



level

DIANA ROBINSON
DIGITAL WALLCOVERINGS



level

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DIGITAL WALLCOVERINGS



Extraordinary Designs, Ready to Customize

- Exclusive, high-resolution, print-ready designs that are only available in this program.
- Ready to specify as is or adapt to your needs. Custom design & color. Custom layouts & sizing. Whatever you need.
- Wide choice of materials including our standard recycled Type II 20 oz. commercial wallcovering, window film, eco-friendly & organic, and exotic substrates.

More information, ideas, and support at:

www.findyourlevel.com

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L21121CD Float - Spectrum



L21121CD Float - Spectrum



L21122CD Float - Grape Soda



L21124CD Float - Root Beer



L21031CD Taj - Indigo



L21032CD Taj - Purple Sapphire



L21033CD Taj - Madras Red



L21031CD Taj - Indigo



L21041CD Misty Glade - Red Oak



L21042CD Misty Glade - Sapling

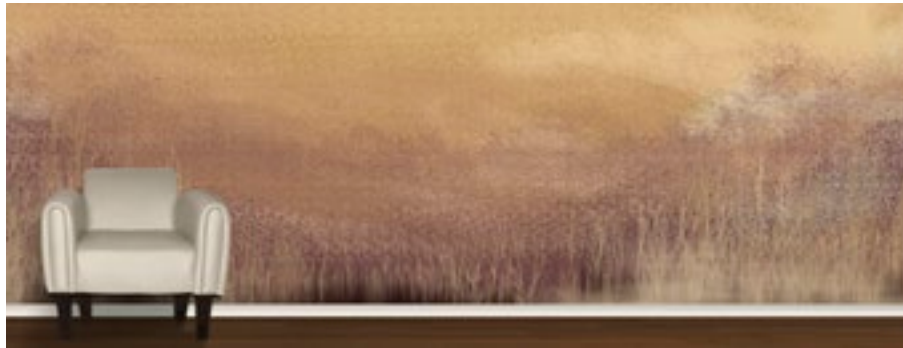


L21043CD Misty Glade - Blue Ridge



L21044CD Misty Glade - White Mist
Custom Option - Isolate Element and Zoom In





L21051CD Glade Texture - Red Oak



L21053CD Glade Texture - Blue Ridge



L21052CD Glade Texture - Sapling





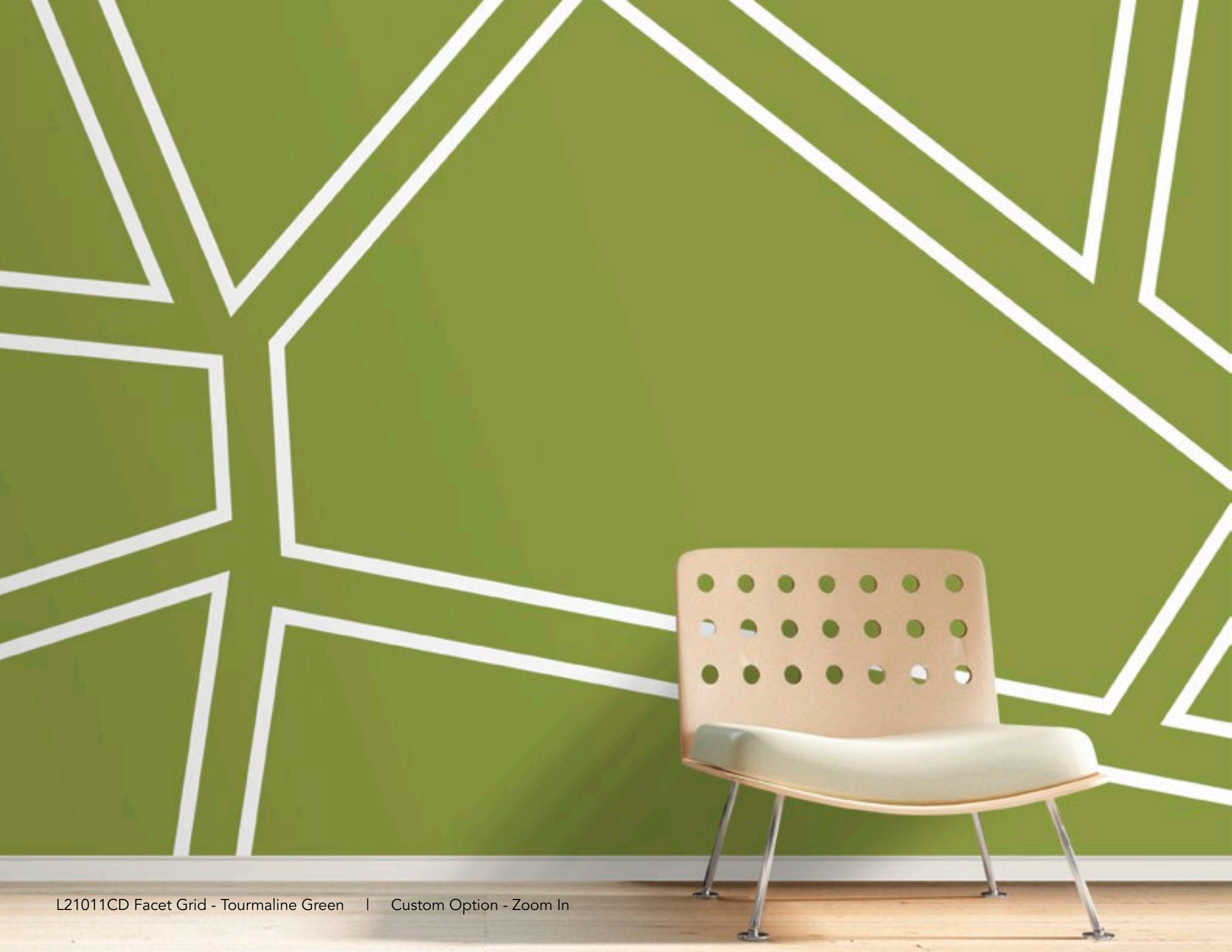
L21002CD Facet - Aquamarine



L21003CD Facet - Tiger's Eye



L21002CD Facet - Aquamarine
Substrate Option - Print on Clear Window Film



L21011CD Facet Grid - Tourmaline Green | Custom Option - Zoom In



L21011CD Facet Grid - Tourmaline Green



L21012CD Facet Grid - Malachite



L21014CD Facet Grid - Smoky Topaz



L21015CD Facet Grid - Turquoise



L21013CD Facet Grid - Peridot



L21016CD Facet Grid - Crystal Lime



Facet Dimensional



L21021CD Facet Dimensional - Amber



L21024CD Facet Dimensional - Amethyst



L21025CD Facet Dimensional - Ancient Emerald



L21026CD Facet Dimensional - Citrine



L21022CD Facet Dimensional - Garnet



L21023CD Facet Dimensional - Jadeite





L21062CD Willow Wisp - Blue Sedge



L21063CD Willow Wisp - Woodrush



L21065CD Willow Wisp - Goldenrod



L21071CD Willow Wisp Outline - Japanese Maple | Custom Option - Add Butterfly

Willow Wisp Outline



L21074CD Willow Wisp Outline - Sea Glass



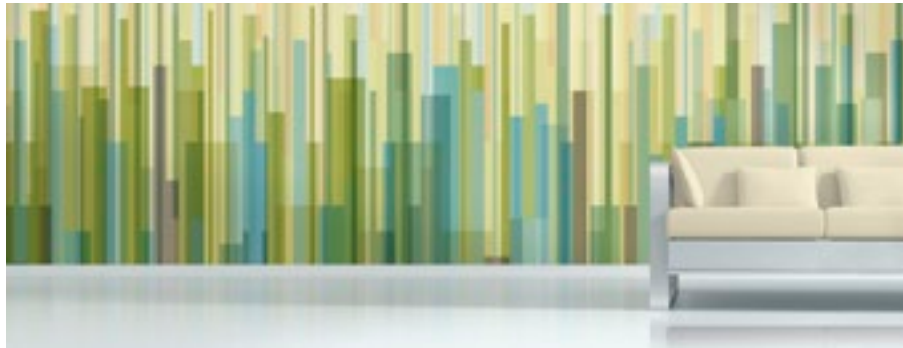
L21075CD Willow Wisp Outline - Clover



L21076CD Willow Wisp Outline - Bluegrass
Custom Option - Isolate Elements and Rotate 90°



