



level DIGITAL WALLCOVERINGS



*See (and feel) what's new from Level...*

New designs and techniques featuring metallic & reflective effects, spot gloss overlays, and digitally printed embosses!

Look for these new effects throughout the collection and get more details beginning on Page 64 or by visiting us online at [findyourlevel.com](http://findyourlevel.com).

### Exclusive Designs, Rights-Ready & Customizable

Extraordinary, high-resolution, print-ready designs that are only available in this program.

Ready to specify as-is or adapt to your needs. Customize design, color, substrate, & effects. Customize layouts & sizing. Or we can create a new design tailored to your needs and creative vision.

Thousands of more designs from our archives that are available to specify as Level digitally produced wallcovering.

### Exciting New Materials, Industry-Leading Printing Solutions

Digitally Printed Embosses

Metallic Effects

Spot Gloss Effects

Premium Type II 20 oz. Vinyl (Smooth & Stipple Finish)

PVC-Free Type II Wallcovering (Smooth & Textured Finish)

Clear & Frosted Window Films

Acoustic Fabrics & Sound Absorption Solutions

Rigid Impact Protection Materials

Polycarbonates & Acrylic Sheets

Many, Many More...

### Pain-Free Project Management

With nearly two decades of experience in custom digital wallcoverings specifically for the commercial contract market, we've become experts at our craft. From accuracy and quality to robust communication, we work tirelessly to ensure that each job is completed smoothly and efficiently, on time, on budget, and headache free.



## ENVIRONS

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ENVIRONS



**TOP TO BOTTOM**  
Green Wall shown in:  
L70102 Lake  
L70103 Moss

**OPPOSITE**  
Green Wall shown in:  
L70101 Modern



Use any Level design as-is, or as inspiration; a point of departure for a new and unique solution.





TOP TO BOTTOM  
Blossom shown in:  
L70804 Bittersweet  
L70801 Hip

OPPOSITE  
Blossom shown in:  
L70803 Aloe

FOLLOWING PAGE  
Blossom shown in:  
L70802 Rhapsody

FEATURED ARTIST | Rachel Latina

Rachel Latina is a Cleveland native and eight-year veteran of the local art community. As a graphic design major at Virginia Marti College, her bold approach to drawing emerged early in her studies.

With over ten years of professional experience as a senior graphic designer under her belt, these days Latina is a prolific painter, curates shows at a local gallery, and is also known for her large-scale public projects such as a 34 foot long mural in Case Western Reserve University's Department of Chemical and Biomolecular Engineering that celebrates women in the field.

Rachel's contributions to this collection include *Blossom*, *Blossom Texture*, and *Fracture*.



[www.rachellatina.com](http://www.rachellatina.com)









**PREVIOUS PAGE**

Blossom Texture shown in:  
L70701 Denim

**THIS PAGE**

Blossom Texture shown in:  
L70702 Aloe

**OPPOSITE**

Blossom Texture shown in:  
L70703 Moss

Request our WallMax clear protective wallcovering topcoat to achieve superior durability and scratch resistance.





TOP TO BOTTOM

Flora shown in:  
L70303 Moss  
L70301X Metallic Black (printed  
on a metallic substrate)

OPPOSITE

Flora shown in:  
L70302 White



Printing on metallic substrates allows for a variety of true metallic and reflective effects.





**TOP TO BOTTOM**

Birch Tree shown in:  
L71301 Greige  
L71302 Aloe

**OPPOSITE**

Birch Tree shown in:  
L71303 Denim



Require changes?  
Every design in the  
Level program can  
be specified as is or  
customized to better  
suit your needs.



**TOP TO BOTTOM**

Queen Anne shown in:  
L71204 Rhapsody  
L71203 Pearl

**OPPOSITE**

Queen Anne shown in:  
L71201 Denim

**FOLLOWING PAGE**

Queen Anne shown in:  
L71202 Hip



Our Color Target Sheets now feature Pantone® colors and make the custom color process easy and affordable.







**PREVIOUS PAGE**

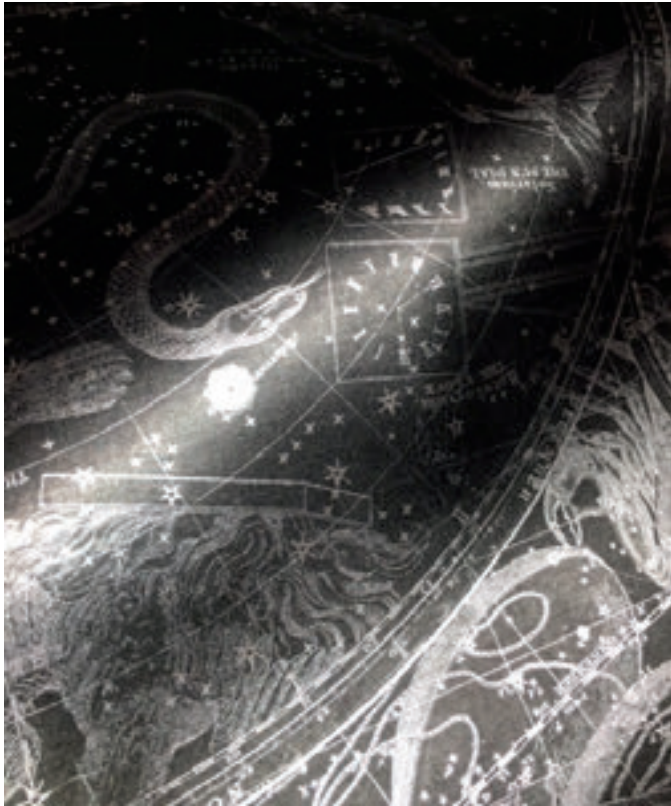
Star Map shown in:  
L70901X Metallic Amber (printed  
on a metallic substrate)

**OPPOSITE**

Star Map shown in:  
L70903 Lake

**TOP TO BOTTOM**

Star Map shown in:  
L70902X Metallic Black (printed  
on a metallic substrate)  
L70904 Pearl







**TOP TO BOTTOM**

Palm shown in:  
L71902 Pearl  
L71903 Greenery

**OPPOSITE**

Palm shown in:  
L71901 Moss



We manage projects and budgets of all sizes with the same care and attention to detail, and we're always eager to find the right solution for our clients.



TOP TO BOTTOM

Palm Pixel shown in:  
L72001 Hip  
L72002 Lake

OPPOSITE

Palm Pixel shown in:  
L72003 Moss



For applications in healthcare, hospitality, education, corporate interiors, government and more, Level offers near limitless creative possibilities for today's designer.



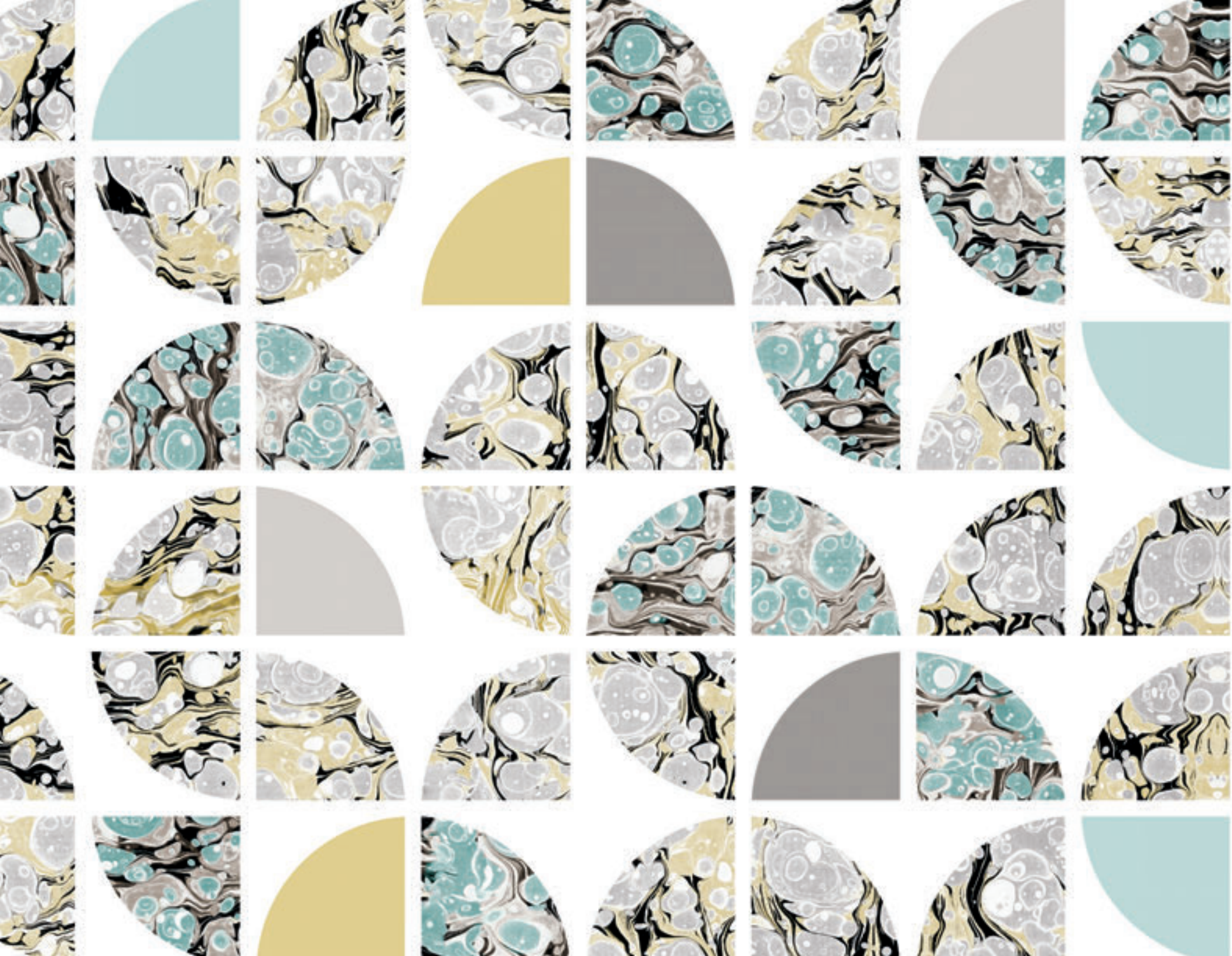
TOP TO BOTTOM  
Fracture shown in:  
L70602 Greige  
L70601 Aloe

