



altro

Altro Whiterock PopArt

Custom printed imagery on durable wall panels

discover altro.com/popart

learning library



Our story begins in 1919 when a small group of individuals had an idea...

That idea has grown into a global company with over 900 employees and one idea has become many. From inventing safety flooring and developing an integrated hygienic walls system to creating the world's first adhesive-free safety floor.

While the world in 1919 couldn't seem more different from today's our excitement at embracing and developing new technologies and ways of working with our customers is exactly the same as back then.

Add to this, we remain a family business, with family values and I think you have the reason why we're here today, over 100 years later.

our history

To work across multiple sectors requires real-world understanding.

The ability to design for a purpose and address the challenges, issues and regulations for each industry without ever compromising on quality or safety.

We work in the following sectors including niche areas within these sectors;

Healthcare

Hospitality

Transport

Education

Housing

Food + drink production

Leisure

Retail + offices

Prisons + defense

Manufacturing + warehousing

our expertise

Altro Whiterock PopArt

Custom printed imagery on durable wall panels

Altro Whiterock PopArt allows you to reproduce custom images and artwork onto Altro Whiterock wall panels to create durable, vibrant design options for a variety of applications.

Available in three different formats to fit your project's specific needs. Add a splash of creativity to take interiors from ordinary to extraordinary with Altro Whiterock PopArt.



Lite

Format options

- No protective film or coating
- No scratch-resistance
- Use in low traffic areas
- Clean with mild detergent, can not use disinfectants
- 1 year warranty
- 6 weeks lead-time