L21092CD Bandwidth - Copper Crystal | Custom Option - Rotate 90°



L21094CD Bandwidth - Sonic Lime



L21093CD Bandwidth - Cream Quartz



L21091CD Bandwidth - Blue Glass
Custom Option - Rotate 90° and Mirror Image



L21133CD Central Park - Spring Green



L21131CD Central Park - Walnut



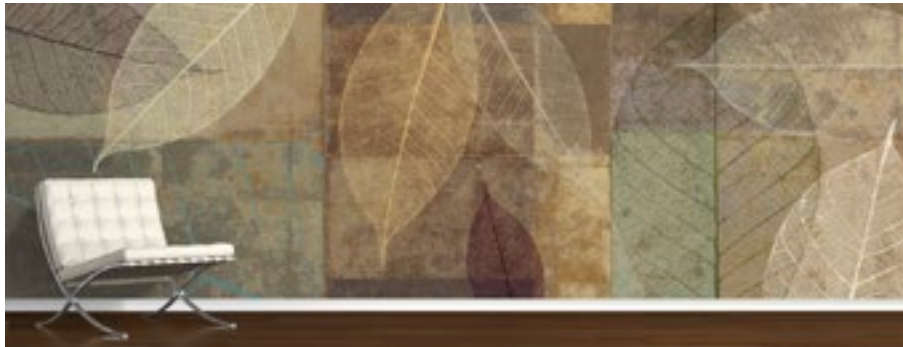
L21132CD Central Park - Redbud



L21134CD Central Park - Pine Forest
Custom Option - Zoom In



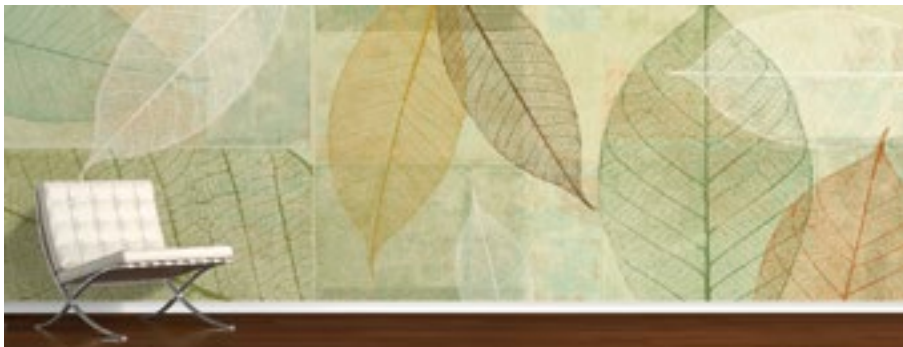
L21102CD Leaf Shadows - Plum



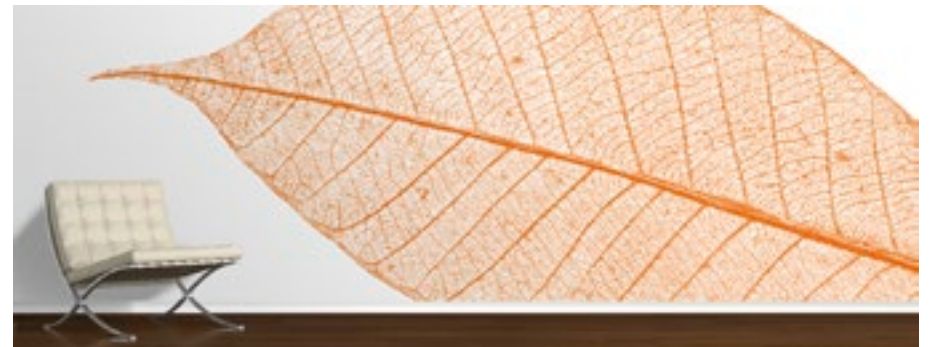
L21105CD Leaf Shadows - Chestnut



L21101CD Leaf Shadows - Cedar Blue
Custom Option - Zoom In



L21103CD Leaf Shadows - Citrus



L21108CD Leaf Shadows - Tangelo
Custom Option - Isolate Elements and Zoom In



L21112CD Shadow Texture - Plum



L21114CD Shadow Texture - Birch Grey



L21116CD Shadow Texture - Copper Spice
Custom Option - Zoom In



L21115CD Shadow Texture - Chestnut
Custom Option - Zoom In and Rotate and 45°