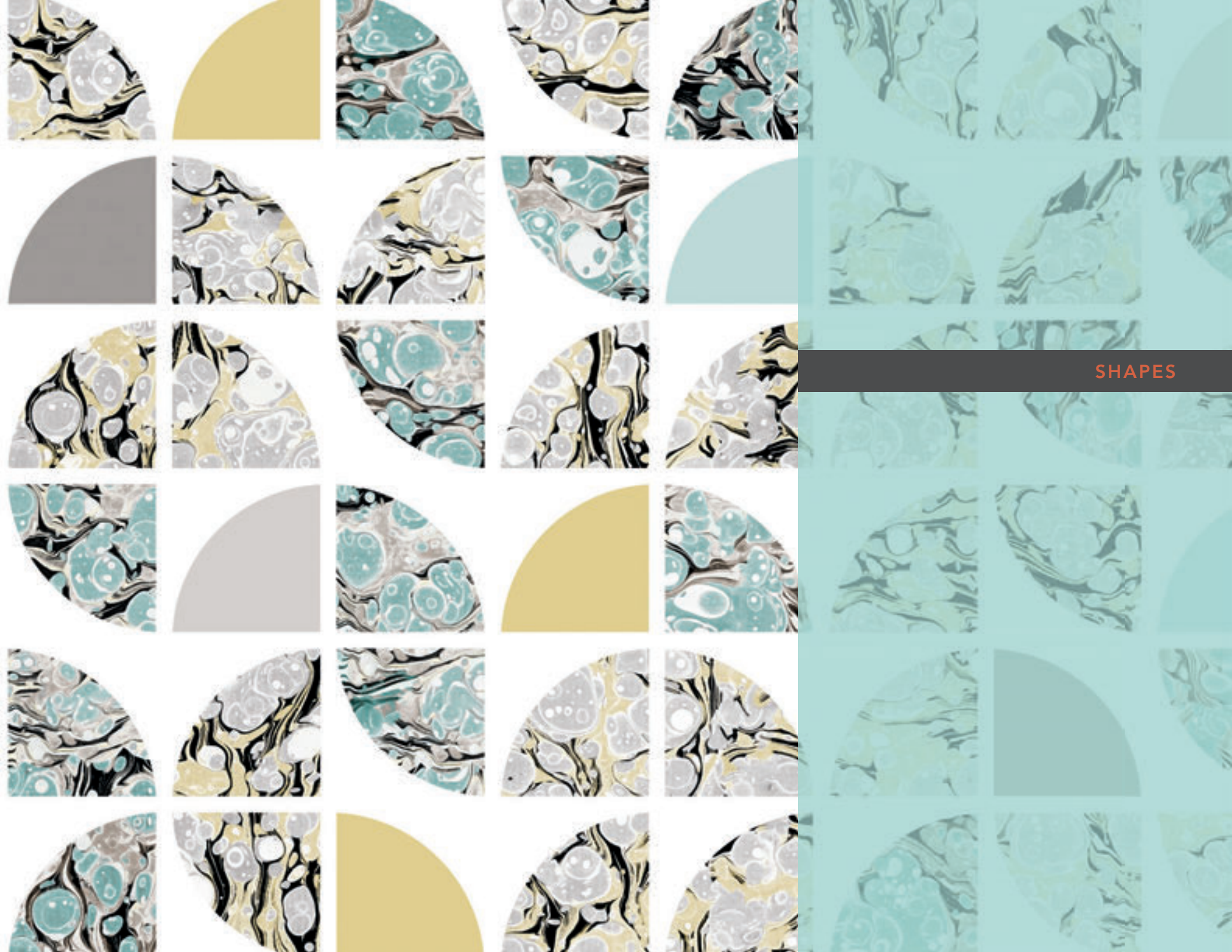
OPPOSITE  
Fracture shown in:  
L70603 Moss



Ongoing R&D towards best-in-class materials, inks, coatings, and technology.







SHAPES



**THIS PAGE**

Quincey shown in:  
L70403 Blackberry

**OPPOSITE**

Quincey shown in:  
L70404 Hip (shown printed  
on *Optically Clear Polyester  
Window Film*)

**FEATURED ARTIST** | Lindsey Krivenki

Lindsey Krivenki is a graphic and interior designer based in Cleveland, Ohio. As a young girl in Pennsylvania, she loved watching her grandmother hand-letter logos in her grandparents' design studio. Inspired, she attended a vocational high school for design.

After graduating from the Art Institute of Pittsburgh, she took a job at a major greeting card company, where she has worked as a designer for twelve years.

She has followed up her previous design for Level, *Lindsey* with more of her colorful geometric compositions including *Green Wall* & *Green Wall Geometric*, *Palm*, *Pixel*, & *Palm Pixel*, and *Quincey*, named after her two-year old daughter.





**THIS PAGE**

Quincey shown in:  
L70402X Metallic Bittersweet  
(printed on a metallic substrate)

**OPPOSITE**

Quincey shown in:  
L70401 Aubergine





**TOP TO BOTTOM**

Green Wall Geometric shown in:  
L70204 Plasma  
L70203 Hip

**OPPOSITE**

Green Wall Geometric shown in:  
L70201 Modern

**FOLLOWING PAGE**

Green Wall Geometric shown in:  
L70202 Greige



Endless variations can be achieved simply by editing the elements within a design.





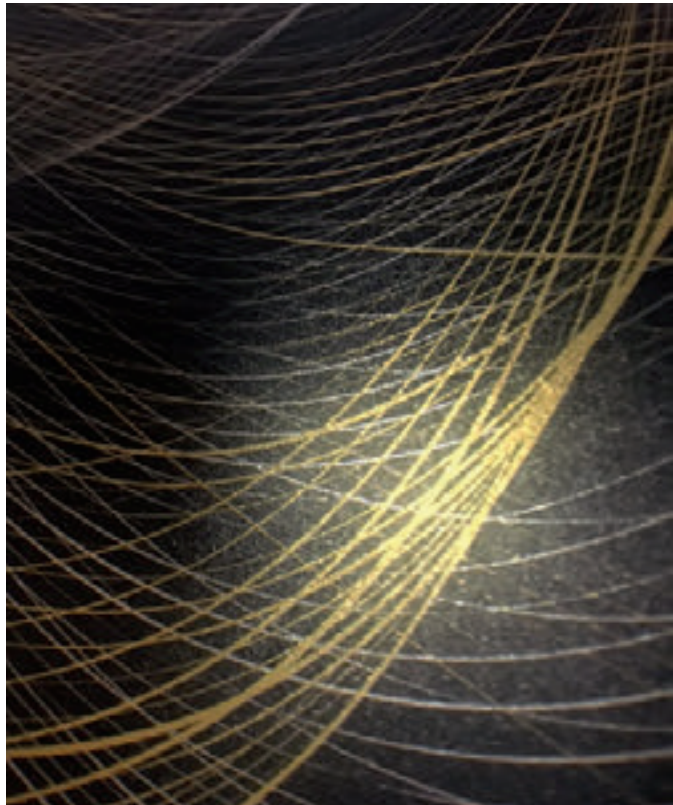




PREVIOUS PAGE  
Wavelength shown in:  
L71101 Cobalt

TOP TO BOTTOM  
Wavelength shown in:  
L71102 Plasma  
L71103 Titanium

OPPOSITE  
Wavelength shown in:  
L71104X Metallic Bittersweet  
(printed on a metallic substrate)

