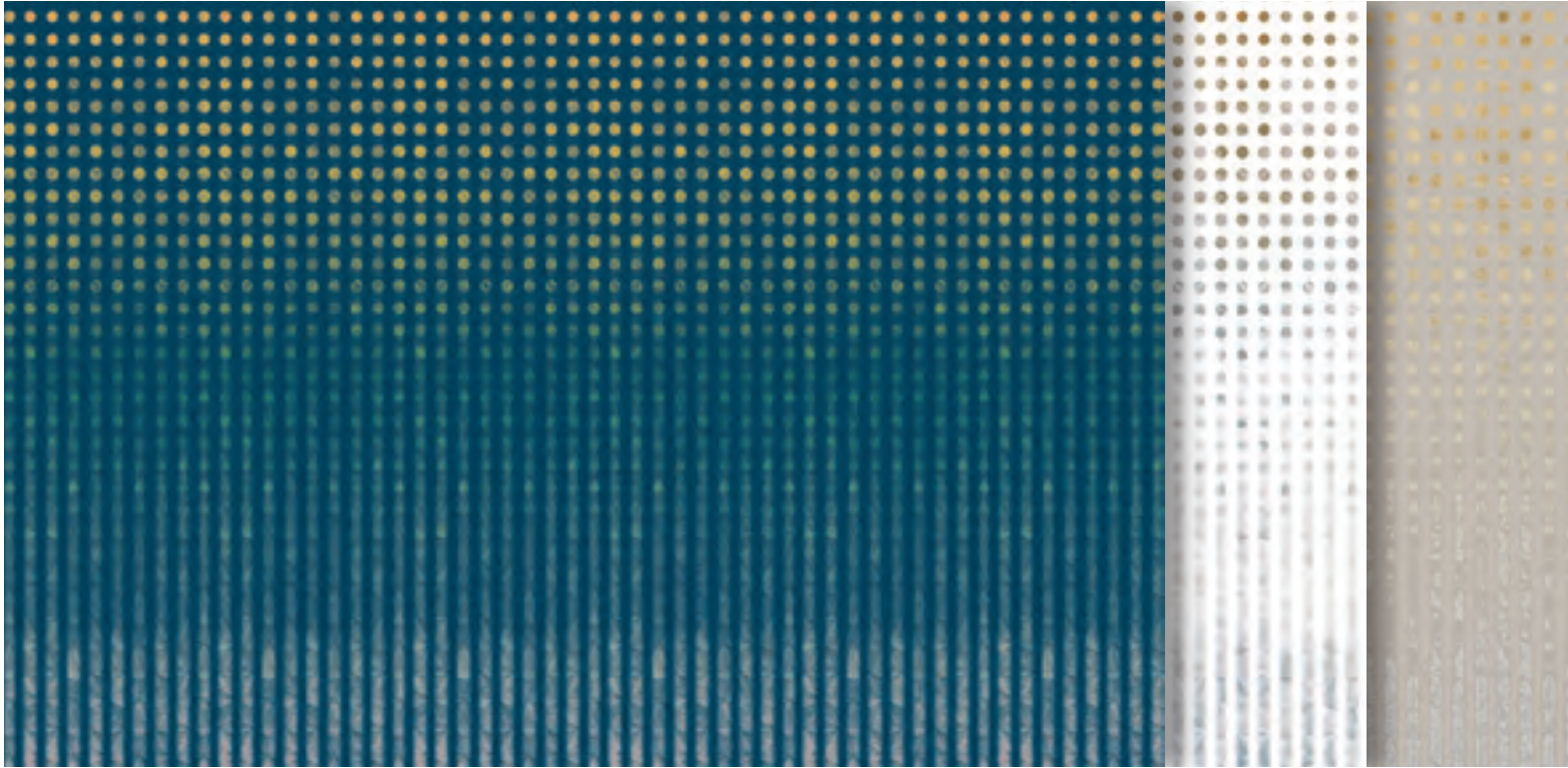
Baroque by Tjep. (Enlarged to show detail) Goldenrod / Brass / Champagne