L21113CD Shadow Texture - Citrus



L21081CD High Rise - Bright City Lights



L21082CD High Rise - Urban Blues

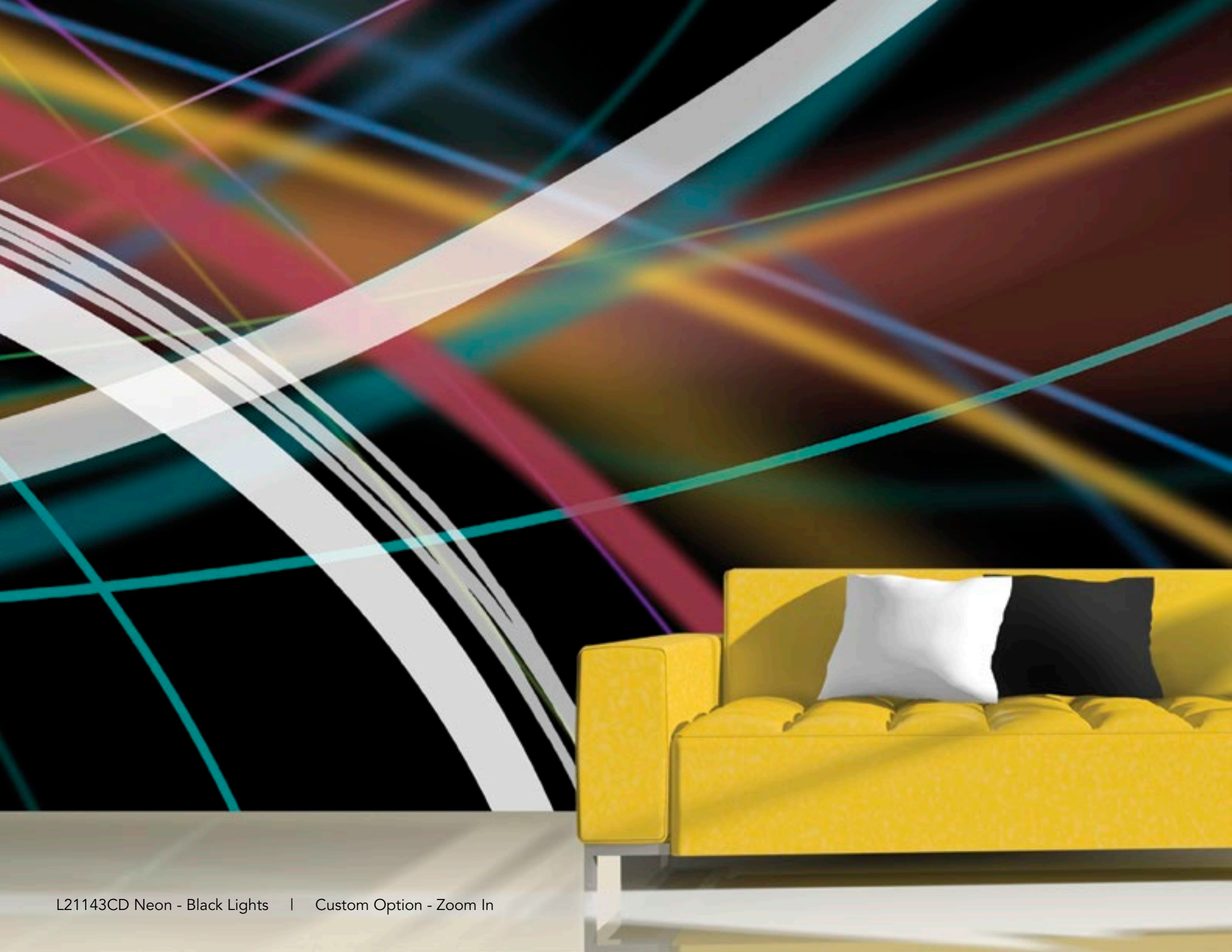


L21083CD High Rise - Coffee to Go



L21082CD High Rise - Urban Blues

Custom Option - Reposition Elements and Add Custom Names



L21143CD Neon - Black Lights | Custom Option - Zoom In



L21141CD Neon - Stop Sign



L21144CD Neon - Go Green



L21142CD Neon - Caution
Custom Option - Rotate and Zoom In



L21201CD Navigate - Sepia



L21203CD Navigate - Vellum Grey



L21202CD Navigate - Parchment



L21204CD Navigate - Earthen Sky



L21163CD Cursive - Copper



L21162CD Cursive - Linen



L21161CD - Bronze Patina



L21181CD Cursive Shadow - Moss



L21191CD Cursive Script



L21171CD Cursive Interlock



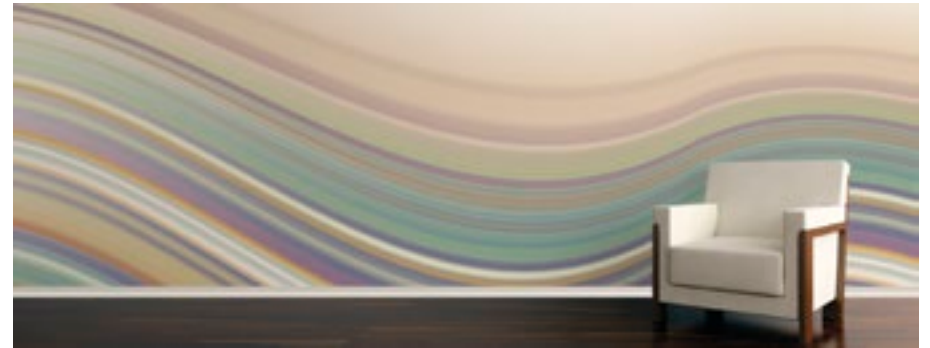
L21182CD Cursive Shadow - Lime



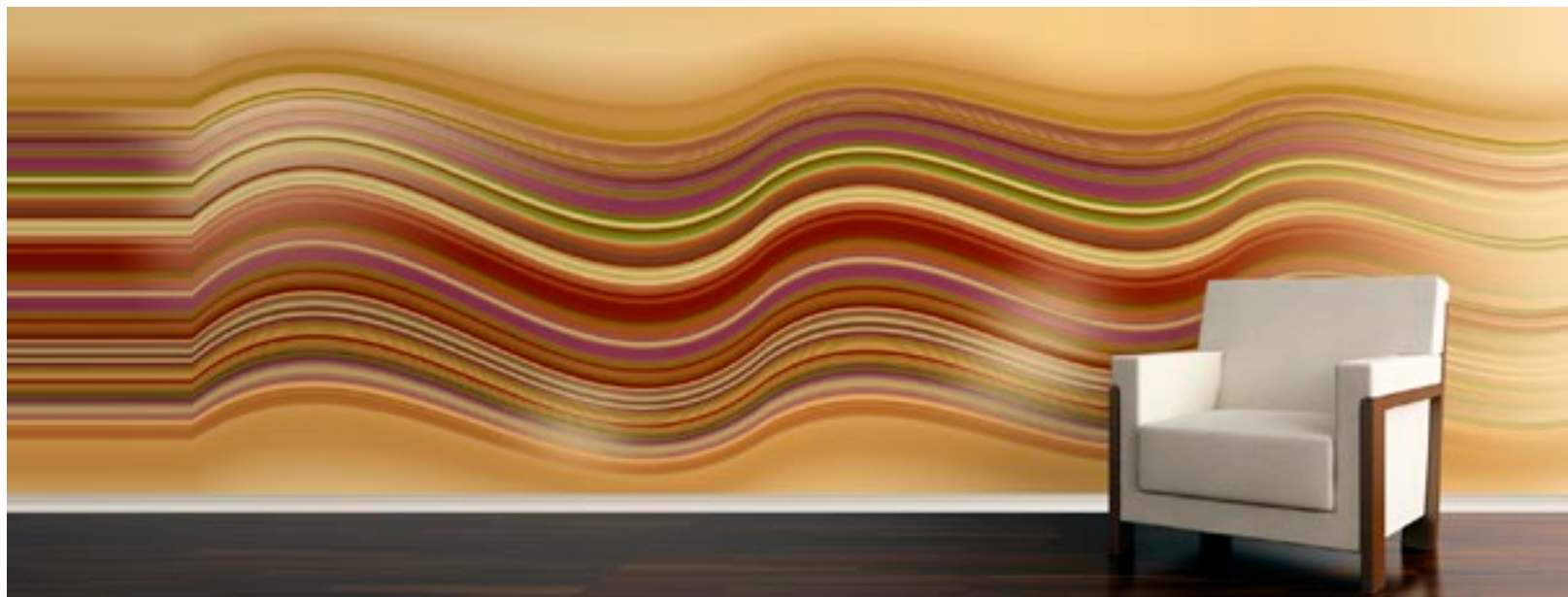
L21151CD Ripple - Radiant Red | Substrate Option - Print on Clear Window Film