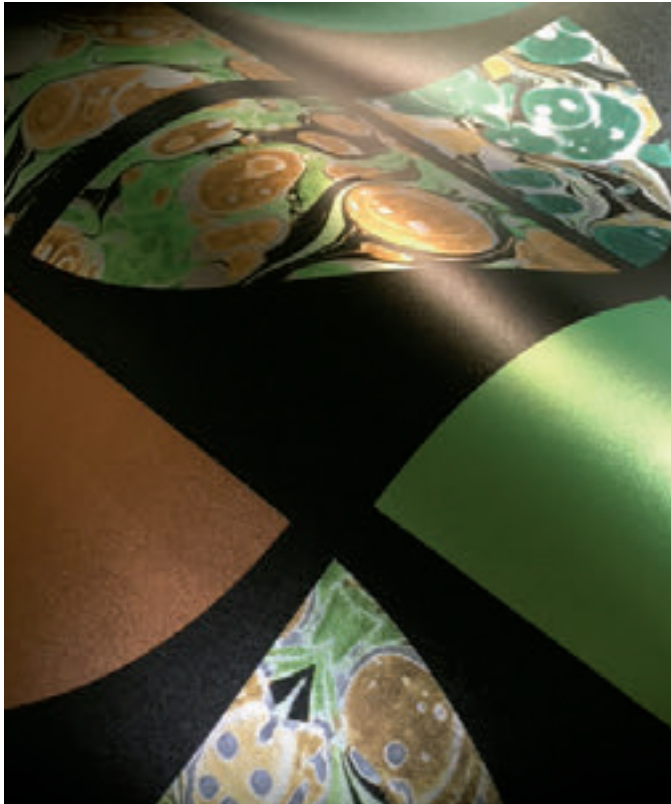




**THIS PAGE**  
Marbleized shown in:  
L71401X Metallic Greenery  
(printed on a metallic substrate)

**OPPOSITE**  
Marbleized shown in:  
L71404 Seaside

**FOLLOWING PAGES**  
Marbleized shown in:  
L71402 Hip  
L71403 Greige







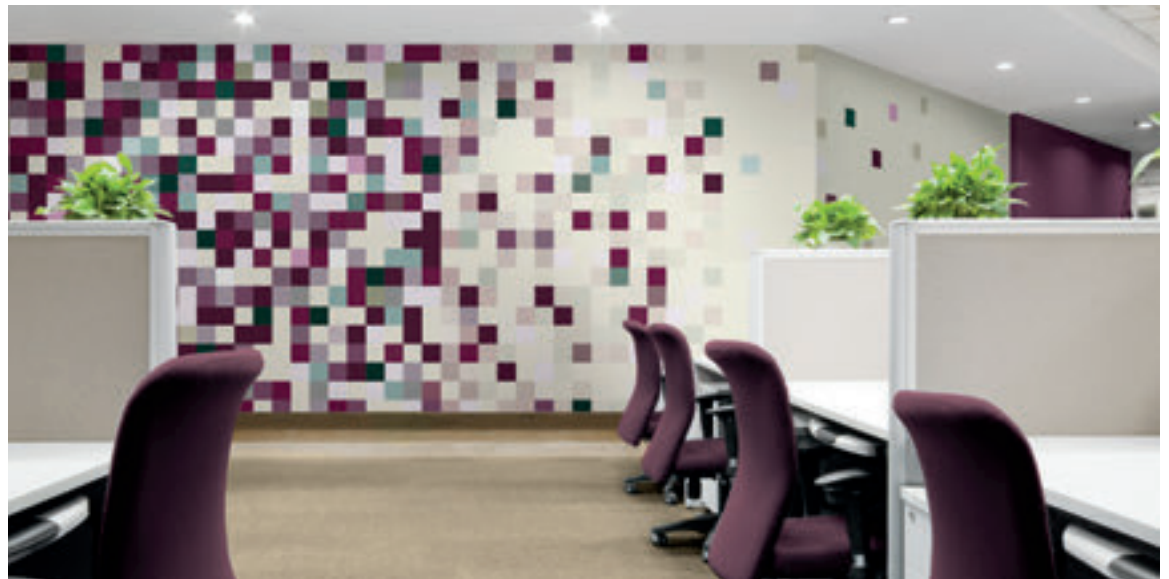


**TOP TO BOTTOM**

Pixel shown in:  
L71803 Hip  
L71801 Blackberry

**OPPOSITE**

Pixel shown in:  
L71802 Cornflower



With nearly two decades of experience, we've become very familiar with the unique challenges that come with digitally printed wallcoverings, films and other materials.





TOP TO BOTTOM

Concrete Jungle shown in:  
L71501 Blackberry  
L71502 Hip

OPPOSITE

Concrete Jungle shown in:  
L71503 Narcissus



FEATURED ARTIST | John Thomas

Jon Thomas is a contemporary artist, designer, and maker based in the United Kingdom. Born in Swansea on the South Wales coastline, Thomas is a distant relative of the Welsh poet Dylan Thomas, and is greatly inspired by his writing.

Driven by a love for minimalism, architecture, and abstract art, Thomas is fascinated by light and structure. He produces a diverse range of work including wall murals, lighting, and most recently acrylic LED sculpture.



Concrete Jungle © John Thomas. All Rights Reserved.  
shufflebotham.com





**THIS PAGE**

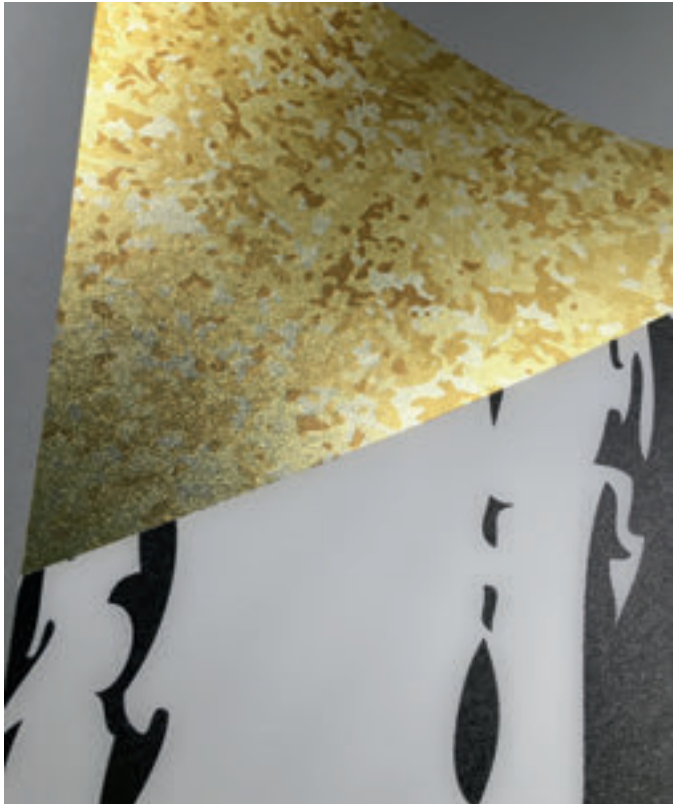
Memphis shown in:  
L71701X Metallic Black (*printed on a metallic substrate*)

**OPPOSITE**

Memphis shown in:  
L71703 Aubergine

**FOLLOWING PAGES**

Memphis shown in:  
L71704 Greenery  
L71702 Plasma



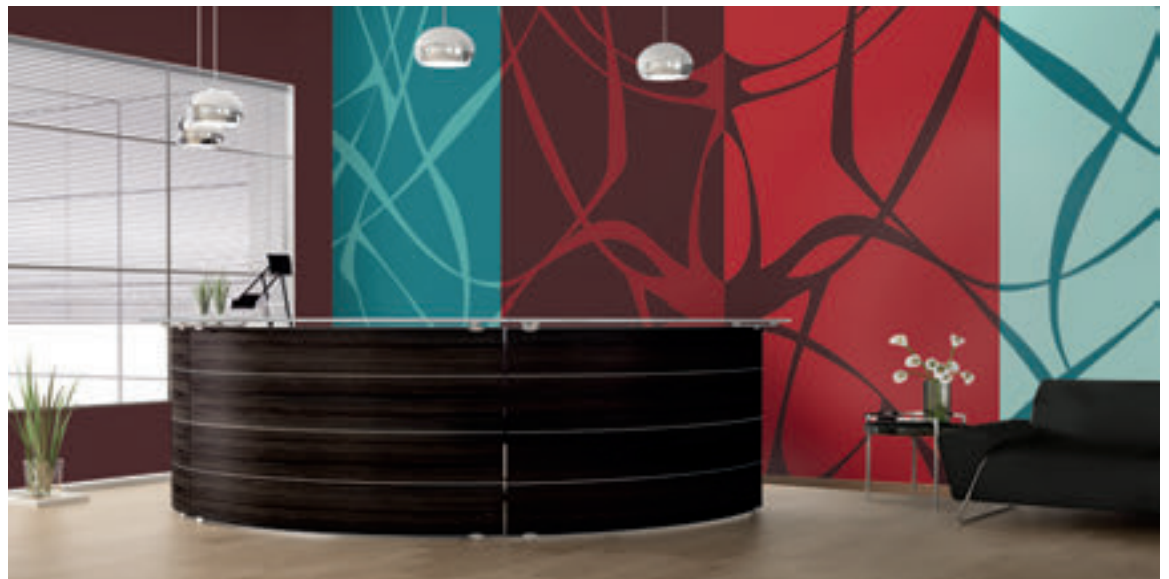






**TOP TO BOTTOM**  
Rhythm shown in:  
L70502 Titanium  
L70503 Hip

**OPPOSITE**  
Rhythm shown in:  
L70501 Wood



We proudly offer environmentally conscious solutions in both our print technology and our materials.





