



Designed for possibilities.
Made for people.

Altro Whiterock Digiclad



THE
AUSTRALIAN
BUSINESS
AWARDS

ABA100

**PRODUCT
EXCELLENCE
WINNER 2018**

Altro Digiclad™ Bring your design vision to life with custom walling

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

Altro Whiterock Digiclad™ is created by reproducing vector artwork or high resolution photographs onto Altro Whiterock wall sheets. 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.

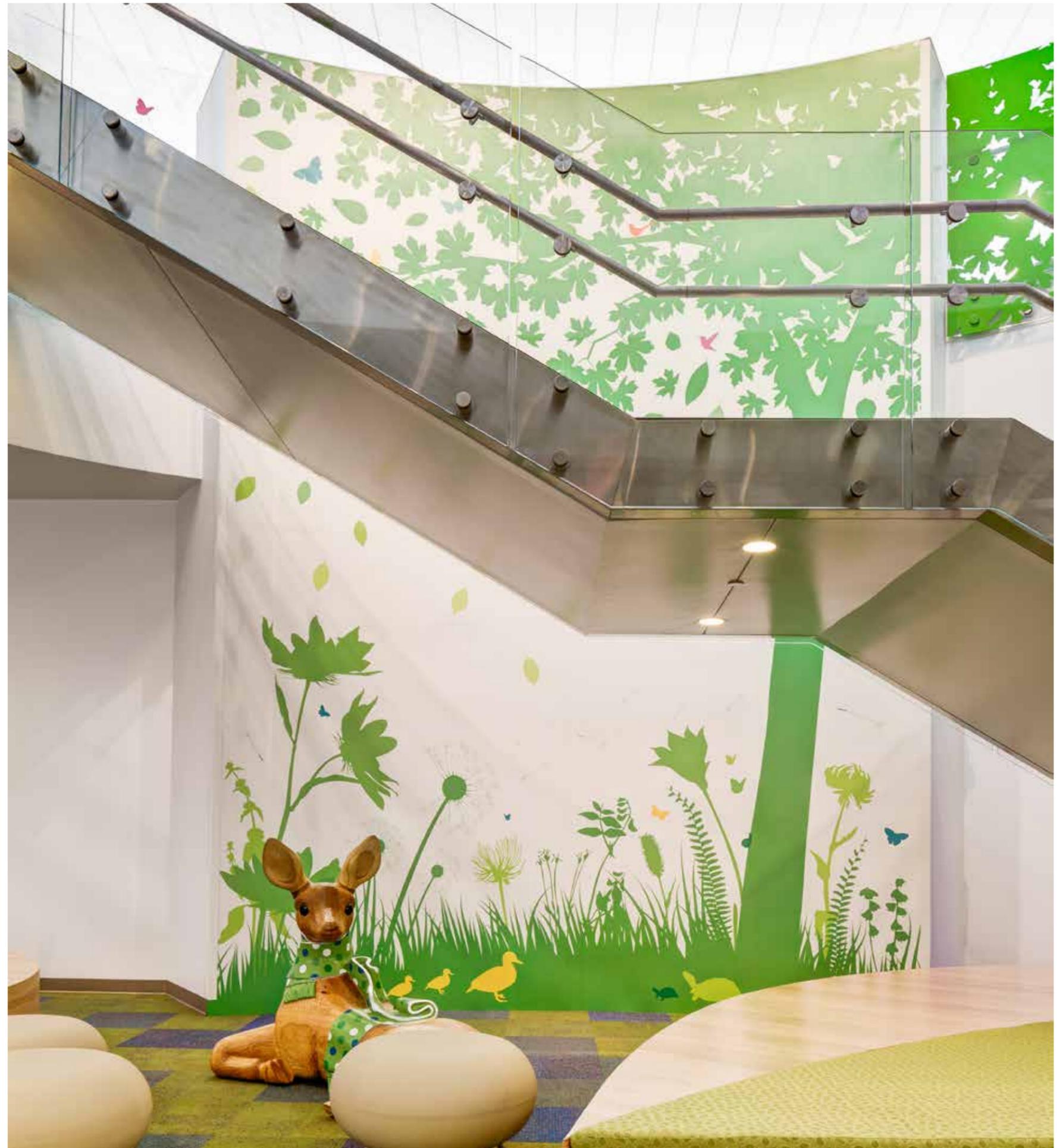
Branding, wayfinding and additional signage

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 sheets.

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.