L21153CD Ripple - Night Sky



L21152CD Ripple - Sand Dune
Custom Option - Zoom In



L21151CD Ripple - Radiant Red



I2500LV Aurora Stripe - Cosmos

Aurora Stripe



I2503LV Aurora Stripe - Storm
Custom Option - Rotate 90°



I2501LV Aurora Stripe - Big Skye
Custom Option - Rotate 90°



I2502LV Aurora Stripe - Borealis



I2506LV Aurora Offset Stripe - Big Sky | Custom Option - Rotate 90°

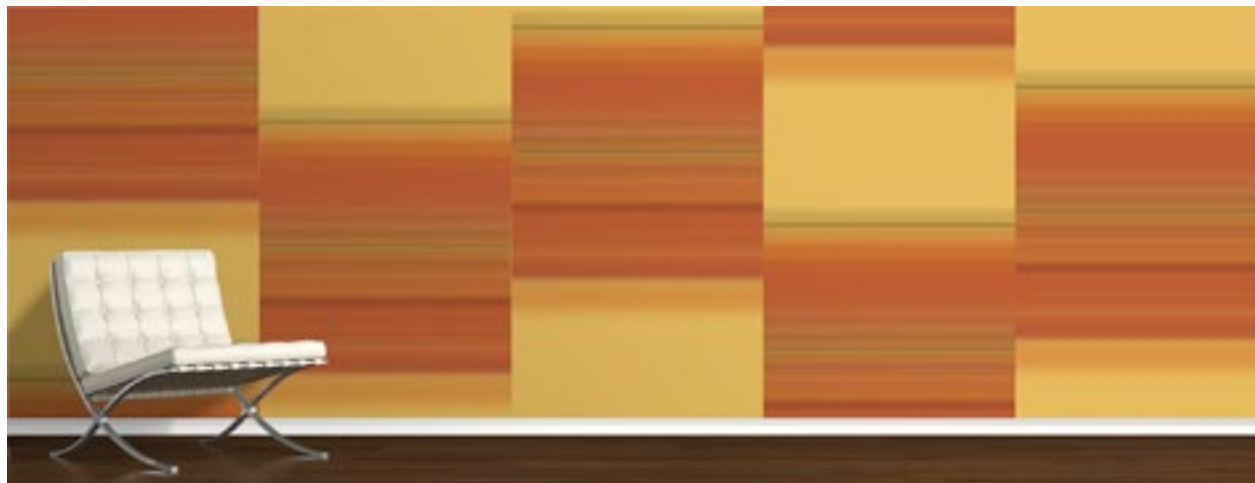
Aurora Offset Stripe



I2507LV Aurora Offset Stripe - Borealis



I2505LV Aurora Offset Stripe - Cosmos



I2508LV Aurora Offset Stripe - Storm





I2513LV Flourish - Notation
Custom Option - Crop for Headboard



I2511LV Flourish - Graffiti
Custom Option - Crop for Headboard



I2514LV Flourish - Scribe
Custom Option - Rotate 90°



I2512LV Flourish - Italics



I2594LV Flourish Signature - Sumi | Custom Option - Zoom In

Flourish Signature



I2593LV Flourish Signature - Etch



I2518LV Flourish Signature - Italics
Substrate Option - Print on Clear Window Film