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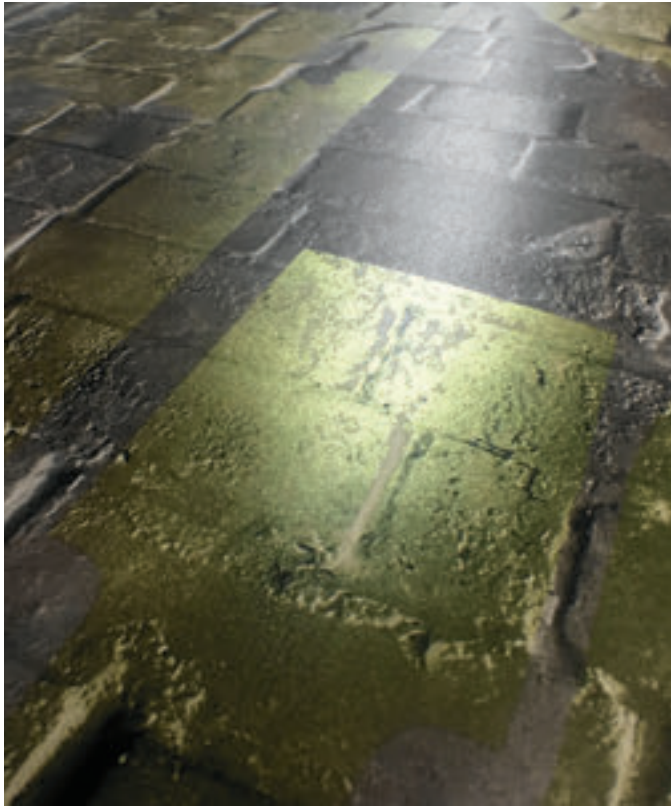
WORDS



**TOP TO BOTTOM**  
Graffito shown in:  
L71001 Bittersweet  
L71002 Greige

**OPPOSITE**  
Graffito shown in:  
L71004X Metallic Titanium  
(printed on a metallic substrate)

**FOLLOWING PAGE**  
Graffito shown in:  
L71003 Denim









invent

pioneer

brainstorm

BUILD

"There's a way to do it better... Find it." - Thomas Edison

imagine

make it WORK

PONDER

develop

develop

CREATE

RACK YOUR BRAIN

act

Bring it...

DISCO

set the pace

SKETCH IT OUT

plan

solve

innovate

is

er of on.

PREVIOUS PAGE

Word Play shown in:  
L72101 Bubble Cornflower

CLOCKWISE

Word Play shown in:  
L72101 Bubble Aubergine  
L72401 Impact Blackberry  
L72301 Awesome Teal  
L72202 Splash Watercolor

OPPOSITE

Word Play shown in:  
L72201 Splash Titanium

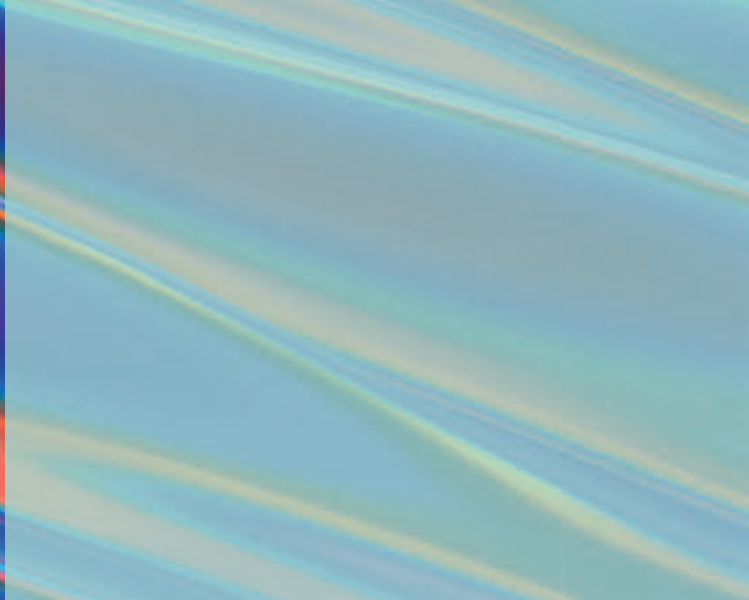


Many ways to customize!  
Add your own text  
Change the layout  
Change the typeface

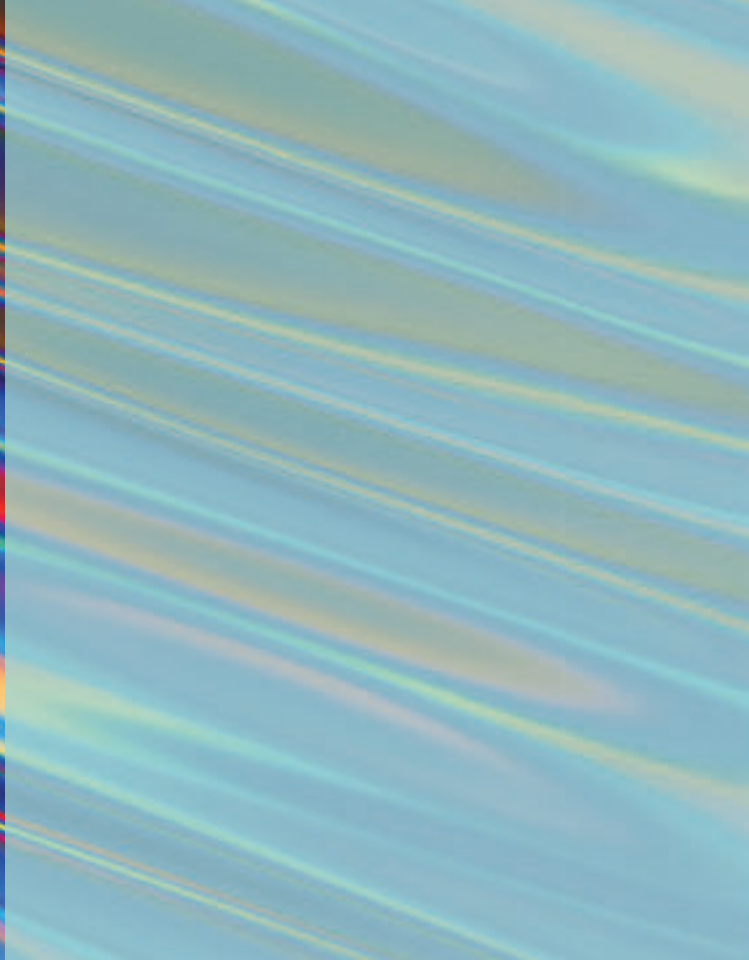








FLASH



**THIS PAGE**

Iridescent shown in:  
L71602X Metallic Twist (printed  
on a metallic substrate)

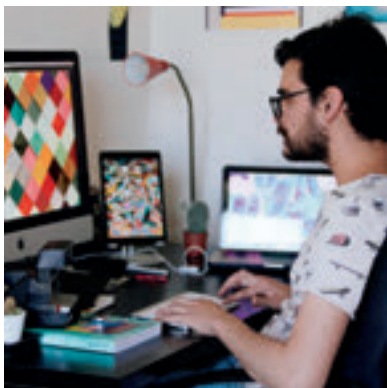
**OPPOSITE**

Iridescent shown in:  
L71601X Metallic Iris (printed on  
a metallic substrate)

**FEATURED ARTIST | Danny Ivan**

Portuguese digital artist and graphic designer Danny Ivan lives in Oporto, an ancient Roman port city in North Portugal. Dramatic, energetic, and bold, Ivan's charismatic designs have already captured the attention of major brands worldwide.