Altro Whiterock

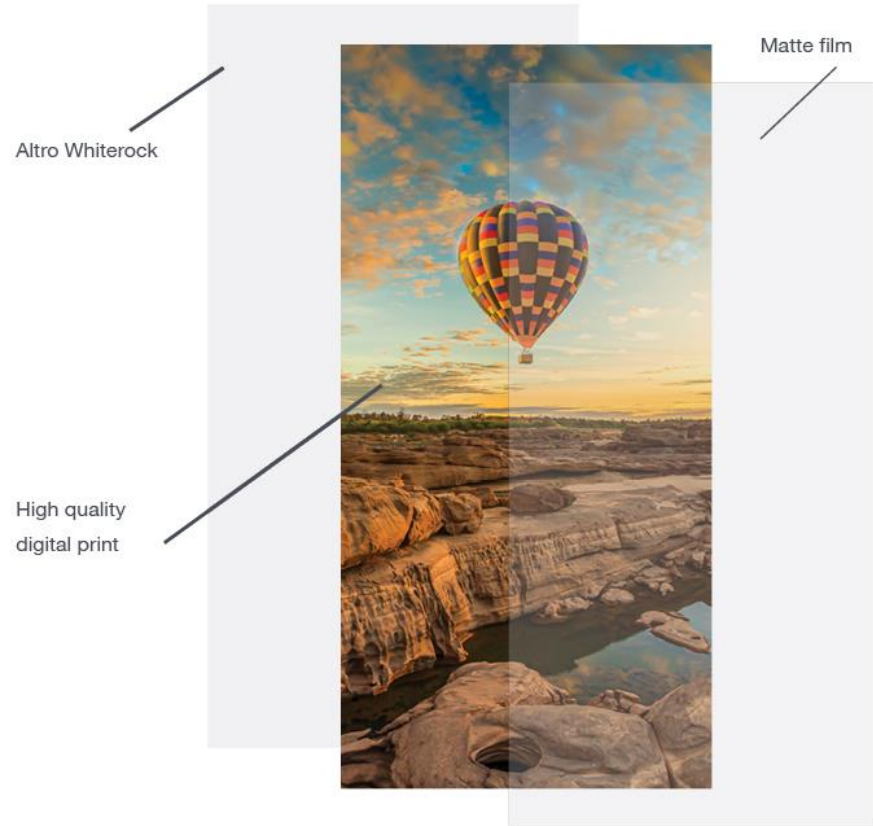
High quality
digital print



Matte

Format options

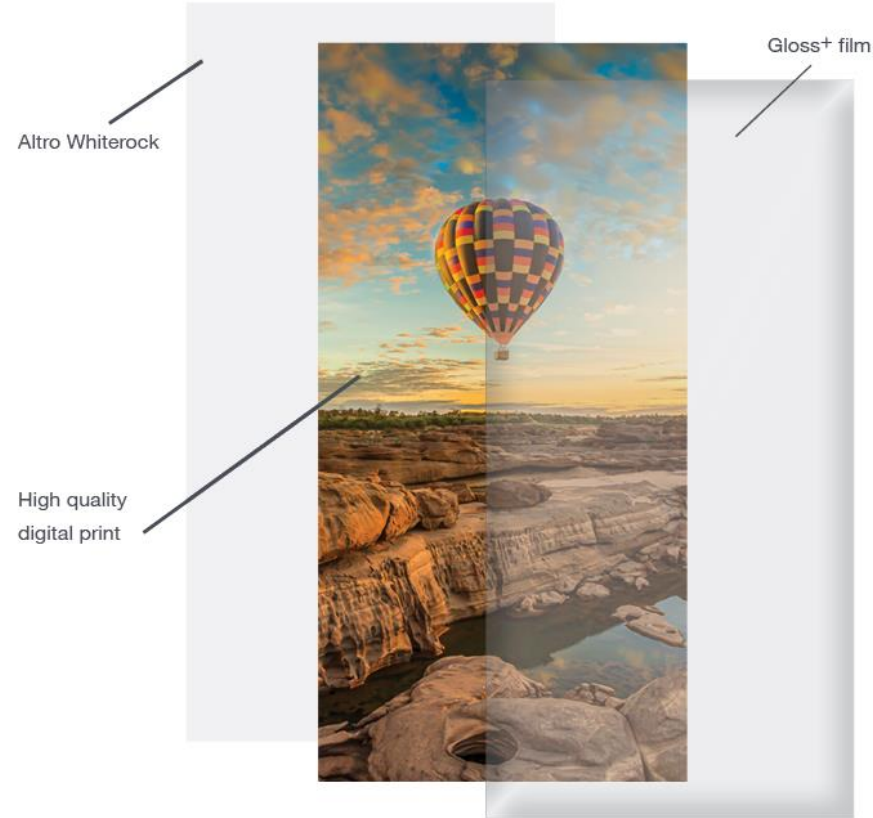
- Protective matte film
- Resists common scuffs and scratches
- Cleans with mild detergent solution
- 5 year warranty
- 6 weeks lead-time



Gloss+

Format options

- Our most protective over laminate film
- Create a glossy appearance
- Resists graffiti, scuffs and scratches
- Can function as a dry-erase board
- Cleans with mild detergent
- 10-year warranty
- 6 weeks lead-time



Altro Whiterock PopArt

Imagery collection

We offer a standard collection of images that customers may specify from for both Altro Whiterock PopArt and Altro Whiterock Digiclad. Many options are available that can span anywhere from 1 to 7 panels.

Our image collection also comes with panel layout guidelines for each image.