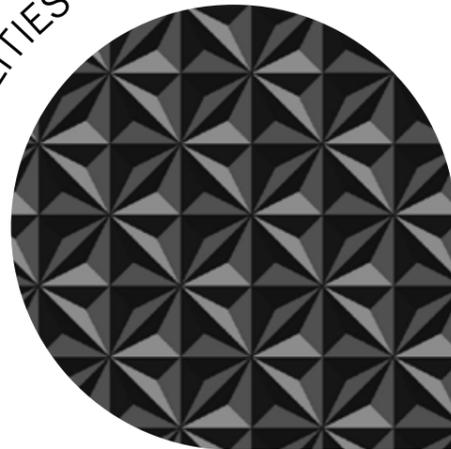
Striking images that last longer

With Altro Whiterock Digiclad it's easy to create washable murals that withstand the test of time. Digiclad uses inks that are cured for extra long life making them scratch resistant and durable. For added peace of mind, an enhanced hard coating can be requested for high traffic areas. This makes it ideal for use in the retail, leisure and front of house areas where durability is a top priority. With Digiclad you can be confident that, once you've chosen the perfect image, it will stay looking pristine for longer. No peeling, no tearing and no fading. Just vivid colours that continue to catch the eye for years after installation.

A seamless combination of hygiene and style

Altro Whiterock Digiclad doesn't just look stunning. Its sleek surface is also extremely hygienic. Just like the proven Altro Whiterock system, there are absolutely no cracks or gaps left for bacteria to flourish in. So you can now have all the design benefits of high-resolution photography without worrying about cleanliness. Digiclad's wipe-clean surfaces make it perfect for areas that need to stay spotless and looking great at all times.

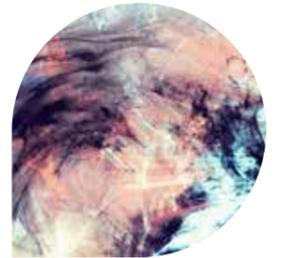
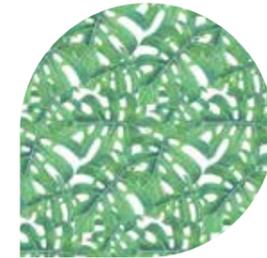
THE POSSIBILITIES ARE ENDLESS...



Transform interiors with personality and style

Create breathtaking decorative elements to suit any interior and bring your vision to life.

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!





Enhancing wellbeing using biophilic design

To encourage serenity and calmness, facilities should be as peaceful and pleasant as possible. Biophilic design, a strategy of implementing nature into the environment, can help.

The biophilia hypothesis suggests that there is an instinctive bond between human beings and nature. Edward O. Wilson introduced and popularized the hypothesis in his book, *Biophilia* (1984). He defines biophilia as “the urge to affiliate with other forms of life.” It has since been expanded to include all forms of the natural environment, from plants and trees to rocks, sand and earth.

The benefits of biophilic design are clear. Studies have shown that exposure to nature and natural images can help with the healing process, reduce absenteeism, increase productivity and improve mood.

In healthcare this is of exceptional importance. Patients who had

windows which overlooked natural sceneries were able to go home after 7.96 days, compared to the 8.71 days it took for patients who had a view of a brick wall. (1) In terms of dollars and cents, this means patient care costs could have been reduced by as much as \$161,000 if patients recover just one day sooner. (2)

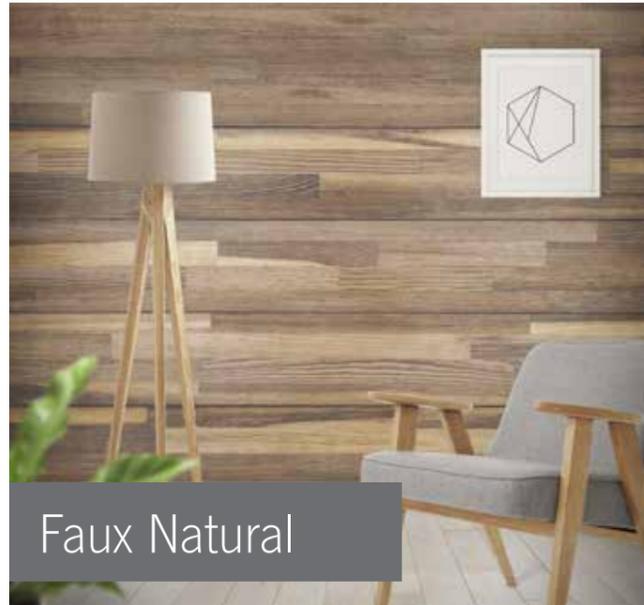
Green building programs like Green Star offer points for projects that take advantage of these types of design elements. For more information on designing for healthcare, see our whitepaper ‘Future proof healthcare with good design’.

1 Ulrich, 1984.
2 Machlin & Carper 2007.

Get on-trend!