Following up his successful collection for Level Series 5, Ivan's new *Iridescent* designs showcases his ability to create dazzling metallic patterns and surfaces.



*Iridescent Twist & Iris* © Danny Ivan. All Rights Reserved.  
dannivan.com





TOP TO BOTTOM

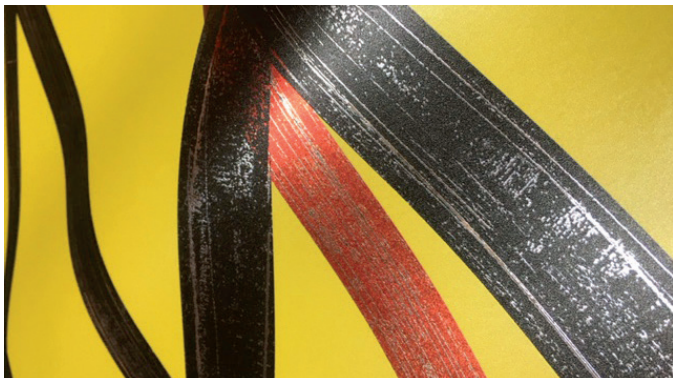
Lindsey Linear shown in:  
L50611X Metallic Teal

Changing Lanes shown in:  
L60107X Metallic Narcissus

OPPOSITE

Mineralogy shown in:  
L50804X Metallic Crystal

*All Metallic Effects designs are printed on a metallic substrate.*

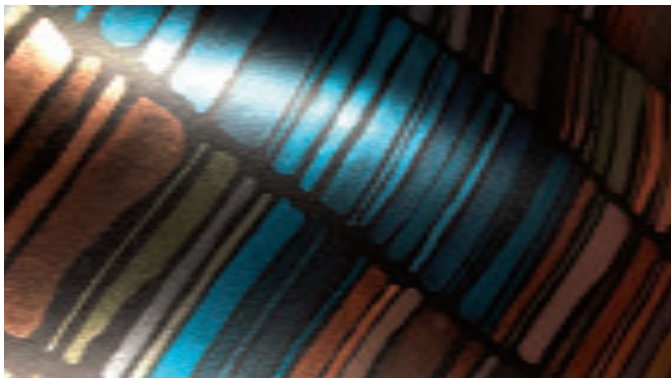




**THIS PAGE**  
Navigate shown in:  
L21205X Metallic Earthen Sky

**OPPOSITE**  
Line Up shown in:  
L52304X Metallic Verdigris

*All Metallic Effects designs are printed on a metallic substrate.*



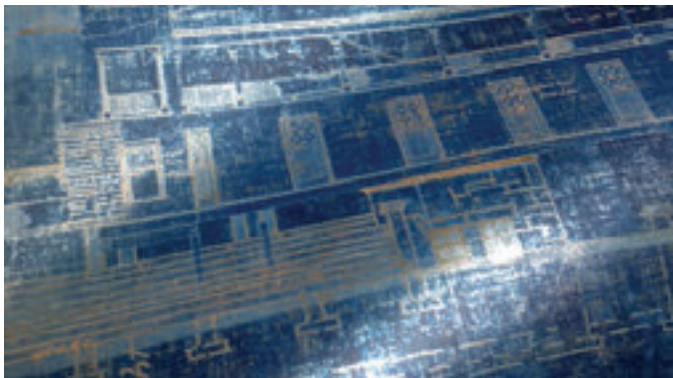
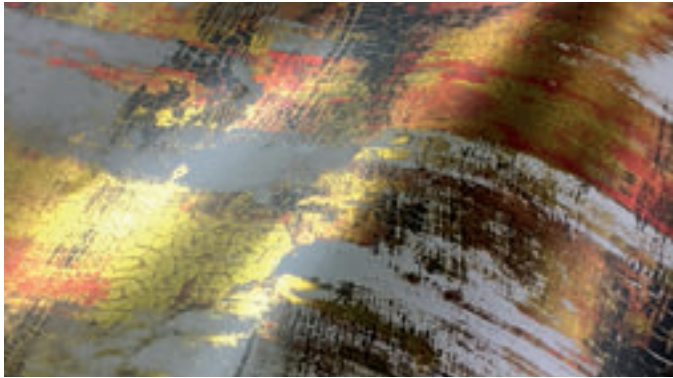




THIS PAGE  
Ballast shown in:  
L51804X Metallic

OPPOSITE  
Blueprint shown in:  
L60405X Metallic Cobalt

*All Metallic Effects designs are printed on a metallic substrate.*





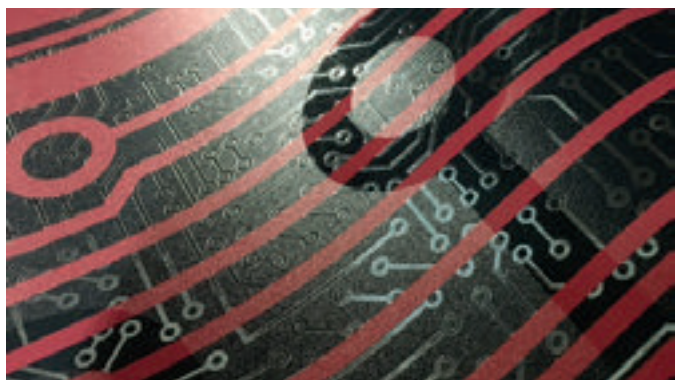
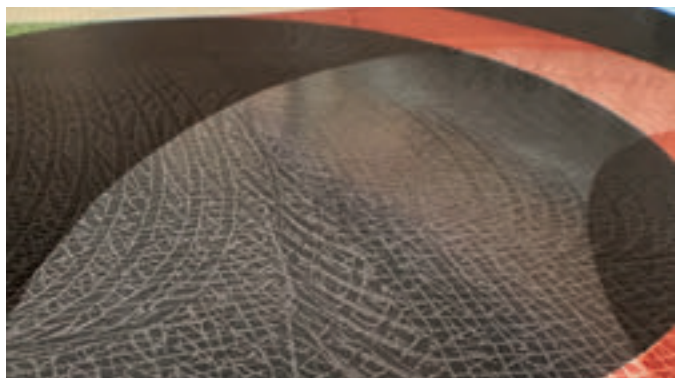
**THIS PAGE**