Folds by Rollout Paper / Amber / Violet



Depth of Dots by Rollout Ocean / Snow / Powder

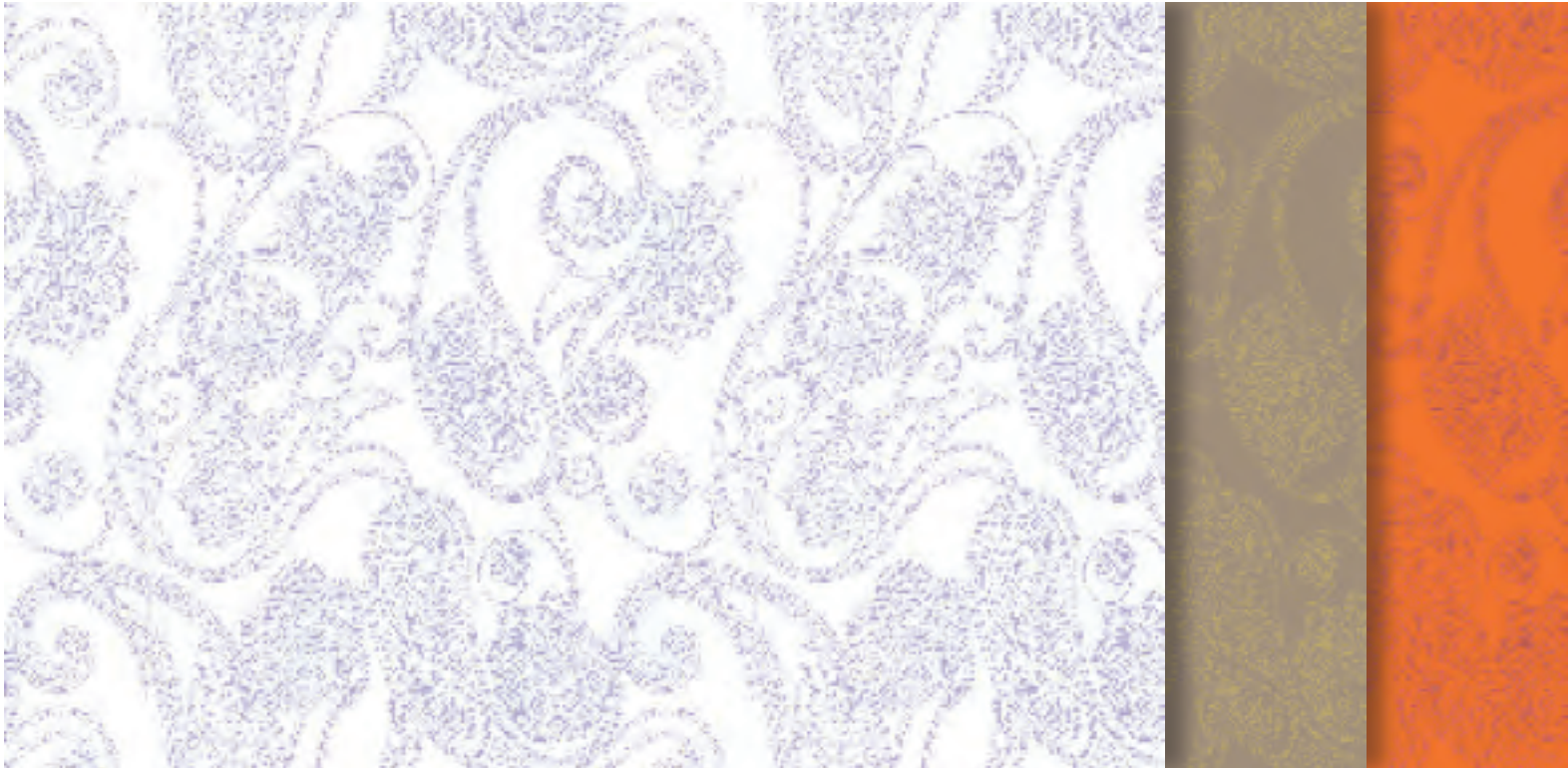


Juxtapose by Rollout Guilder / Cashmere / Flame



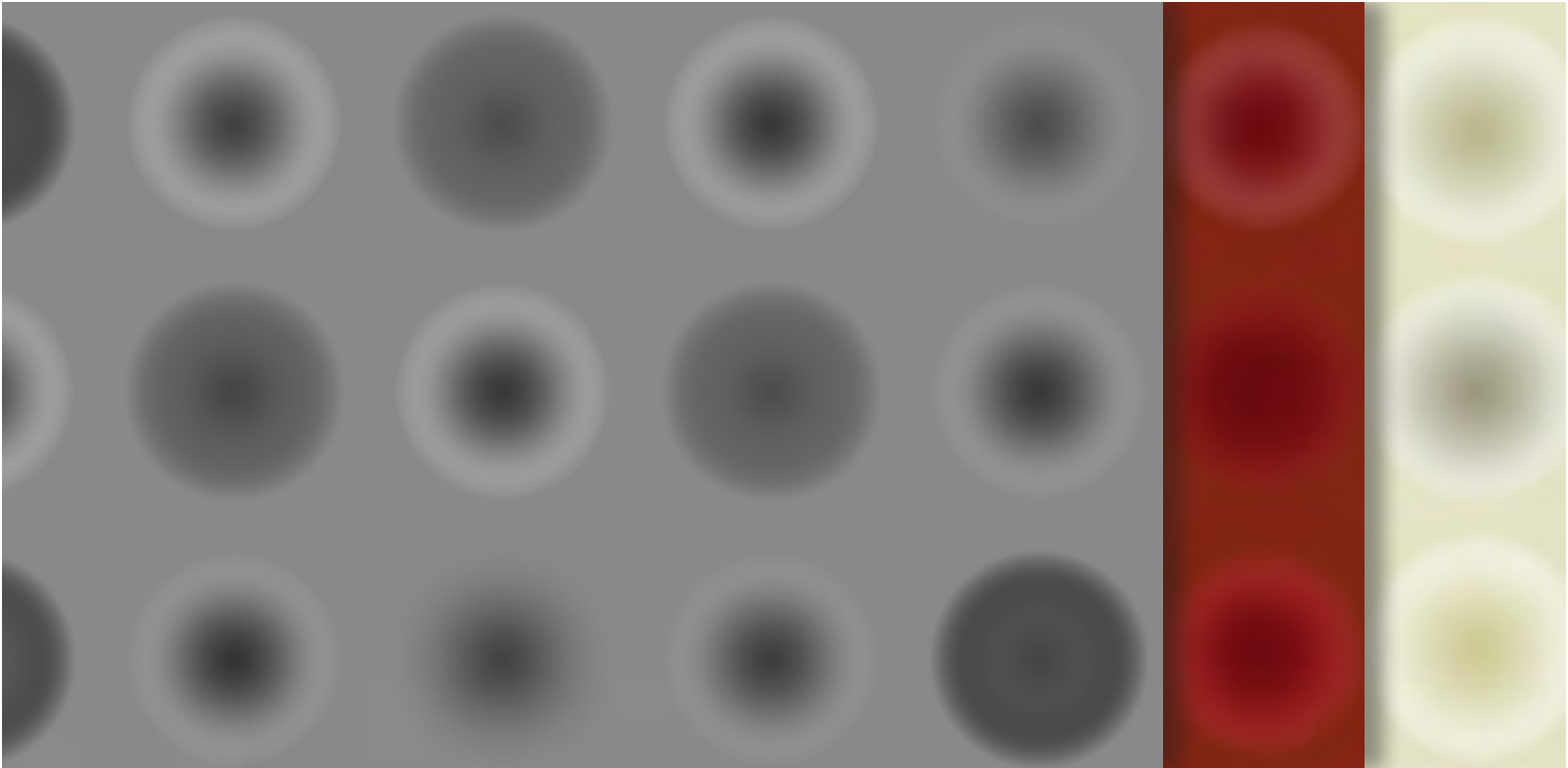
