



altro

the future is safer with altro

Your guide to specifying

Altro Whiterock

Digiclad™

Interior finishes go from ordinary to

EXTRAORDINARY

with Altro

Create the right impression with a entirely custom design on your wall. From a calming coastal landscape in a children's hospital to a bold company logo in a reception area, the only limit is your imagination.

Altro Whiterock Digiclad™ is created by reproducing vector artwork or high resolution photographs onto Altro Whiterock wall cladding. Hard-coat technology provides scratch resisting properties for added surface protection, making Altro Whiterock Digiclad ideal even in high traffic environments where durability is important.

This guide will help you understand what can be obtained with Altro Whiterock Digiclad and how the process works.



Vector artwork



Vector artwork

Salisbury Hospital children's unit



**Examples of how Altro Whiterock
Digiclad can be used**

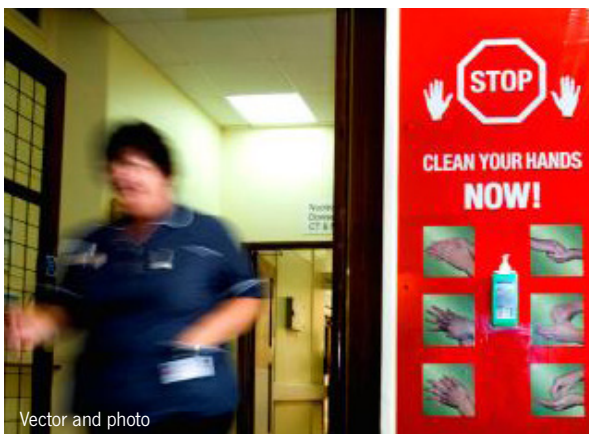


Branding, wayfinding and additional signage

Adding your company logo to lobbies and reception areas will give your interior a personalized finish and can prevent the need for requiring additional signage. In addition, including door numbers, pedestrian directions for wayfinding and even safety protocols with Altro Whiterock Digiclad can create visual impact while maintaining the premium durability you expect from Altro wall cladding.



Vector artwork



Vector and photo



Vector artwork



Vector artwork



Vector artwork

Adding art and other creative touches

Adding a splash of creativity in otherwise sterile areas like operating and examination rooms, may be just the amount of design your facility needs and your patients deserve. Giving an upbeat or soothing focal point can help patients through minor procedures and recovery. And with its fantastic cleanability and hygiene features it won't add to your maintenance woes.



Large feature installations

When you are looking to create a dramatic theme in a room, hallway or even throughout an entire facility, Altro Whiterock Digiclad will help your realizations come to life. Getting dimensions correct is much more critical for large installations, so measure twice or work from blue prints!





"The Magic Forest"
Nationwide Children's Hospital
Columbus, Ohio USA



Vector artwork



Photo artwork



Photo artwork



**How to order Altro
Whitrock Digiclad**





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Ordering Altro Whiterock Digiclad



Call your Altro representative and let them know you are interested in Altro Whiterock Digiclad. They will be able to guide you through the entire process and help you scope the costs of your anticipated project.



Next, we will have to create the artwork. Vector files and extremely high resolution photographs are acceptable — more on this on the next page. Altro will need to ensure the final art is acceptable for printing. You will then receive a proof to sign off before any panels are printed.



Your approved artwork is then submitted for printing and hard coating. Once complete our staff inspect all the panels to ensure everything meets our standards. This process, including shipping time, can take up to 8 - 10 weeks.



Panels are shipped to the job site. Altro Whiterock Digiclad panels must be installed by a professional installer that has completed the Altro Whiterock Installation Clinic. Because this is an exacting job (without spare panels) the installation must be completed exactly as specified. Our technical services team is here to help, no matter how small (or large) the question may be.

Vector artwork

Vector graphics are our preferred file type because of its superior quality over JPEG images, are digitally illustrated and many graphic artists are capable of creating and/or manipulating these files. Vector images do not lose quality when enlarged, therefore are perfect for large feature walls.

You can also purchase vector images on stock websites such as istockphoto.com and shutterstock.com

Not all vector images have to look “cartoony”. There is a very vast selection of realistic graphics as well as those that are more playful and whimsical. As you can see from the samples on this page, there are many wonderful stock vector images to choose from in a wide range of subject matter. Many installations choose to use a variety of vector illustrations to create their own collaged art piece.

Images can easily be found for any installation type such as;

- Healthcare
- Pediatrics
- Education
- Athletics
- Hospitality
- General use
- Lobbies and reception





Photographs

Large JPEG and TIFF files are also suitable to use for Altro Whiterock Digiclad installations however, they must meet specific size guidelines and be accepted by our design team. Photos are most commonly used in small to medium installation or are combined into a vector collage.

As a photo is stretched, the quality will lessen. For example, a 300 DPI image that is approx. 18.5" x 11" translates to a 40 DPI image across two Altro Whiterock Digiclad panels. Though 40 DPI seems really low, these walls are meant to be viewed from a distance and not be inspected from a foot away. Please see images to the right for a photographic depiction of this.

If you wish to use photos, the selected image will have to meet the following guidelines:

- A minimum of 5MB, larger is ideal
- Roughly 20" wide at 300 DPI, or bigger
- Quality inspected and approved by our designers
- Proofed and approved by end-user
- Legally obtained photograph

Please note, not all JPEGS will meet this criteria and may be rejected for use.



Example stock image. 15" wide at 300 DPI.



Above photo has been sized up to 144" to cover three Altro Whiterock Digiclad panels. The DPI has been significantly reduced due to increasing in size. Photo to the right depicts the realistic resolution to expect from the area shaded in pink.

This image represents how the small pink section to the left would appear life size. Notice it looks blurry and low resolution up close? But when you step back about 10 feet it seems crisp. Just like a roadside billboard, large installations of Altro Whiterock Digiclad panels will appear crisp at a distance and lower resolution up close.



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