Roundabout shown in:  
L408608X Spot Gloss Accelerate

**OPPOSITE**

Circuitboard shown in:  
L60305X Metallic Grenadine

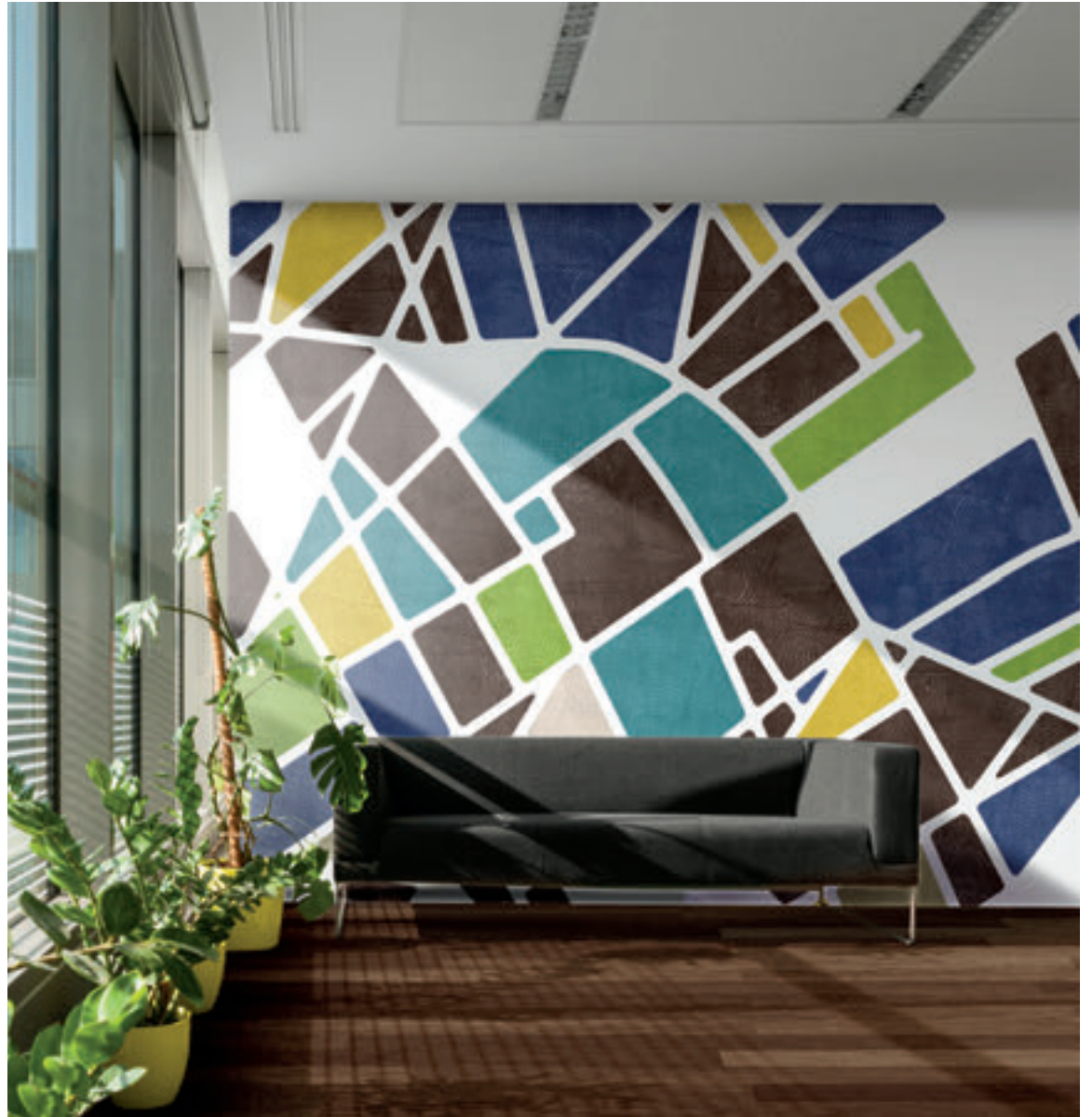
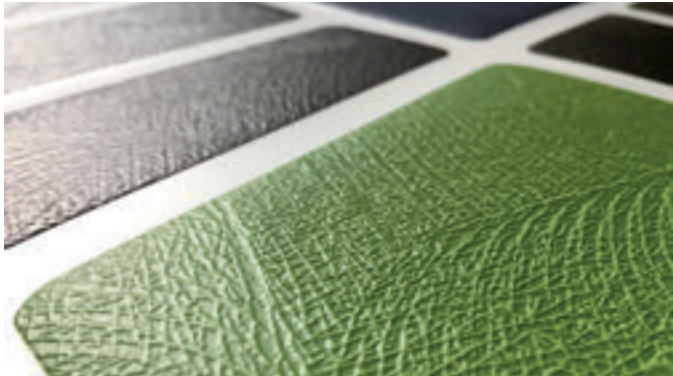
*Metallic Effects designs are printed on a metallic substrate.*





THIS PAGE  
City Griddy shown in:  
L408410X Embossed Upbeat

OPPOSITE  
String Theory shown in:  
L403507X Metallic Copper Patina









INSPIRATIONS





**CLOCKWISE FROM RIGHT**  
L71102 Wavelength - Plasma shown printed with both white and color inks.

L50702 Dot Matrix - Carnival shown printed with both white and color inks over a base of clear ink to emulate etched glass.

L70202 Green Wall Geometric - Greige shown printed with various opacities of white ink.

**OPPOSITE**  
L31134CD Central Park - Birch shown printed with both white and color inks over a base of clear ink to emulate etched glass.

Did you know?  
We can print color, white, & clear inks onto our window films.





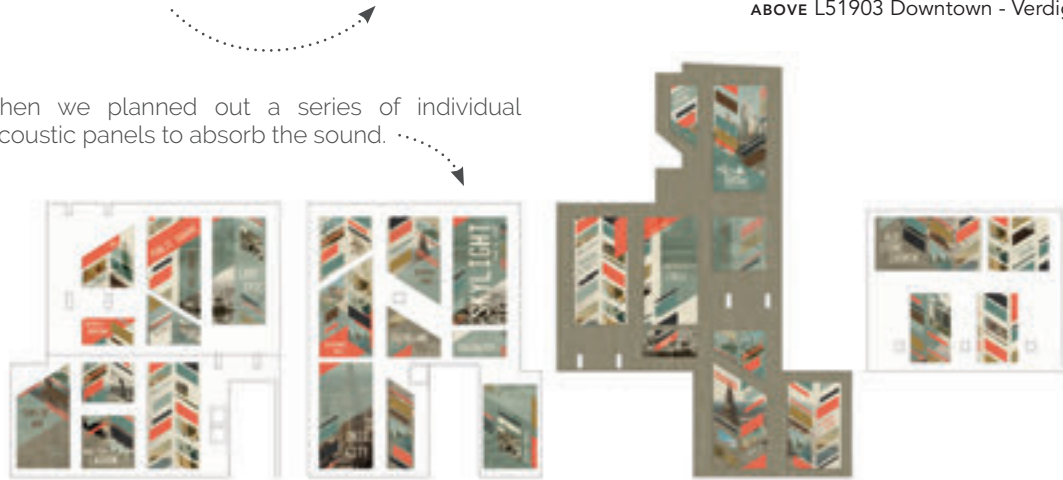
How do you stop an echo in a giant stairwell?

We started with this Level design, and, with a modular approach, we customized the composition & color.



ABOVE L51903 Downtown - Verdigris

Then we planned out a series of individual acoustic panels to absorb the sound.



The design was printed on our Acoustically Transparent Polyester Fabric, and then wrapped around 1" thick fiberglass panels.

Peace & quiet.



PUBLIC SQUARE

COLLINSWOOD

LAKE ERIE

SKYLIGHT  
FINANCIAL GROUP

TERMINAL TOWER

THE FLATS

CLEVELAND

SEVERANCE HALL



## Customize color.

Need help? A screen sharing session with a member of our creative team can make the process of customizing your Level design very efficient.

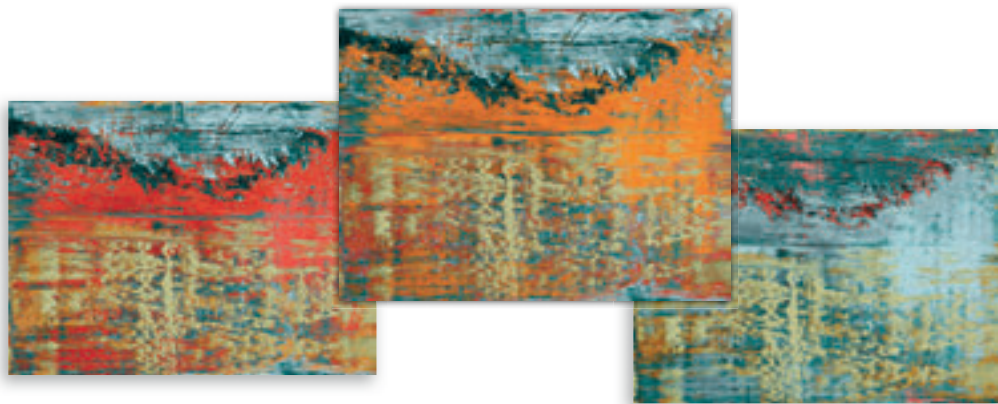


Choose a Level design that inspires you.

Add it to your mood boards.



Find colors on our new Target Sheets, now featuring Pantone® colors.

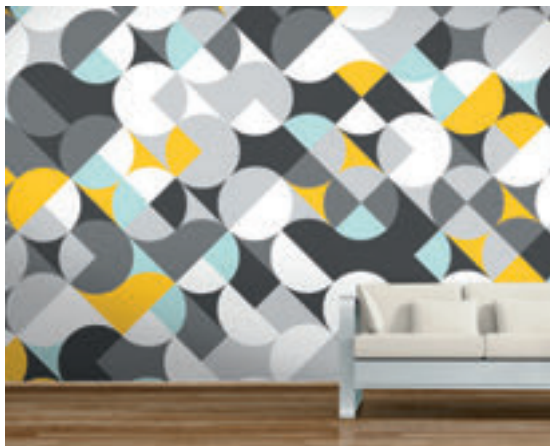


We'll recolor the design in your colors (And we like to give you options, too).



### Scale & Rotate...

Simply changing the scale of a design or rotating it can dramatically alter its effect.



### Get Inspired...

Any Level design can be used as a point of departure for a completely new idea!





Let Level create something new just for you!  
Start by bringing us your ideas. The more, the better...

We'll design murals to perfectly fit your space & bring your ideas to life.



ABILITY  
LEADER

SUPPLY  
CHAIN

INNOVATIVE  
DIVERSIFICATION

SPECIALTY  
CHEMICALS

GROWTH  
CUSTOMERS

RESILIENCE

EXPERTISE

DISTRIBUTION  
SUPPLIERS  
PREFERRED  
PARTNERSHIP



IMCD

Value through expertise







Have your own graphics?

We print that, too.