Paisley by Erich Ginder Studio

Delft Blue / Saffron / Sari



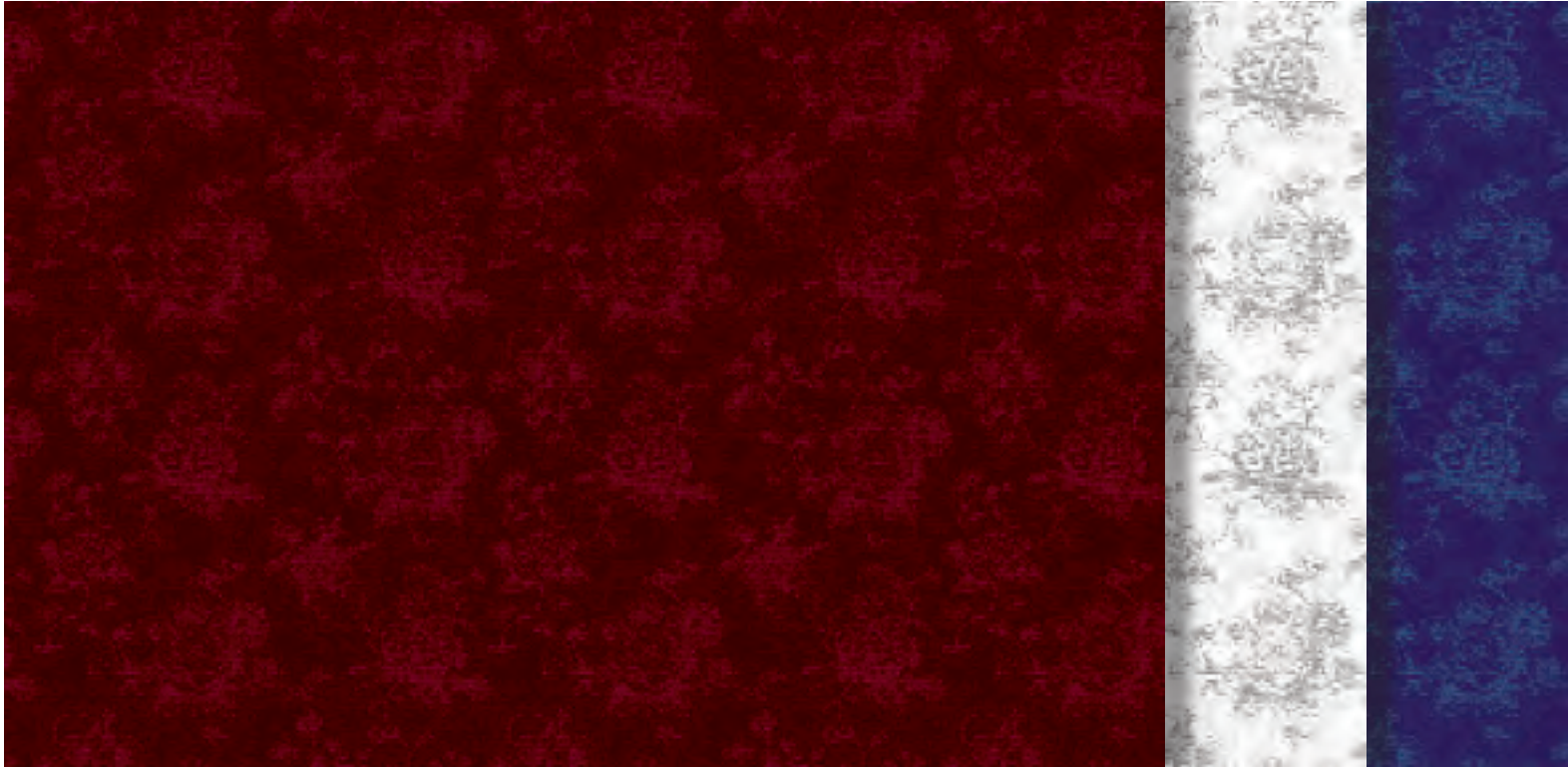
Soft Spots by Grethe Sørensen

Smoke / Flame / Spring



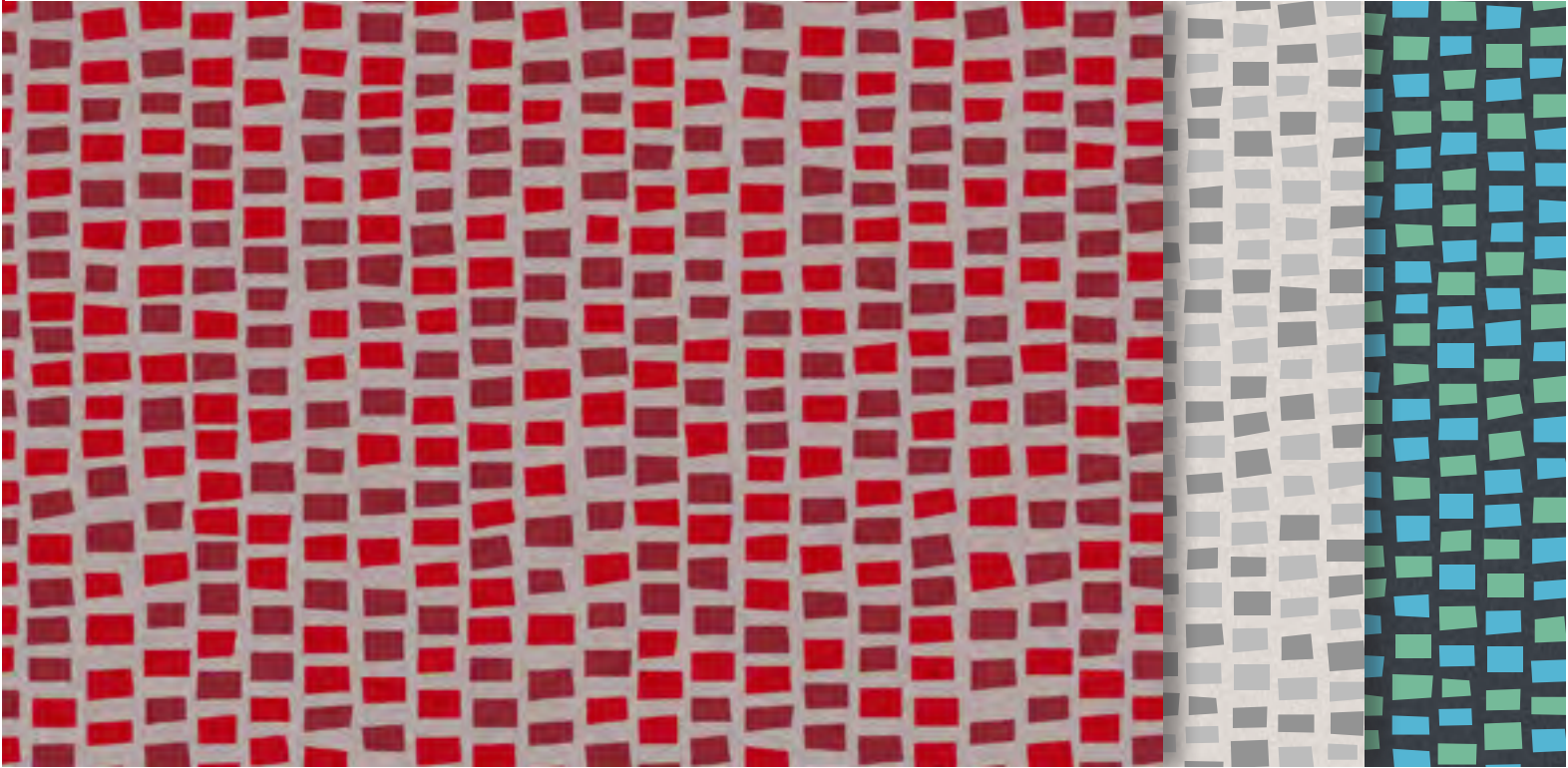
Roses by Erich Ginder Studio