As our lives become more hectic and reliant on technology, our desire to reconnect with nature and return to a simpler way of life will be reflected in the design and style of our interiors. Organic materials will continue to gain momentum. As will tropical themes, florals and greenery!

Neutrals will continue to be a trend with black and white themes. We also see more and more features of Abstract art making any interior pop with personality and style.



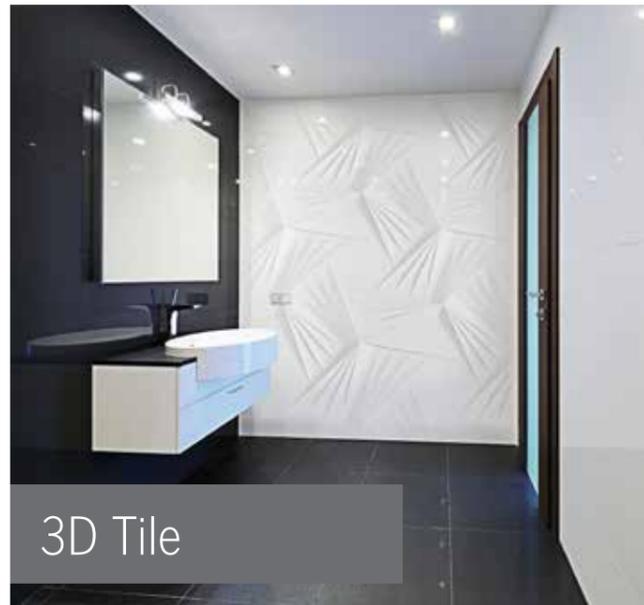
Faux Natural



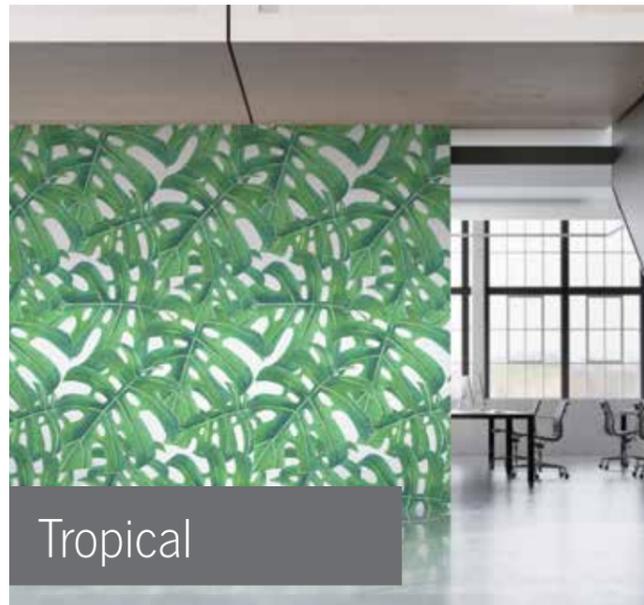
Grass Cloth



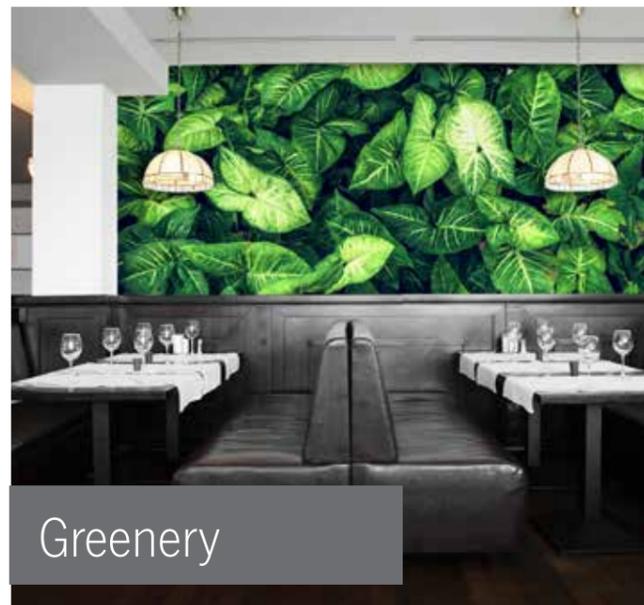
Geometric



3D Tile



Tropical



Greenery



Graffiti



Abstract Mural



Order in 4 easy steps!

Step 1. So you have an idea for a masterpiece in your building. Talk to your consultant and they can guide you through the process and work out whether your idea can come to life. Now is the time to measure your walls. Please note that photographs cannot be printed on spaces larger than 6m wide x 3m high. For larger areas you will need to use vector images. This is the preferred type of image as you can enlarge a vector file without losing its quality. Photographs will lose quality the larger you print them but more about this on the next two pages.