I2519LV Flourish Signature - Notation
Custom Option - Add Logo



I2517LV Flourish Signature - Graffiti
Custom Option - Crop for Headboard





L11183CD Forget Me Knot - Dandelion



L11181CD Forget Me Knot - Heartstrings



L11182CD Forget Me Knot - Licorice Twist



I2524LV Kerfluffle - Kerflooy



I2523LV Kerfluffle - Kerplop



I2522LV Kerfluffle - Kerplunk
Custom Option - Remove Elements



I2595LV Kerfluffle - Kerchief



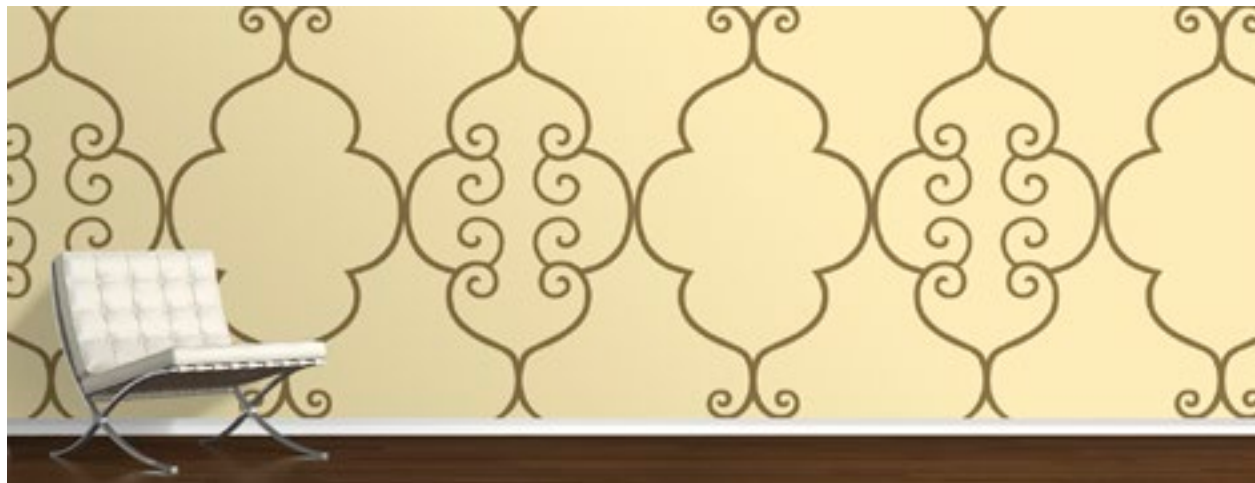
Kerfluffle Medallion



I2597LV Kerfluffle Medallion - Kerchief
Custom Option - Zoom In



I2532LV Kerfluffle Medallion - Kerflooy
Custom Option - Rotate 90°



I2530LV Kerfluffle Medallion - Kerplunk
Custom Option - Zoom In



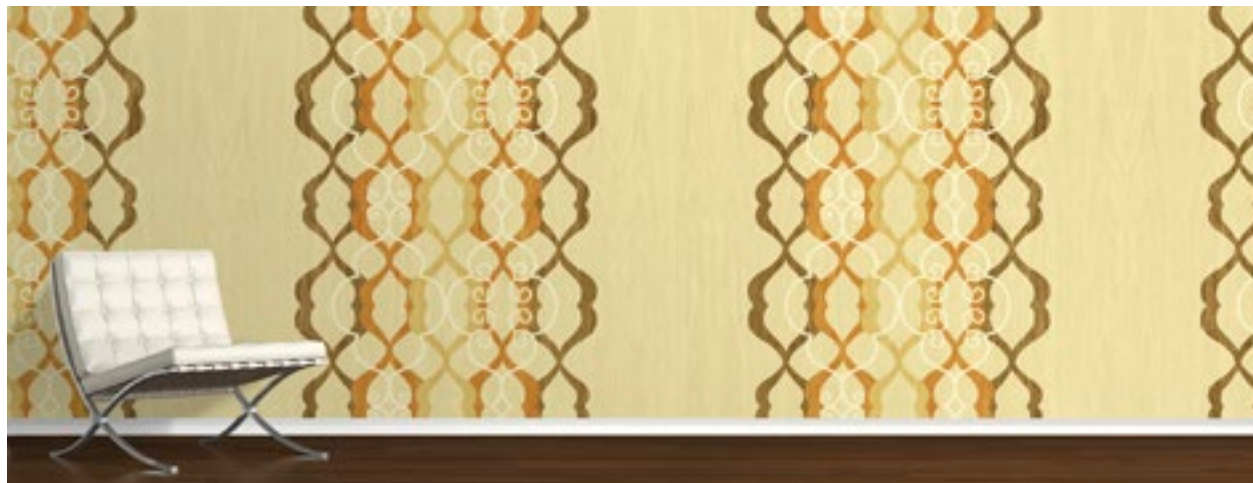
Kerfluffle Stripe



I2526LV Kerfluffle Stripe - Kerplunk
Custom Option - Rotate 90°



I2527LV Kerfluffle Stripe - Kerplop



I2528LV Kerfluffle Stripe - Kerflooy



I2536LV Petal Pushers - Goldenrod | Custom Option - Create Repeat Pattern

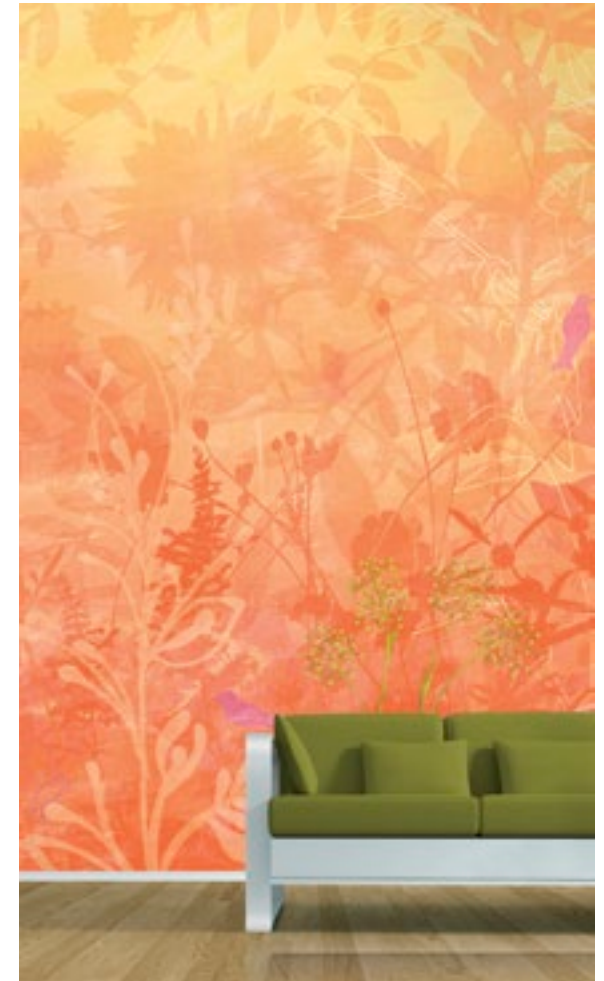
Petal Pushers



I2534LV Petal Pushers - Bellflower



I2537LV Petal Pushers - Leaflet



I2535LV Petal Pushers - Botanist

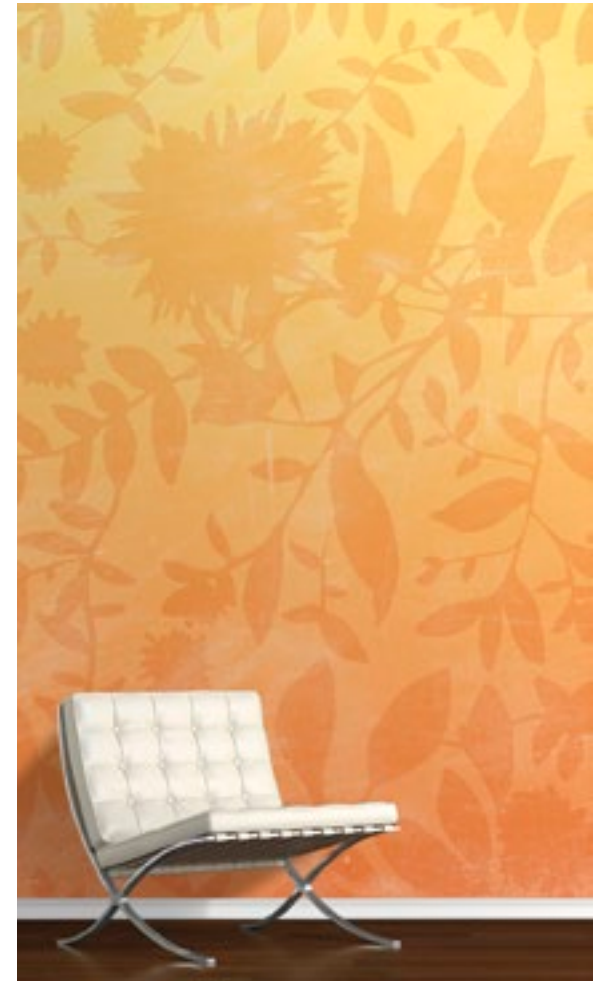




I2541LV Petal Pushers Texture - Goldenrod



I2542LV Petal Pushers Texture - Leaflet



I2540LV Petal Pushers Texture - Botanist





I2544LV Razzle Dazzle - Jazzfest
Custom Option - Isolate Elements and Zoom In



I2545LV Razzle Dazzle - Pizzazz



I2547LV Razzle Dazzle - Snazzy



I2598LV Razzle Dazzle - Sizzle
Custom Option - Isolate Elements and Zoom In



I2601LV Rosie - Corsage



I2549LV Rosie - Rivet



I2550LV Rosie - Rosie Cheeks
Custom Option - Zoom In



I2552LV Rosie - Thorn



I2551LV Rosie - Soft Petal





I2555LV Shoot the Breeze - Upwind
Custom Option - Rotate 90°



I2554LV Shoot the Breeze - Crosswind
Substrate Option - Print on Clear Window Film



L11111CD Shoot the Breeze - Summer Winds





I2561LV Sycamore - Sylvan



I2559LV Sycamore - Ablaze



I2562LV Sycamore - Willow Bark



I2566LV Synchronized Swimming - Reef | Substrate Option - Print on Frosted Window Film

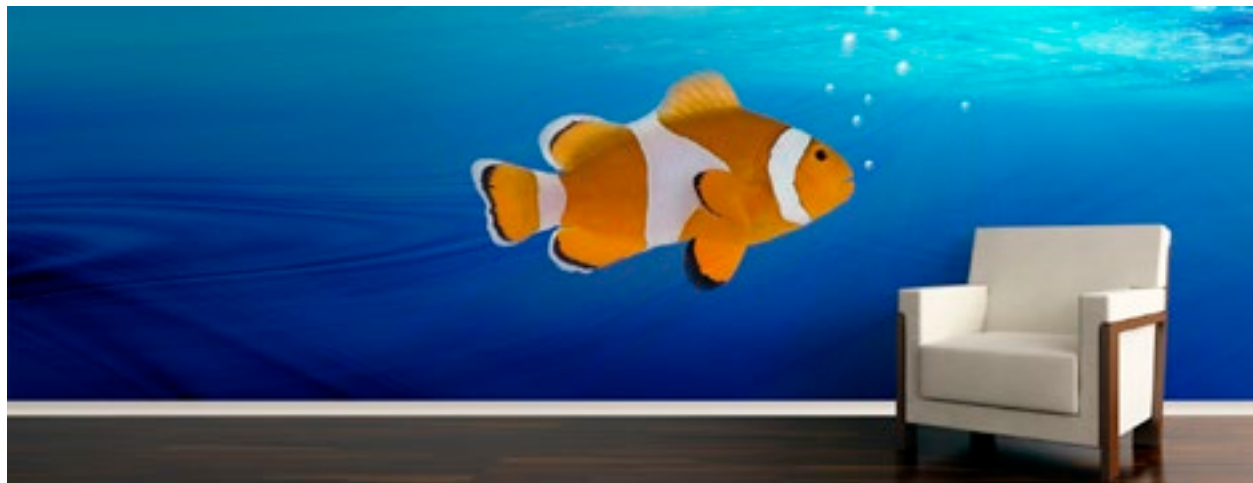
Synchronized Swimming



I2564LV Synchronized Swimming - Deep Sea Diving
Substrate Option - Print on Clear Window Film



I2565LV Synchronized Swimming - Goldfish
Substrate Option - Print on Frosted Window Film