Magenta / Pen & Ink / Cyan

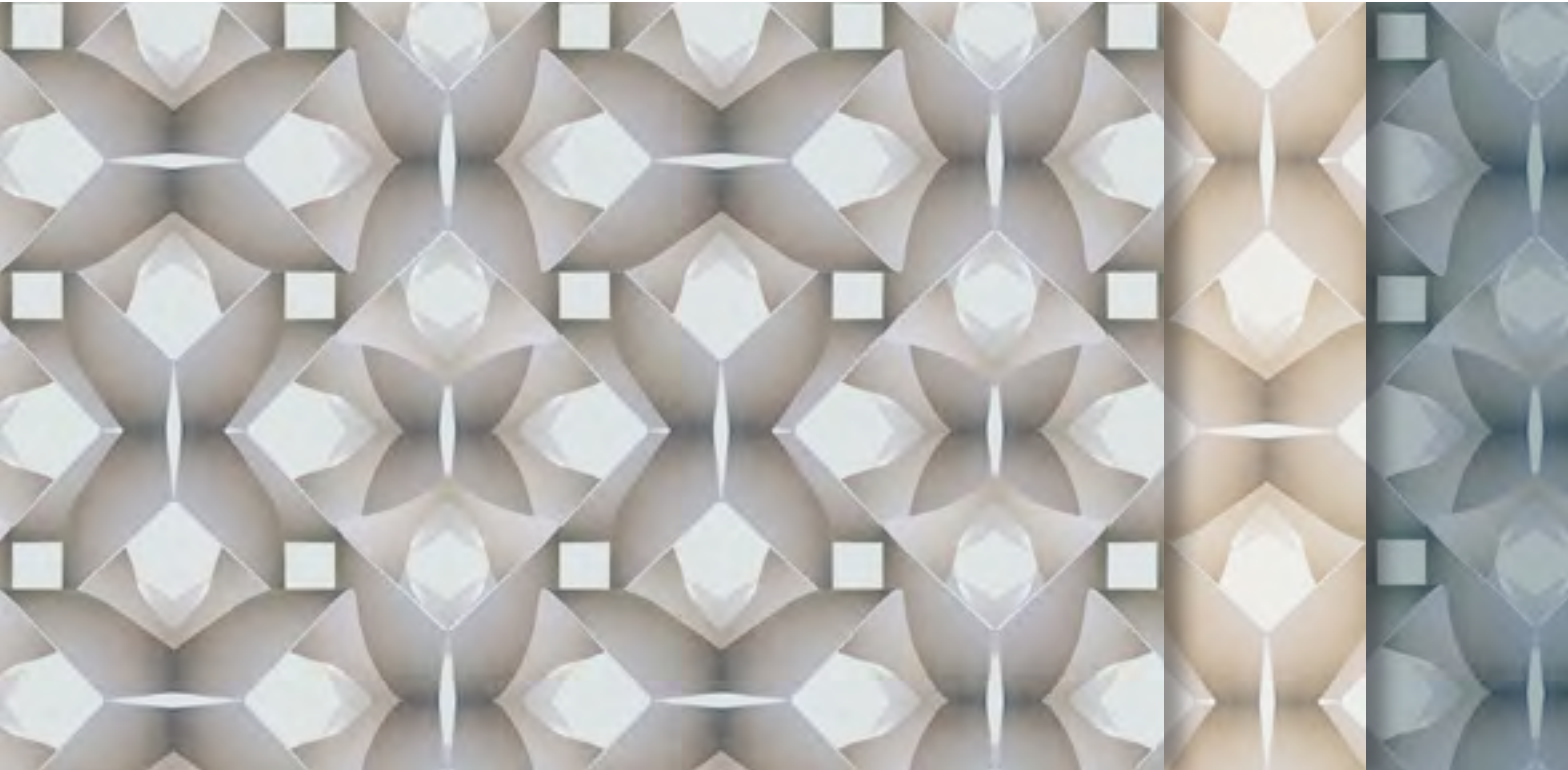


Venice by Boym Partners (Enlarged to show detail)

Red / Grigio / Blu

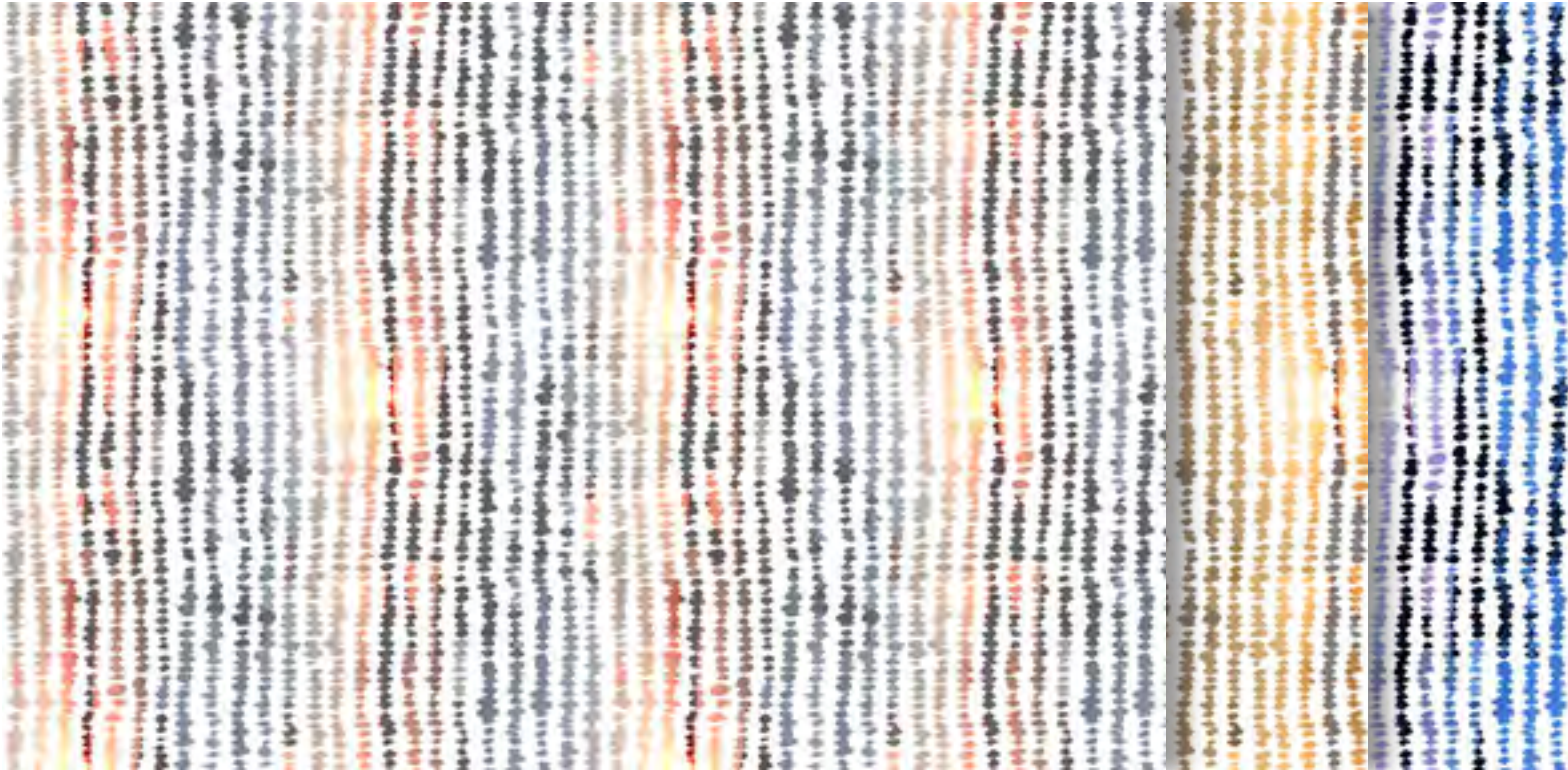


Flower by Tsao & McKown (Enlarged to show detail)