Step 2. Before you obtain a quote you will need to have your imagery ready. A 10mm bleed is required so please allow this in your measurements. You can source your own artist for the job. Images can be sourced through stock image sites such as shutterstock where they have a vast array of vector and photographic images to search from. Just type in a theme and voila!

We have various options to help if you would like some creative assistance through our Altro, Art & Architecture programme. We have a network of Artists across Australia and can team you up with them to create a stunning mural. You can see our Artist network on the following pages.

Step 3. Once you have purchased your artwork please send the high resolution file to your consultant. You have 2 options for lamination: gloss or matt or so please specify this when sending us your artwork. The team will inspect the image to make sure the quality is up to scratch and provide you with the final cost including delivery times. A pdf print proof will be sent to you to sign off on or you can also order a sample at this stage. A sample will be taken from an area of the print and sent to you for sign off. (Need to add sample cost and size here) The ordering process can now begin.

Step 4. Your masterpiece starts the printing process. It will then be wrapped and delivered to you. Please note that delivery can take anywhere from approximately 12-16 weeks, so please allow plenty of time for delivery. Altro Whiterock Digiclad must be installed by a professional installer who has completed the Altro Whitrock training programme, 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.



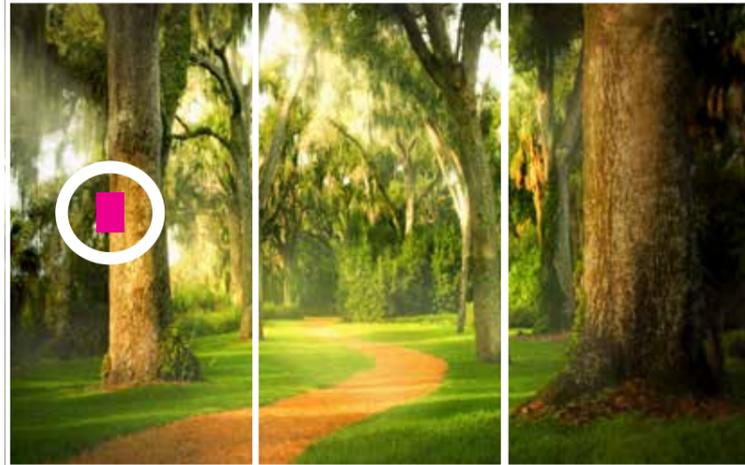
You can also purchase vector images on stock websites such as [istockphoto.com](https://www.istockphoto.com) and [shutterstock.com](https://www.shutterstock.com). Not all vector images have to look “cartoony”. There is a very vast selection of realistic graphics as well as those that are more playful 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.



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. The photo to the right depicts the realistic resolution to expect from the area shaded in pink.

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.

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.



Art in Architecture

Altro have teamed up with TWFINEART to bring you amazing artists for all your high end projects. TWFINEART is a Brisbane contemporary art gallery that brings together a roster of acclaimed domestic & international artists in a program speaking to the global nature of the larger post-millennial art world.

Their gallery is located in Brisbane's James Street precinct and their stockroom is available to view online at www.twfineart.com. Online customers can peruse the collection then schedule an appointment to view the works in person. A knowledgeable curator will then guide you through the works and answer any questions you may have.

For larger residential and commercial projects, our curatorial & art advisory service facilitates the development of bespoke collections with a focus on creating spaces that satisfy the sensory appetite of our experience driven culture. A senior curator will work with clients to source, develop and deliver a collection of work that parallels your unique vision.

www.twfineart.com

TWFINEART

With Altro partnerships you can collaborate with artists to create amazing spaces.

The more emphasis we place on our built environments the more our lives are enhanced. 87% of our time is spent indoors so design, colour, texture and imagery play a key role in how we think, feel, learn and heal.

By collaborating with people who have creativity at their core you can work together to create an entire environment that promotes well being, inspires students or simply sets you apart.

Altro's Art in Architecture also provides you the functionality and technical performance your space demands. At its heart it is still the Altro floor and wall products you have trusted for over sixty years.



A man in a bright yellow polo shirt and khaki shorts is seen from behind, using a grey cloth to clean a large, vibrant graffiti wall. The graffiti features bold, stylized letters in red, green, black, and white. The wall is part of a larger street art installation on a brick wall. The scene is set outdoors, with a sidewalk and other graffiti visible in the background.

Easy Maintenance
wipes clean with a damp cloth!



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Samples

If colour choice is critical, please request a sample of the material

 1800 641 441 (toll free)

 info@asf.com.au



To find out more please visit our website

 1800 673 441 (toll free)  info@asf.com.au



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