I2567LV Synchronized Swimming - Snorkel



L11142CD The Great Vine - Chardonnay

The Great Vine



L11141CD The Great Vine - Tawny Port



L11144CD The Great Vine - Concord Grape



L11143CD The Great Vine - Cyprus Green
Custom Option - Zoom In





I2574LV X Ray Vision - Aura



I2575LV X Ray Vision - Inner Glow
Substrate Option - Print on Clear Window Film



I2577LV X Ray Vision - Positive
Substrate Option - Print on Clear Window Film



I2578LV X Ray Vision - Radiant



X Ray Vision Squared



I2580LV X Ray Vision Squared - Aura



I2582LV X Ray Vision Squared - Negative/Positive



I2581LV X Ray Vision Squared - Inner Glow



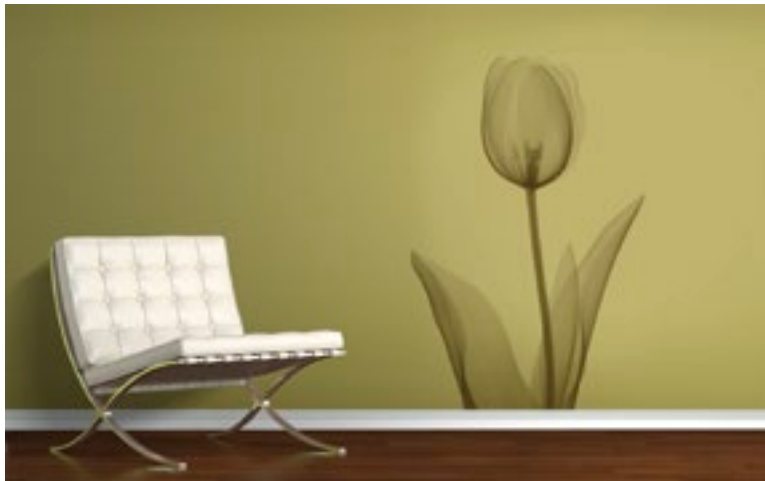
X Ray Vision Solo



I2585LV X Ray Vision Solo - Aura



I2586LV X Ray Vision Solo - Inner Glow



I2590LV X Ray Vision Solo - Radiant



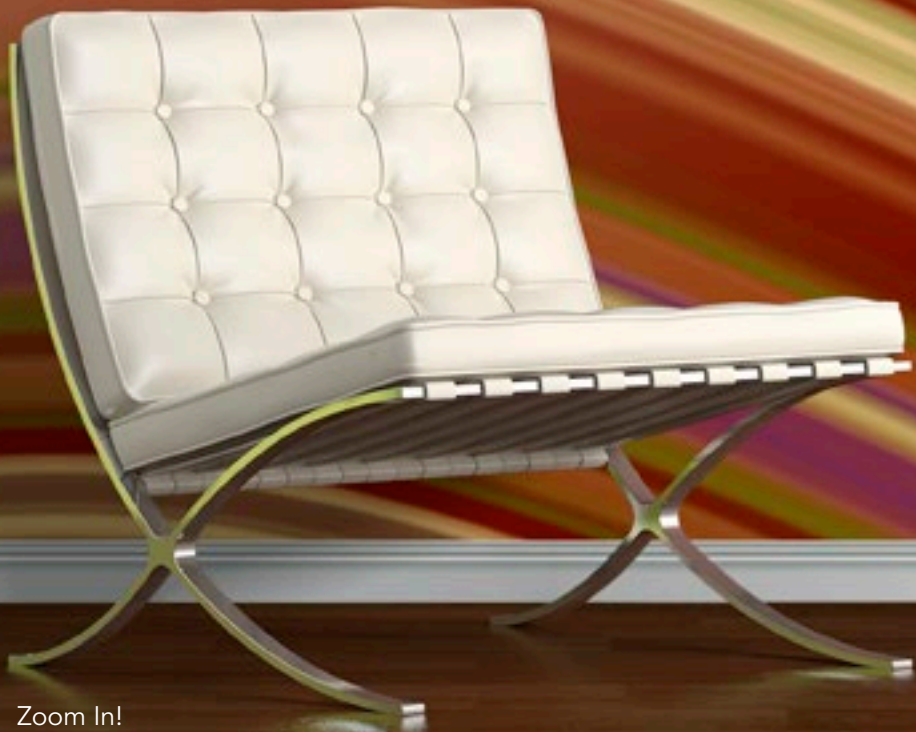
I2587LV X Ray Vision Solo - Negative



- 82 **Zoom In!**
Increase the scale of a design for maximum impact.
- 84 **Simple & Easy**
Basic layout changes create dramatically different looks.
- 86 **Express Color**
Designs featuring flat areas of solid color are ideally suited to color customization.
- 88 **Custom Color**
Complex designs can be altered to blend with your custom color palette.
- 90 **Point of Departure**
Let our designs spark your imagination and inspire new ideas.
- 92 **Substrates**
Enhance the tactile interest of a design with specialty substrates.
- 94 **Design Archives**
Access over 25 years of extraordinary designs.
- 96 **Custom Design**
If you can dream it, we can create it.

View the entire collection and find more information, ideas, and support at:

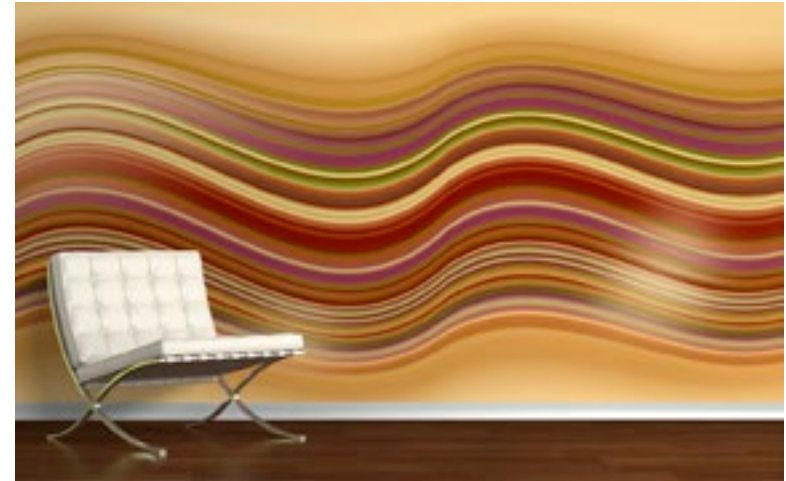
www.findyourlevel.com



Zoom In!

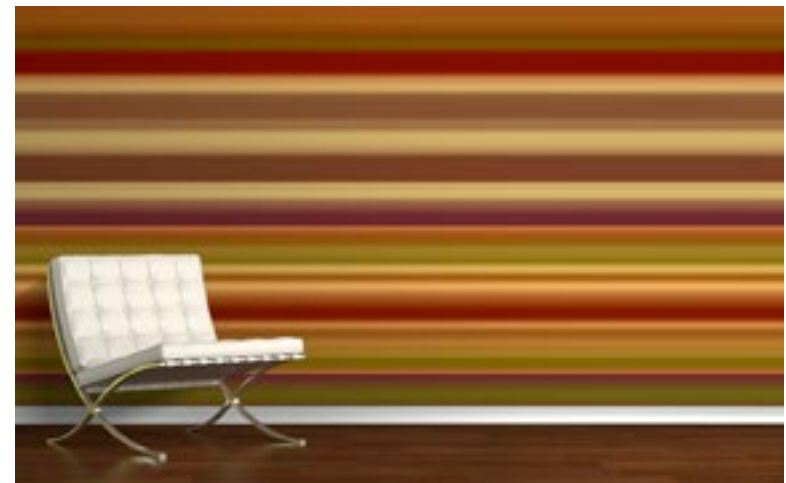


Big...



Bigger...

The entire mood of a design can be changed by simply altering its scale. Zoom in to create a bold, sweeping graphic, or scale down and repeat the pattern.



Biggest!



Rotate 90° and Create Mirror Image



Specify As Is



Isolate Elements

Simple adjustments can create dramatically different looks. Rotating or flipping a pattern can adapt it to better fit a space. Isolating individual design elements offers even greater creative options.