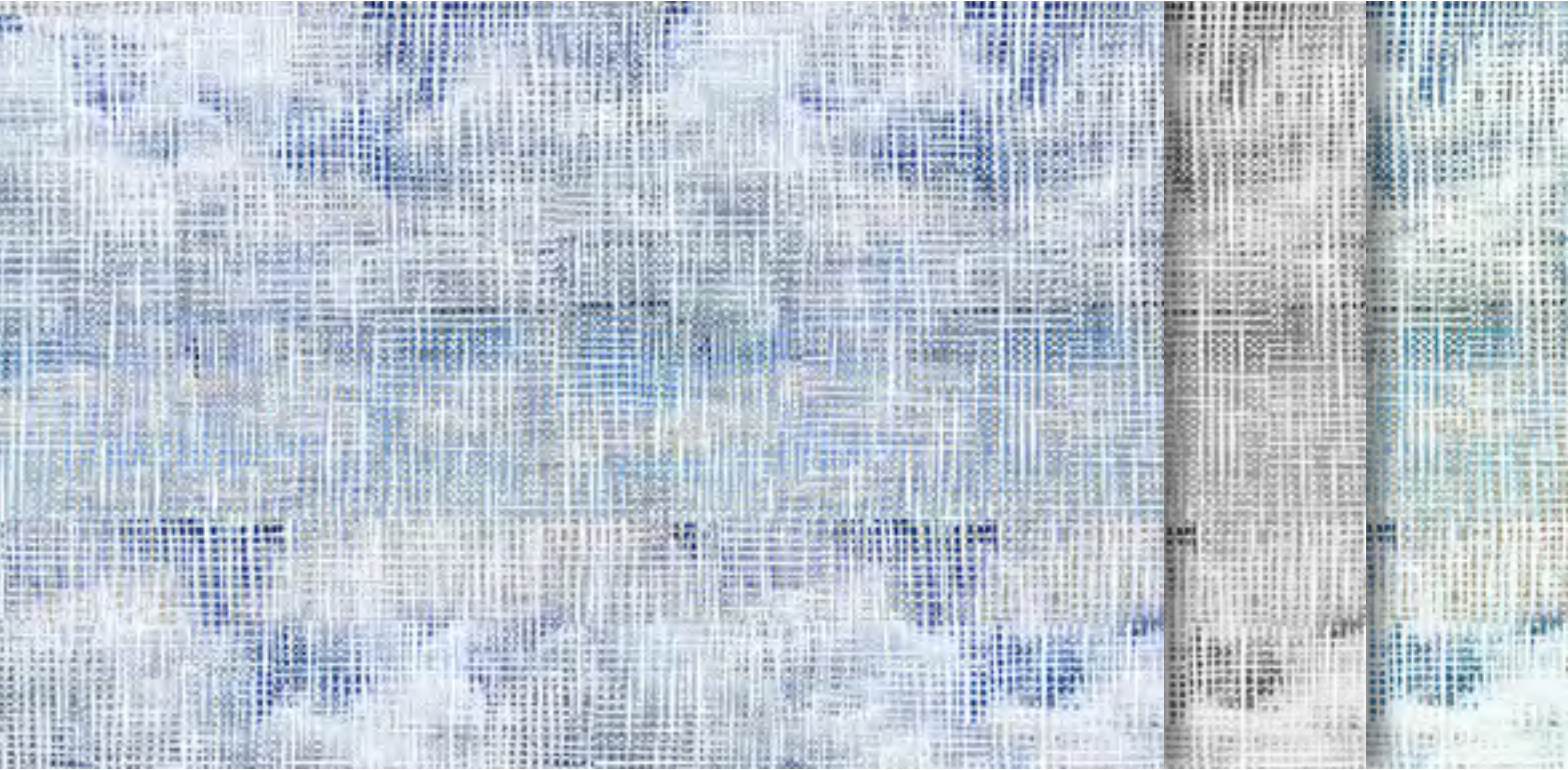
Quince / Japhet / Bluet

Sunset by Carla Weisberg (Enlarged to show detail)



Apricot / Amber / True Blue

Clouds by Carla Weisberg (Enlarged to show detail)



Cerulean / Etch / Watercolor

Waterlily by Carla Weisberg (Enlarged to show detail)



Aqua / Lush / Teal

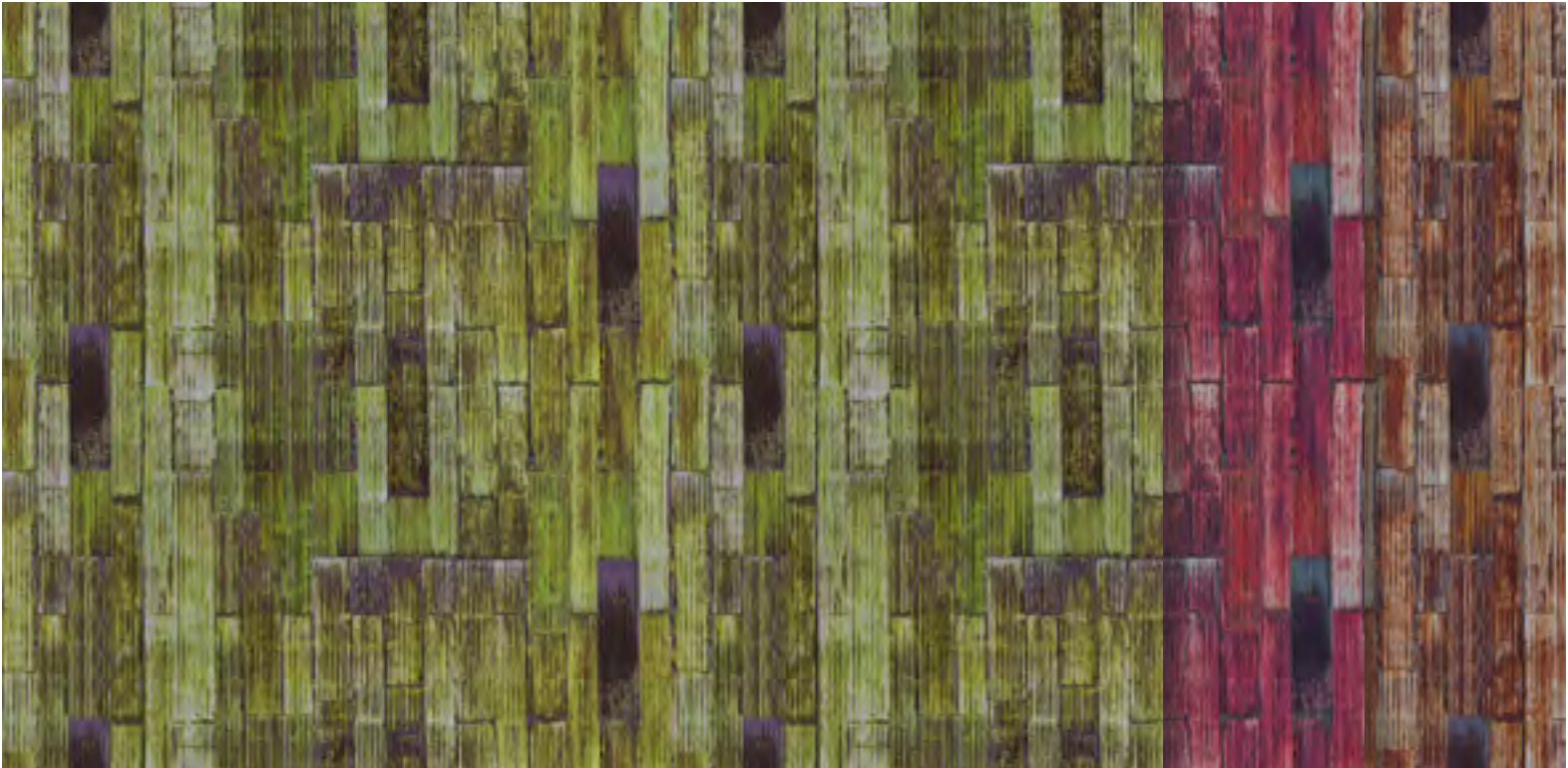
Greene Street by OBO Design Brooklyn (Enlarged to show detail)