## Contract Printing & Third Party Artwork

We've been digitally printing for nearly 2 decades - sometimes our designs, sometimes yours - but always wallcoverings and window films. It's our specialty.

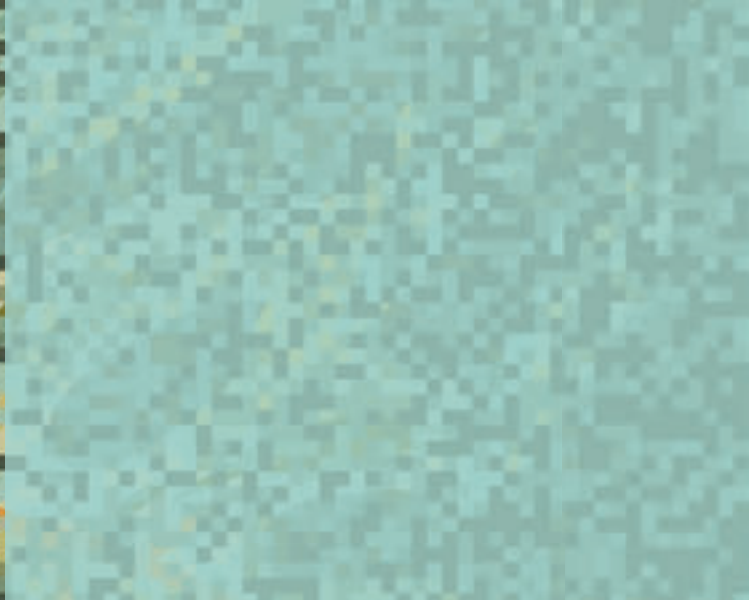
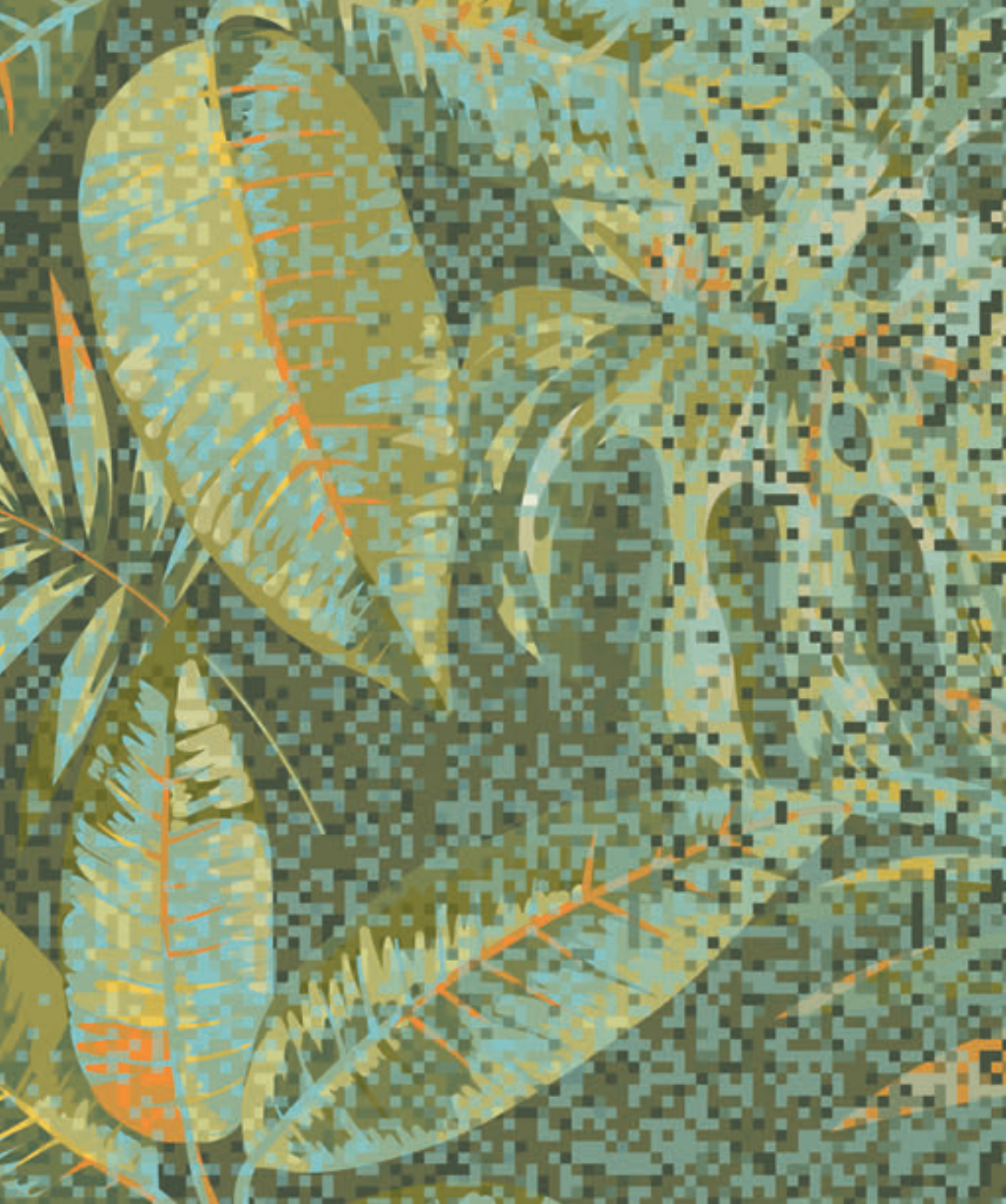


YOUTH  
SERVICES

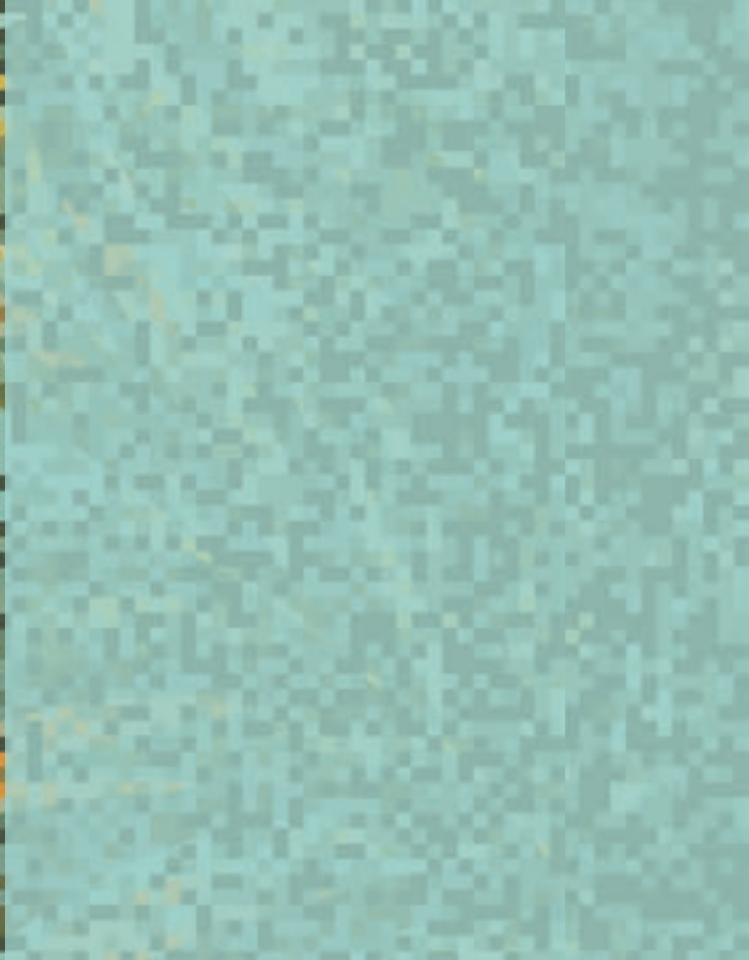
STORYTIME

CRISTINA'S CORNER





SPECIFYING



## A Step-By-Step Guide to Specifying Level

1

### SELECT A DESIGN & COLOR

The designs in the Level program are available in a range of 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.

Vinyl Samples of all standard colorways are available to assist you in your selection. In addition to demonstrating actual color and scale, Vinyl Samples explain the various types of customizations available for the design. We recommend requesting a Vinyl Sample prior to finalizing any custom options.

2

### CHOOSE CUSTOM OPTIONS

Almost 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 (see Page 95 for details). 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.

Need help? A screen sharing session with a member of our creative team can make the process of customizing your Level design very efficient.

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.