Rotate 90° and Create Stripe



Add Colors



Specify As Is



Change One Color

Designs featuring flat areas of solid color are ideally suited to color customization. The Color Target Sheets (see page 103) offer over 1,000 different hues that can be quickly and affordably placed into any of these designs to adapt them to your palette.



Add Colors



Modify Colors to Blend



Specify As Is



Specify As Is

Designs with complex textures and layers can be altered to blend with your custom color palette.



Modify Colors to Blend



Spark a New Idea

Point of Departure



Specify As Is



Blur and Modify

Let our designs spark your imagination and inspire new ideas. Each Level design is both a ready-to-specify, finished piece of art and a concept - a rough sketch open to any number of interpretations and alterations until it's the perfect fit.



Rotate 90° and Create Stripes



Print on Frosted Window Film



Print on Self-Adhesive Materials



Print on Natural Fibers

The material on which a pattern is printed is an integral part of the design. The texture of a substrate can substitute for the original background of a design, giving it an entirely new interpretation.



Print on Wood Veneer





FW3030B Tuscan Scenic



FW3010B Watercolor Journey

Don't see what you're looking for? Browse our extensive library of thousands of designs. Go to www.findyourlevel.com and click on the **Design Archives** link.



I2378SC Ginkgo - Red



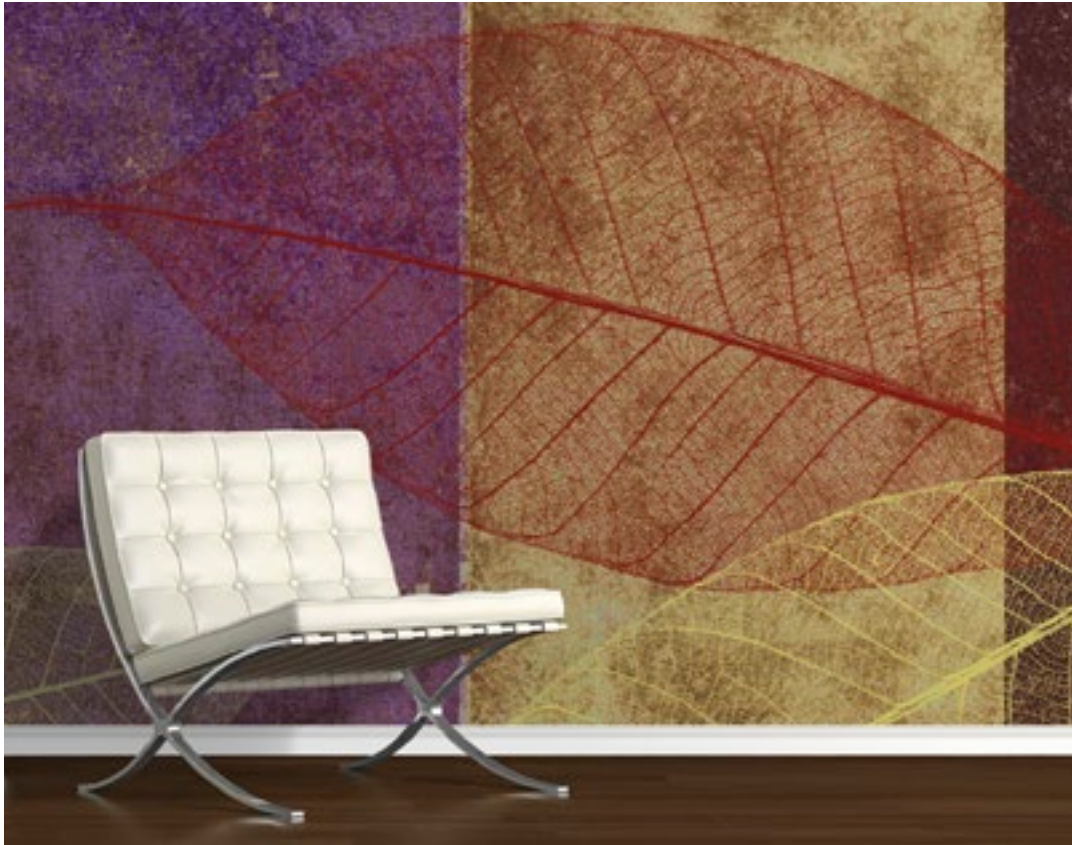


Our custom design service is an ideal solution for those seeking to create a unique environment. We work with clients to develop a concept, and then create new artwork based on that vision.



level

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DIGITAL WALLCOVERINGS



Environmental Responsibility

We proudly offer wallcovering options that meet the demands of our environmentally conscious customers without sacrificing the highest standards of artistry, quality, and durability.

In particular, Level digital wallcoverings offer green solutions in both our print technology and our offering of printable substrates.

We are also able to produce wallcoverings that, when printed with our latex inks on a PVC-free wallpaper, are GREENGUARD Children & Schools CertifiedSM, can help building owners obtain LEED credits, and meet AgBB criteria.

More information, ideas, and support at:

www.findyourlevel.com

Technology

The Level team are experts in the use of digital print technology for the commercial wallcoverings market. With over 10 years of experience, we have a deep knowledge and mastery of the intricacies of this technology. We also invest in the latest printing devices to offer the widest possible range of production options for our clients.

We also maintain a close relationship with our ink, laminate, and substrate suppliers, cooperating in R&D to improve the durability and applicability of our products. We continually expand our offering of substrate materials to keep up with the demands of the market and provide new options for designers and specifiers.

Inks & Laminates

Level wallcoverings are printed using the latest advancements in both UV-based and Solvent-based inks, and Latex-based inks are available as an eco-friendly option. An optional liquid laminate top-coat can provide additional durability and abrasion-resistance, especially in high-traffic applications.

Substrates

A wide variety of substrates is available including recycled vinyl, commercial wallpaper, window film, wood veneer, natural fiber materials, and more. While many of these feature environmentally friendly attributes, two of our most frequently used standard substrates offer exceptional environmental benefits: Solara, a heavyweight commercial paper, and Type II Recycled Vinyl.

Solara Heavyweight Premium Commercial Wallpaper:

- 30% Post Consumer Waste Recycled cellulose fiber
- PVC & POA (Olefin) Free
- No Plasticizers, phthalates, formaldehyde, chlorine, halogen
- No heavy metals, including cadmium, mercury, lead, or zinc
- No ozone depleting chemicals, harmful off gassings or VOC's
- Can contribute towards the earning of LEEDs credits

Type II Recycled Vinyl:

- 20% recycled content
- Low VOC emitting
- Free of PFOA (Perfluorooctanoic Acid), DEHP plasticizers, and PBDE flame retardants
- No heavy metals, including cadmium and mercury

A Step-By-Step Guide to Specifying Level

Step 1: Select a Design & Color

The designs in the Level program are available in a range of standard colorations and many feature several layout variations. Each of these designs can be specified as is, or may be customized to better suit your needs.

If you choose any of the standard layouts and colorations offered, go directly to Step 3. For any custom options, go to Step 2.

Step 2: Choose Custom Options

Every design in the Level program was created with flexibility in mind, and the possibilities for their customization are near limitless. In an effort to make your project as simple as possible, choose from these options:

Layout Customization

Simple: Many designs lend themselves to very simple modifications including flipping or rotating the design, creating a mirror image, or isolating specific elements. The intricacy of each design will determine if these adaptations are applicable, and our staff is available to assist in selecting these options.

Complex: Specific modifications can be applied to the design by changing the technique of the artwork, adding new elements, or using a design as a launching point for a completely new piece of art.

Color Customization

Simple: Designs with flat or solid colors can be simply customized. Rearranging the position of the colors within one of these designs, or even changing the colors to ones selected from our Color Target Sheets are examples of very simple color customization. The intricacy of each design will determine the application of these options, and our staff is more than happy to assist you.