Concrete / Midnight / Sky



Greenpoint Rust by OBO Design Brooklyn (Enlarged to show detail)

Green / Purple / Weathered



Look Both Ways by OBO Design Brooklyn (Enlarged to show detail)

Asphalt / Yellow / Sepia



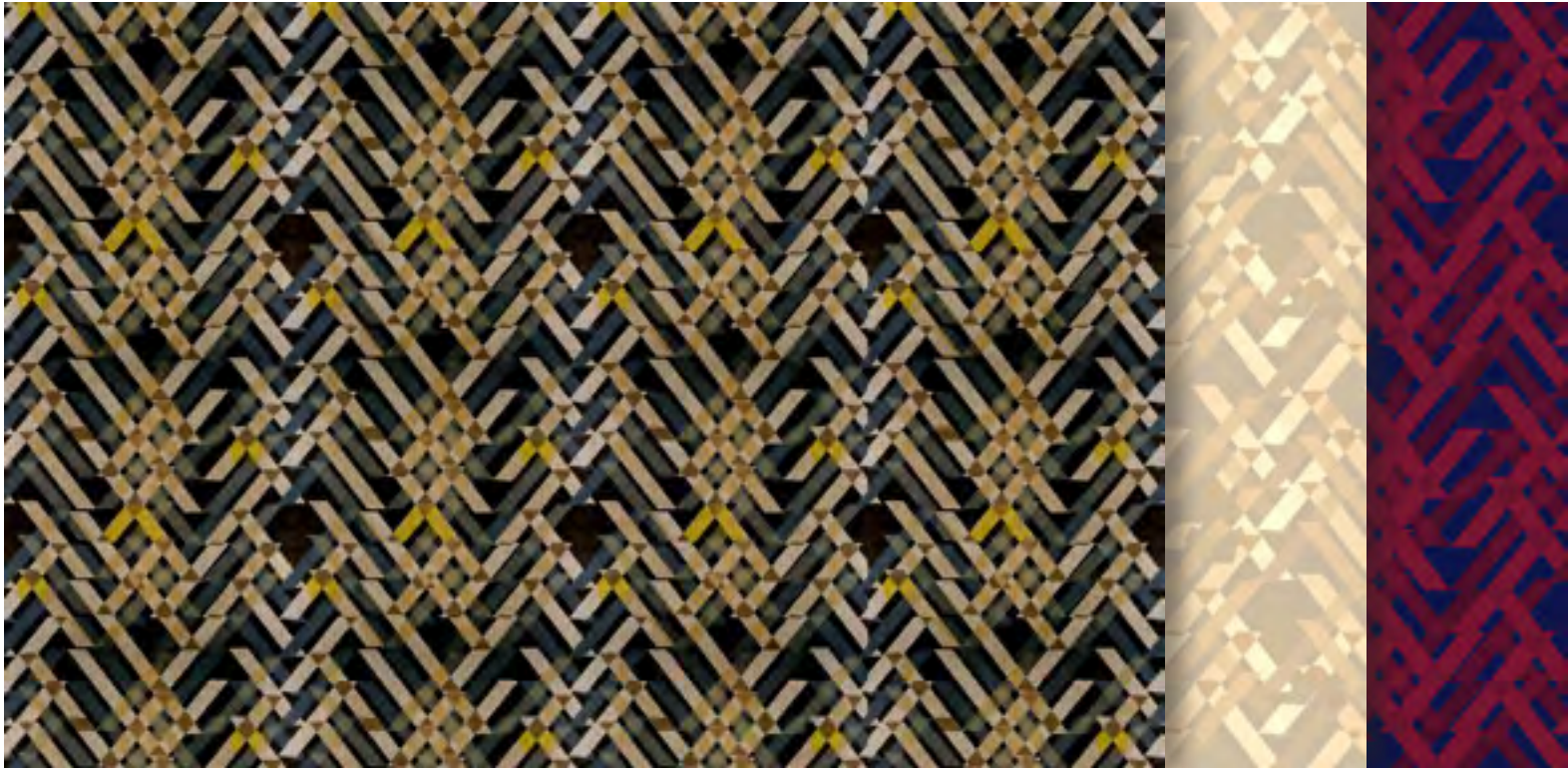
Fleur De Iron by OBO Design Brooklyn (Enlarged to show detail)

Gold / Silver / Teal



Granar by Moa Schulman

Art Deco / Neo Deco / Velvet



Zickzack by Moa Schulman

Multi / Pastels / Antique



Proofing Process

1. Getting the Right Look

Whether you're submitting a print-ready art file, selecting a design from our Curated Collection, or working with WG Customs Lab to develop imagery based on your concept, we will help you select and create the perfect image for your digital wallcovering project. By understanding your project requirements, WG Customs Lab can evaluate the specifications of the intended space, and analyze your image or desired design to ensure a successful installation.

2. Pre-Production Samples

Once you approve an image, we can provide examples of a variety of substrates and embosses to choose from. WG Customs Lab will work with you to select a substrate that enhances the look and quality of your project. Once the image and substrate are determined, we will provide a Pre-Production sample within three to five days. Pre-Production samples consist of one small sample of your design at 100% scale (@ approximately 36" x 48") that you should review for image sharpness and color accuracy, and one printout at a reduced scale of the entire design.* Both items will be printed on your desired substrate.

**Additional samples may be necessary, dependent on the complexity of your project.*

3. Adjustments

If adjustments are needed, we can do so with your specific direction and critical feedback, within three to five days.

4. Layout Approval

Once the Pre-production samples have been approved and the final wall measurements are submitted, we will provide you with a PDF showing the image in relation to the intended space. Exact measurements must be approved and evaluation of the image layout must be addressed at this point. Any questions or concerns should be brought up prior to final approval, in order to guarantee a smooth installation. Once you approve the measurements and image, you must sign the PDF and return it to us before we produce the material. At this point, WG Customs Lab will provide you with a lead-time for production.

Digital File Preparation & Submission

Measuring

Once the installation area for the digital print wall-covering is identified, please provide us with exact measurements of the space, preferably on a drawing. We advise that mural dimensions be field verified as exactly as possible. Both the height and width are required. Any architectural feature or hardware element that needs to be accounted for should also be indicated in the layout (e.g., doors, windows, HVAC units, pilasters, etc.).

File Format

WG Customs Lab recommends submitting files prepared in one of the the file formats listed below, saved at 100 ppi and 100% print size, to yield the best results. The preferred color setting is either Adobe RGB (1998) or Coated GRACoL 2006. Text, graphics, and illustrations must be provided in one of the following formats, and not as bitmapped art.

Adobe Illustrator (.ai or .eps)—place images and convert fonts to outlines

Adobe InDesign (.indd or .idml)—package fonts and images for output

Adobe Photoshop (.psd or .tif)—include layers, paths, and/or channels

Adobe Acrobat (.pdf)—include fonts or convert them to outlines, embed links, and follow bleed requirements listed below

Note: We do not accept files from Microsoft Word, Excel, Powerpoint, or Publisher.

Color Correction/Color Matching

WG Customs Lab provides color correction and color matching across an array of multiple printer platforms. The custom nature of much of our printing and finishing might require us to edit your native design files by opening them in Illustrator, InDesign and/or Photoshop.