# 4

## SELECT A SUBSTRATE

There is a wide variety of materials available on which your Level design can be printed, and the list grows almost daily. In an effort to make these options more accessible, we have divided the substrates into two categories:

### MOST POPULAR MATERIALS

These are the most often specified materials - they have been thoroughly tested and are recommended for all Level designs. We keep each material in this group in inventory which allows us to be very responsive to tight deadlines. This group includes the following materials:

- Type II 20 oz. Commercial Vinyl (Smooth or Light Stipple Texture)
- Optically Clear Window Film (Polyester)
- Type II PVC-Free Contract Wallcovering (Smooth or Light Stipple Texture\*)
- Metallic Vinyl (Silver with a Smooth Finish)

### ADDITIONAL MATERIALS

We can digitally print on a wide array of other materials, both rigid and rolled goods. We generally do not keep these materials on hand, but most can be readily obtained for your installation requirements. Please keep in mind that printing on specialty materials may involve a longer lead time and more up front expense than our standard materials. Just some of the many substrates in this group are:

- Sound Absorption Fabrics
- Rigid Wall Protection Material
- Polycarbonates, Acrylic Sheets, & Much More

### WALLMAX LIQUID LAMINATE

We highly recommend WallMax, our optional liquid laminate top-coat that provides additional durability and abrasion-resistance, and gives the printed surface of your mural a true Type II specification. Available on most of our materials, WallMax is the best way to protect your investment.

# 5

## REQUEST A QUOTE


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





\* Light Stipple Texture is Type II when coated with WallMax liquid laminate.


## Creative Expertise + Technology

The Level team are experts in the use of digital print technology for the commercial interior décor market. With nearly 20 years of experience, we have a deep knowledge and mastery of the intricacies of this technology. We also invest in the latest printing technology to offer the widest possible range of production options for our clients.

- 

**OUTSTANDING DESIGNS**  
The heart of the Level program is its growing library of extraordinary designs. And behind those designs is the Level team of talented stylists and designers, who combine years of experience with fresh ideas and new outlooks on commercial wallcoverings. We keep a close eye on commercial wallcovering trends and styles, and creatively interpret that research into **exciting new designs that designers, specifiers, and their clients will love.**
- 

**EXPERIENCED PROJECT MANAGEMENT**  
**If you can dream it, we'll find a way to make it happen.** Adapting artwork, illustrations, graphics or photography to a client's space and unique requirements is what we do best. With many years of successful projects under our belt, we know all of the unique challenges that come with custom digital wallcoverings, and we've amassed a considerable tool kit to address them. We continually manage projects and budgets of all sizes with the same care and attention to detail, and we're always eager to find the right solution for our clients.
- 

**STATE-OF-THE-ART PRINTERS & INKS**  
Level wallcoverings are printed using the latest advancements in UV-based and latex-based inks on high-speed, large format digital presses. We maintain a close relationship with our hardware and ink suppliers, cooperating in R&D to improve the durability and applicability of our products. And our wallcoverings history and experience allows us to find solutions and tackle new challenges specific to **key commercial wallcoverings markets - healthcare, hospitality, corporate, and retail.**
- 

**NEAR LIMITLESS SUBSTRATES & DURABLE LAMINATES**  
We are able to print your design on an ever-growing list of materials including Type II vinyls, PVC-free commercial wallcovering, window films, laminates, rigid materials, and more. Many of our materials feature environmentally friendly attributes, and 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.** We also offer WallMax, our optional liquid laminate top-coat that provides additional durability and abrasion-resistance, and gives the printed surface of your mural a true Type II specification.

## 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 Certified<sup>SM</sup>, can help building owners obtain LEED credits, and meet AgBB criteria.

## Level 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 MOCKUP

A digital PDF of your artwork in an elevation view (or superimposed over an architectural elevation upon request). The intent of this mockup is to demonstrate how a requested design will appear when sized, cropped, scaled, and/or customized to your specifications.

### VINYL SAMPLE

This 18" x 24" sample is printed on our Type II Stipple Vinyl and features both a large detail crop and full thumbnail of a design. The sample also contains swatches of the colors within the design as well as information regarding the design's scalability, pattern repeat (if present), and color style (tonal or solid). This information greatly assists with specifying, especially when making customizations. Learn more at [findyourlevel.com/ratings](https://findyourlevel.com/ratings).

### SUBSTRATE SAMPLE

A small swatch of substrate material, including its basic specifications, is available for all standard substrates and many specialty substrates. These samples are available printed or unprinted.

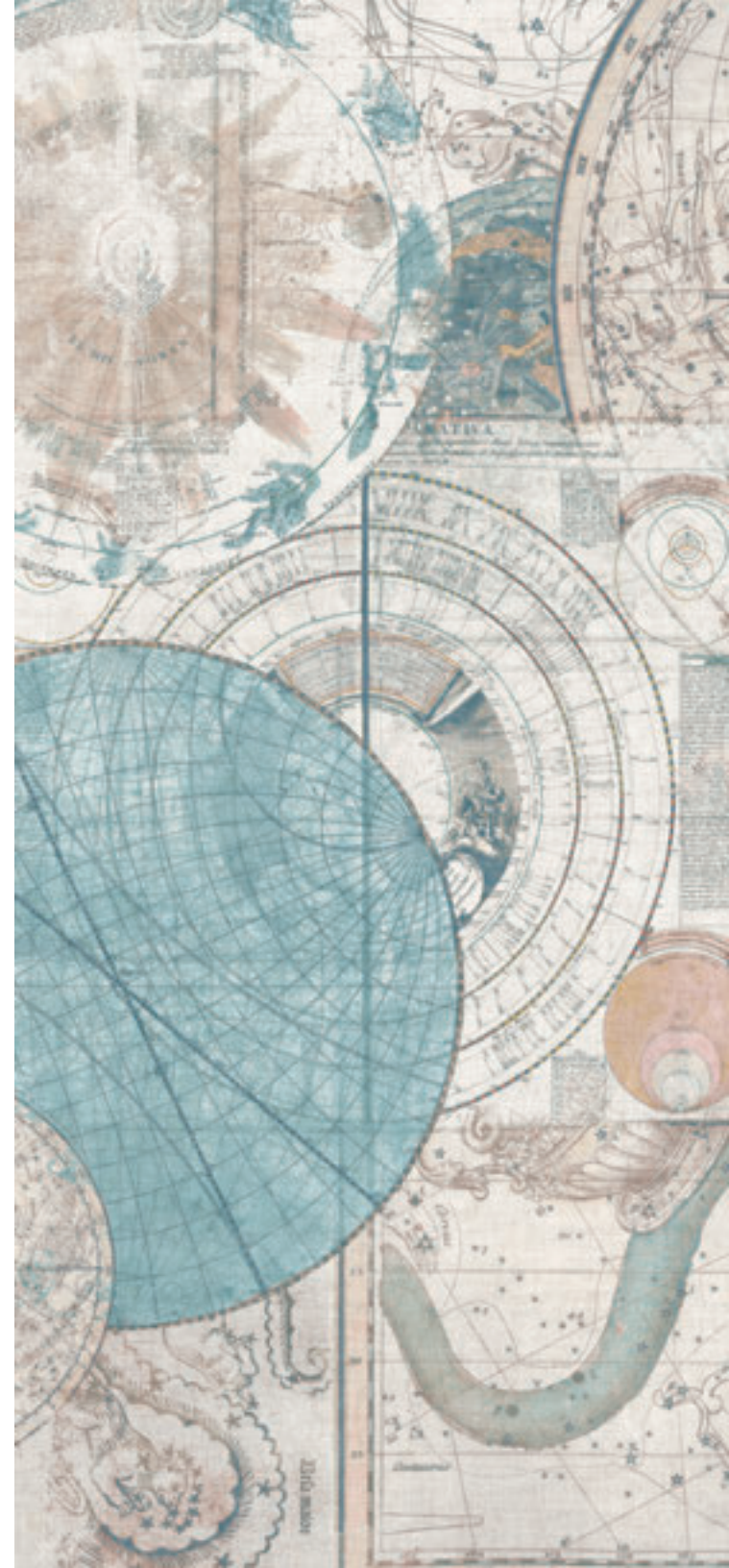
### COLOR TARGET SHEETS

A series of color swatches printed on our Type II Stipple Vinyl featuring colors from the Pantone® color library. When specifying custom colors, the Color Target Sheets are strongly recommended and more accurate than other color references such as paint swatches\*.

### STRIKE-OFF

The Strike-Off is your final sign-off prior to production. It is printed on your specified substrate and features a crop of the final artwork, demonstrating its actual production size, scale, color, material, and layout. 36" x 52". Strike-Off approval is required prior to printing to ensure your satisfaction.

\*Due to differences between paint and print technology and the paper of paint swatches and our vinyl, our Color Target Sheets are a more accurate method of selecting your custom color.







WHY LEVEL?

# leVel

DIGITAL  
WALLCOVERINGS

Extraordinary Designs, Ready to Customize

Exciting New Materials, Industry-Leading Printing Solutions

Pain-Free Project Management

Since 1998

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