Complex: Artists have created many of our designs with complex texturing and layering. We can modify the colors in these designs to blend to your specific palette and we have a variety of tools at our disposal to facilitate this process.

Step 3: Determine Size & Scale

All Level designs, customized or not, are sized to customer specifications. In many cases you will simply need to know the overall height and length/width of your space, and your selected design will be sized accordingly. If you have a complex installation that requires multiple sizes or custom fitting to intricate spaces, please have as much information as possible ready when you call for your quote.

Step 4: Select a Substrate

Hundreds of standard and specialty materials available for printing. Some of these include:

- Recycled Type II Vinyl
- Smooth & Textured Type II Vinyl
- Window Films
- Commercial Pressure Sensitive Films
- Eco-Friendly Commercial Paper
- Wood Veneers
- Acoustic Sound Control Fabric
- Grasscloths
- Rigid Materials

Standard Substrates

These are the most often specified and popular materials. They have been thoroughly tested and are recommended for all Level designs. We keep in inventory each material in this group, which allows us to be very responsive to tight deadlines, and this group includes: **Recycled-Content Type 2 Commercial Vinyl, Optically Clear Window Film, and Solara PVC-free Heavyweight Premium Commercial Wallpaper.**

Specialty Substrates

We can digitally print on hundreds of different types of materials, including specialty films, rigid materials, wood veneers, grasscloths, fabrics and beaded or heavily embossed wallcoverings. We generally do not keep these materials on hand, but most can be readily obtained and tested for suitability for your installation requirements.

Our experienced, knowledgeable staff can quickly provide you basic information about the durability and color characteristics of most specialty materials, and it is important to remember that printing on specialty materials nearly always involves a longer lead time and more upfront expense than our standard materials. However, there is no better way to create a stunning and utterly unique wallcovering than printing on these materials, and we're here to help you every step of the way.

Step 5: Request a Quote

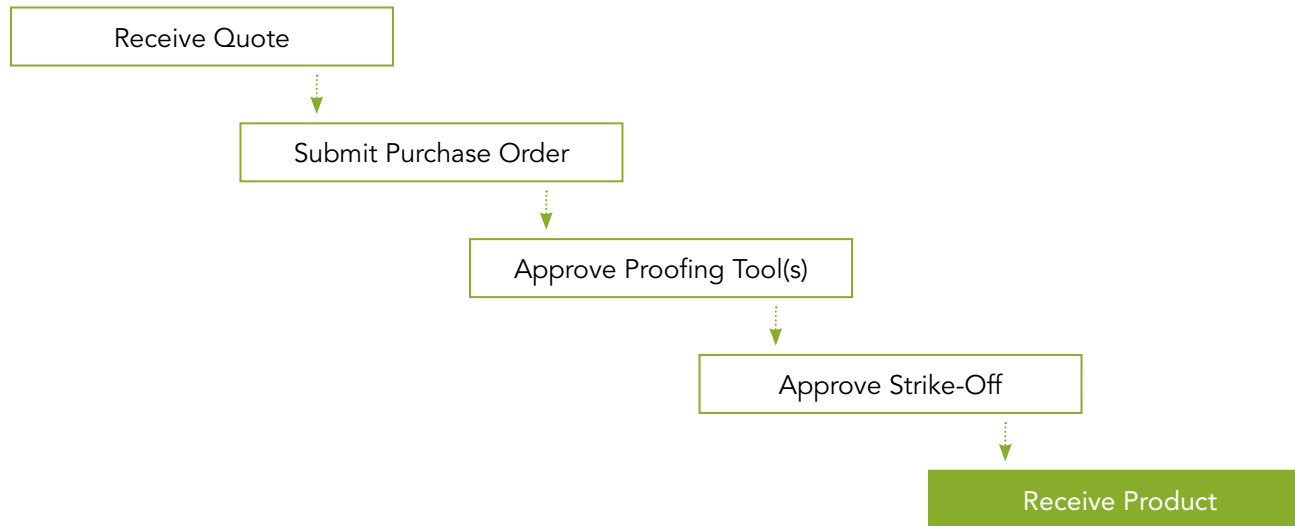
Once you've compiled all the information needed, simply provide the necessary information to your sales representative!

More information at:

www.findyourlevel.com

After You Request a Quote...

Below is the process that occurs once you have submitted a request for a quote. Of course each job is unique and may require deviations from this outline. Our job is to handle the complexity and we will make every effort to keep you informed of the status and progress of your job.



For a more comprehensive outline of the production process, please visit:

www.findyourlevel.com/process

What Happens Next?

Proofing Tools Explained

While digital print technology allows for unparalleled design freedom, its print-on-demand nature necessitates some unique sampling and proofing solutions. Our goal is to provide the most accurate, beneficial, and cost effective tools possible to help you visualize the final product at various stages of development.

We have created an assortment of proofing devices, each targeted at demonstrating a specific task or specification. Depending on the complexity and level of customization associated with your project, you may receive one or more of these during the course of production.

Please visit the website or contact your sales representative for more information regarding these tools.

Design PDF

A emailed PDF file that visually demonstrates how a requested design will appear when sized, cropped, scaled, and/or customized to your specifications.

Custom Design Proof

A Custom Design Proof may be generated for custom colorations. The proof is printed on paper and features a crop of a given design re-colored in the selected custom colors. It is not intended for final color approval, but rather as an aid in establishing color placement and position.

Substrate Sample

A small swatch of unprinted substrate material, including its basic specifications, is available for all Standard Substrates and many Specialty Substrates.

Color Target Sheets

A series of color swatches printed on our recycled vinyl containing over 1,000 digitally printable colors. When specifying custom colors, the Color Target Sheets are an ideal and affordable starting point to selecting your colors.

Custom Color Grids

Occasionally a customer requests a custom color not found within the Color Target Sheets. In these instances a grid of color swatches is printed on the specified substrate. The swatch in the center of the grid is the closest equivalent to the target color, and the remaining swatches demonstrate a range of digitally printable variations of that color. The customer can choose the swatch that most closely simulates their desired color.

Strike-Off

The Strike-Off is your final sign-off prior to production. It is printed on your specified substrate and features a roughly 3 foot x 5 foot crop of the final artwork, demonstrating its actual production size, scale, color, material, and layout.



DIANA ROBINSON studied at the Cleveland Institute of Art where she received a BFA in painting and printmaking. After graduation she went to work for Imperial Wallcoverings where she began her career in surface design.

In 1984, Diana founded her company, DLM Studio. During her career in residential wallcoverings, Diana and her creative staff at DLM Studio created collections for most of the industry's best selling brands including Waverly, Gramercy and Village (all owned by F Schumacher & Co) as well as for Seabrook, Blonder, Brewster, Warner, Blue Mountain, Eisenhart, International and Imperial.

Diana is also a founding partner of 4walls, one of the first companies to digitally produce wallcoverings with a combination of both creative and technical expertise. Through 4walls, Diana branched into the custom commercial market by marrying sophisticated design with a wide range of elegant printable substrates.

In 2005, Diana and DLM Studio began as the product designers for Bolta, Genon, Tower and Essex brands for Omnova Solutions, the largest commercial wallcoverings company in the world. Within the 4walls brand, Diana is creative director for a new line of residential wallpaper with manufacturing and global distribution by Wallquest, another industry leader. And she was a primary consultant and advisor to the innovative "Vizion Décor" project. This online tool, which can be viewed at 4walls.com, allows users to customize and create their own wallcoverings.

Diana has consulted with many industry leading clients, and has won many awards in the industry including a Roscoe Award.