PMS Colors and Color Settings

- PMS colors should be included as Spot Colors, and the Pantone® Solid Coated swatch library is our standard (e.g.: Pantone 185 C). **Do not convert to process color.**
- Do not mix spot colors from different libraries (e.g., using PMS 185 C, PMS 185 U and PMS 185 CVC).
- All related documents should be created in the same color space, especially if they are intended to match each other. Files submitted in both CMYK and RGB will not match each other without additional file correction by our Prepress Department. *This service may incur additional charges.*
- Do not use any trapping or overprinting attributes.
- The recommended Photoshop color mode for digital printing is CMYK. Since RGB Color is only appropriate for graphics that will be viewed on a screen, it is best to convert RGB files to CMYK.
- For optimal color accuracy, select Coated GRACoL 2006 for the CMYK Profile or Working Space.
- Pixel-based imports must also be saved as CMYK, in a TIFF or EPS format.
- Black and white images should be saved as Grayscale.
- If ICC Color profiles are used, they should be embedded with scans.

Fonts, Images, and Links

- All fonts must be included or converted to outlines.
- Include all supporting links for images instead of embedding them. Make sure Photoshop links are at least 100 ppi at the final size.
- Use the "Package" feature in InDesign to make sure that all links and fonts are included.

Bleeds

- Allow a bleed of 3.25" on each side and 2.25" top and bottom of an image, adding crop marks for positioning accuracy.
- Do not include tick marks for the live area in PDFs. Simply include bleed in the overall size.

Scale Factor

- Files under 200 inches final print size should be built at 100%. Files over 200 inches should be built at 1/2, 1/4, 1/10, or 1/20 scale.
- Be sure to indicate the scale factor used somewhere in the file.

Gradients

To avoid banding issues, build gradients in Photoshop when possible, so they are at least 100 ppi at final size.

Note: Gradients at angles and gradients with extreme color changes can be difficult to print with smooth transitions.

Resolution Tips

The resolution required to produce digital print wall-covering depends on many factors including file format, substrate choice, viewing distance, and overall size. An ideal size for digital printing is 100 ppi at the required final size. A file created at 50%–25% of the final mural size is acceptable, as long as it is 100% at 50 dpi, 50% at 100 dpi, or 25% at 200 dpi.

Bear in mind that resolution and file quality are different things. A file can be made any resolution by increasing the file size, but this only adds pixels and will just improve the image quality a small amount. To determine if an image has an acceptable resolution, set up the image in Photoshop at 100% and select "Print Size" from the View menu. Even better, view with "Rulers" and have the inches on the monitor match an actual inch.

Submit files to dd@wolfgordon.com. Please reference the Project Name, Wolf-Gordon sales representative, and all pertinent contact information.

Sustainability

Wolf-Gordon on Sustainability

Sustainability is at the top of our concerns. From the moment we begin to develop each of our products, we consider essential variables such as recycled content, durability, and low-VOC emissions. We’ve taken a close look at every facet of our materials, from the manufacturing process to the end of their useful life, and continually work to improve their environmental and health impact while maintaining the performance properties that make them successful for commercial interiors. Wolf-Gordon is committed to product transparency and is taking a leadership role in the industry by asking each of our partner mills to complete a Health Product Declaration (HPD) for the products they manufacture for us.

NSF/ANSI 342 Certification

Wolf-Gordon recognizes the importance of reducing the environmental impact of our internal activities for the sustained success of our organization. Towards this goal, we have undergone the Wallcovering Association’s certification process for NSF/ANSI 342, and have been qualified as an NSF-342 Distributor. Developed by the NSF National Center for Sustainability Standards, this standard assigns point values in a number of categories including product distribution, recycling infrastructure, waste minimization, and corporate governance.

Reducing our Environmental Impact

Since 2014, we have purchased green power in the form of renewable energy credits (RECs) equivalent to 100% of our annual purchased electricity. The RECs we’ve purchased from Renewable Choice Energy are Green-e® Energy Certified, meeting the environmental and consumer-protection standards set forth by the nonprofit Center for Resource Solutions (learn more at green-e.org). Our RECs are the equivalent of removing 483 passenger vehicles from the road for a year.

Wolf-Gordon Position on Vinyl

The A+D community’s expectations of building materials are changing, and the vinyl industry is responding. New formulations of vinyl have low-VOC emissions and are free of phthalates. As part of our commitment to continuous improvement, Wolf-Gordon works with mills that have phased out the use of lead (used to manufacture PVC). Like many building materials, we recognize that there is room for improvement in vinyl. We challenge our mills to find new ways to reduce any adverse health or environmental effects in manufacturing through reclamation, while maintaining the durability, aesthetics, and value that make vinyl wallcovering and textiles successful.

LEED

If you are planning a LEED-certified project, choosing the right materials is vital. Wolf-Gordon offers a range of interior products developed with the environmental features you need to create healthy green building interiors. Your representative can help you determine the right products for a LEED project and can provide documentation to support your application.

Warranty

Digital Print Wallcovering Limited and Exclusive Warranty

Wolf-Gordon warrants to the buyer that for a period of three years from the date of shipment, our digital print wallcoverings will be free of defects not detectable by proper professional inspection and within accepted commercial standards for image accuracy prior to installation or after all panels have been reviewed. If any defective material is detected, installation should discontinue and Wolf-Gordon should be notified immediately. Wolf-Gordon’s limited and exclusive warranty is in addition to any applicable manufacturers’ warranty, and is not assignable or transferable to subsequent purchasers and/or owners of the products. This warranty only applies in instances where the wall-covering has been professionally installed according to Wolf-Gordon’s current recommended Installation Guidelines and product technical information.

This limited warranty does not cover and expressly excludes any damage, loss, cost, defect, or deficiency arising out of or relating to: (a) accident, abuse, misuse, or vandalism; (b) mold and mildew; (c) use of incompatible materials, accessories, or supplies; (d) abnormal conditions of use including use on walls subject to moisture infiltration or accumulation; (e) improper storage, handling, installation, or maintenance; (f) design, installation, or construction defects and/or deficiencies of any kind or nature; (g) fire, flood, or other acts, omissions, causes, or events beyond the control of Wolf-Gordon; or (h) wallcovering that has been altered by anyone other than Wolf-Gordon; or (i) any other loss, cost, damage, defect, or deficiency not within the scope of this limited and exclusive warranty.

This limited warranty is the sole and exclusive warranty given by Wolf-Gordon with respect to this product. All other representations or warranties, express or implied, are expressly disclaimed, including any implied warranties of merchantability, fitness for a particular purpose or any implied warranties claimed to arise from trade usage, custom or course of dealing. Buyer’s sole and exclusive remedy shall be replacement of the defective product or refund of the purchase price, at Wolf-Gordon’s option.

In no event will Wolf-Gordon be liable for indirect, consequential, special, or exemplary damages, whether based in contract, tort, warranty, strict liability, or otherwise. This limited and exclusive warranty shall supersede and control any other representations and/or warranties with respect to this product. In no event shall Wolf-Gordon’s liability exceed the purchase price and/or invoiced value of the goods.

All claims for defects hereunder must be presented to Wolf-Gordon, in writing, within thirty (30) days after buyer discovers and/or should have discovered the alleged defect(s). Wolf-Gordon shall then be provided a reasonable opportunity to examine the allegedly nonconforming product and verify any such defect before its use or further processing. Failure of buyer to comply with these notice provisions shall constitute a waiver by buyer of all claims in respect thereto.

About Wolf-Gordon

Wolf-Gordon is an American design company, founded in 1967, that offers the A+D community a comprehensive source for interior surfacing products. United by common qualities of excellent design and dependable performance, our product line includes wallcoverings, upholstery and drapery textiles, specialty paints, and Wink clear dry-erase coating.

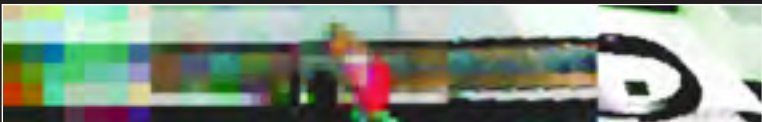
Beyond an abundance of contemporary classics, our collection is distinguished by groundbreaking collaborations with leading national and international designers. Together with the WG Design Studio, we aim to develop products that are provocative, inspiring, and of our time. At the same time, we focus on the aesthetic, technical, and sustainability issues that are essential to being a trusted supplier to the commercial design industry.

Interior designers and architects depend on Wolf-Gordon for an inspiring selection of wallcoverings produced from Type II vinyl and non-vinyl constructions; natural and synthetic textile blends; and grasscloth, cork, and wood veneers. Our ever-expanding upholstery offering includes textiles woven of natural and manmade fibers, and a wide range of high performing polyurethane and vinyl materials.

To learn more about our diverse product lines, visit wolfgordon.com or call our customer service department at 800 347 0550. We are happy to answer your questions or connect you to a Wolf-Gordon sales representative, based in all major markets throughout the United States.

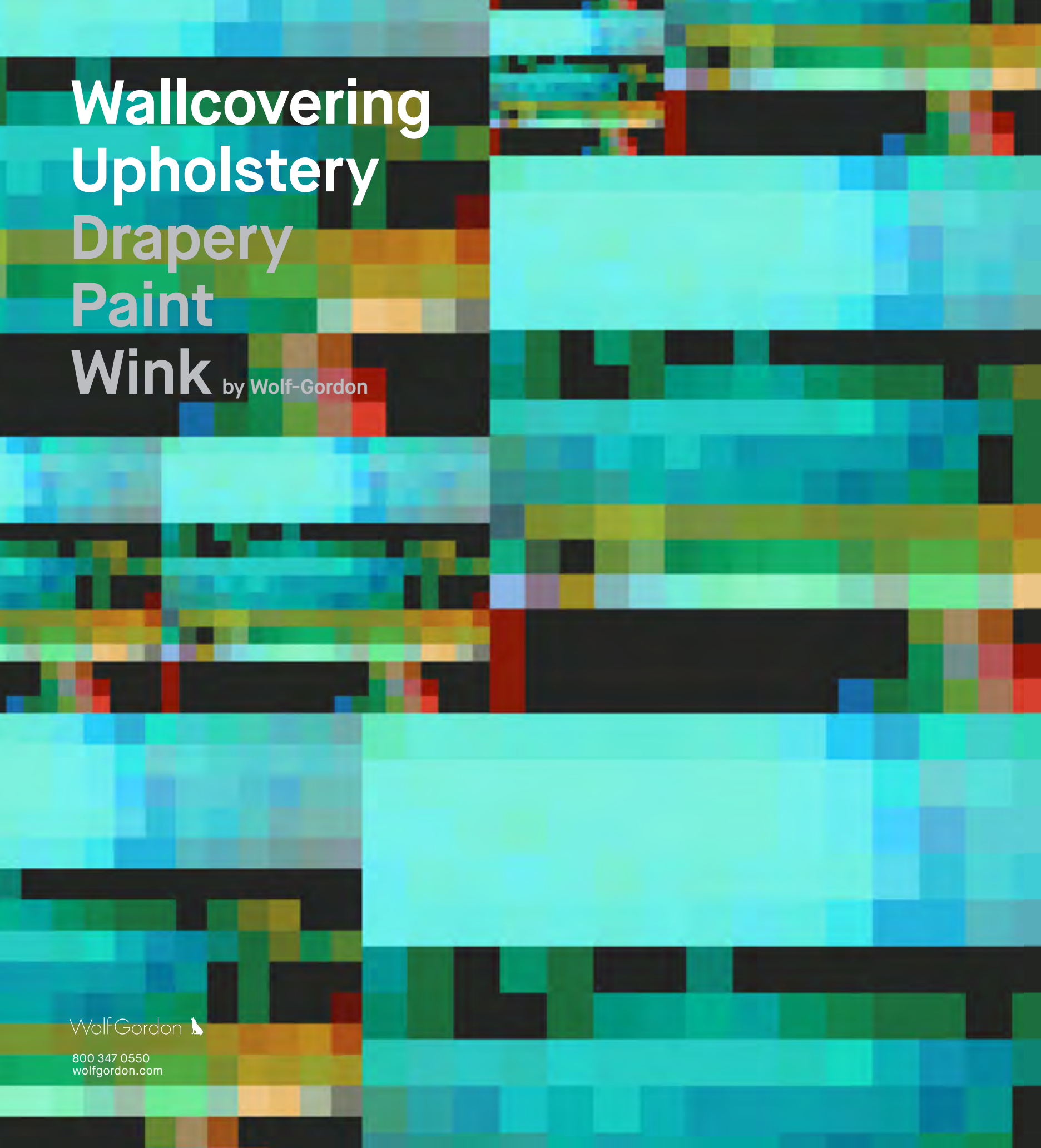
Interior Photography Credits

Pages 2, 4–9: Kevin G. Reeves; Pages 10–11: Marc Murphy (Black & White photos courtesy of the Collection of the Buffalo History Museum); Pages 12–13: Suzette Rayford; Pages 14, 16–17: Jonnie Hallman; Pages 18–19: Hoppman Group; Pages 22–23: Frank Ooms; Pages 24–25: Courtesy of Westin of New York; Pages 26, 28–29: Courtesy of Kardent; Pages 30–31: Germaine Gatewood; Pages 32–33: J. Bennett Fitts Photography; Pages 34–35: Isaac Maiselman; Pages 36–37: Andrew Day; Pages 38, 40–41: Germaine Gatewood; Pages 42–43: Germaine Gatewood; Pages 44–45: Olga Miranova



The pattern on the cover was generated from a technology-focused sculpture we installed during NeoCon 2015. Suspended between the first and second floors of Chicago's Merchandise Mart, the thirty-foot-long sculpture captured images of riders as they rode up the escalator. Cameras hidden in the winged LED panels processed these images into increasingly abstracted forms, resulting in a grid of color fields. These human-body-generated patterns were then transformed into the digital wallcovering, *Slice*.

Since 2012, Wolf-Gordon has installed sculptures during NeoCon to greet attendees with a visually and spatially compelling fusion of art, design, product, and good will. These dimensional works transcend typical product display, altering perceptions of the scope and diversity of our line.



Wallcovering Upholstery Drapery Paint Wink

by Wolf-Gordon

WolfGordon 

800 347 0550
wolfgordon.com