Abstract Leaf



Abstract Stained Glass



Acadian Sunset



Autumnal Cascade



Avant Garde



Carpathian Mountains



Central Park



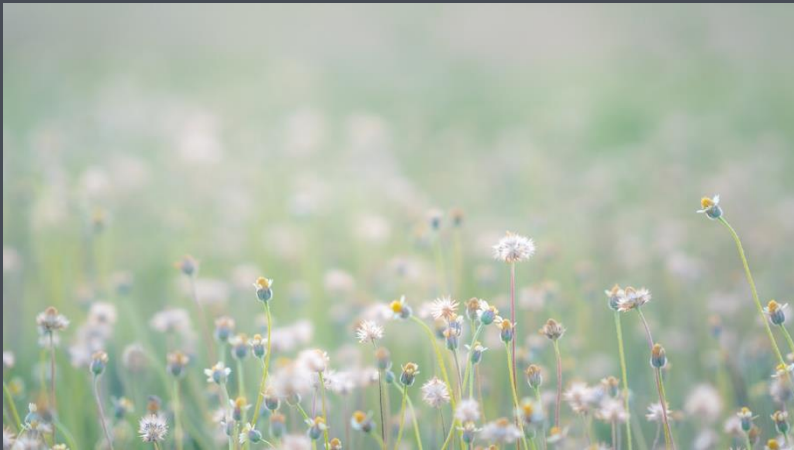
Cherry Blossom Illustration



Cosmos



Country Road



Dandelion Field



Daybreak



Enchanted Forest



Fish Illustration



Floral Wallpaper



Glitched



Golden Field



Grand Sunrise



Green Peaks



Halstatt Lake



Heavenly Stroll



High Tatra



Hillside Farm



Hillside Worship



Ivy Falls



Jungle Oasis



Misty Morning



Monument Valley



Moraine Lake



Mossy Cascade



New York City



Paradise



Paris



Pets



Rome



Salvia Fields



San Francisco



Sandy Dunes



Sea Life



Serengeti



Snail



Snowy Forest



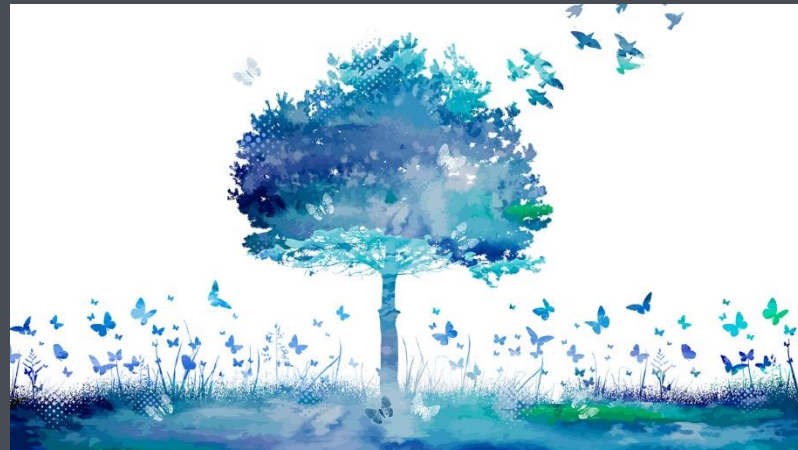
Summer Alps



Watercolor Daisies



Watercolor Forest



Watercolor Tree



Watercolor Weave



Abandoned



Adventure



Brown Bear



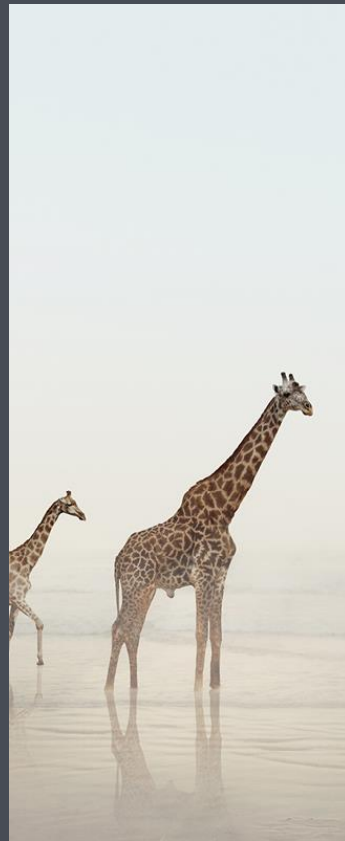
Dominica



Duckling



Elephant



Giraffe



Highland Steer



Horse



Lion



Pigments



Snowbound



Starry Night



Sunlit



Wildflowers



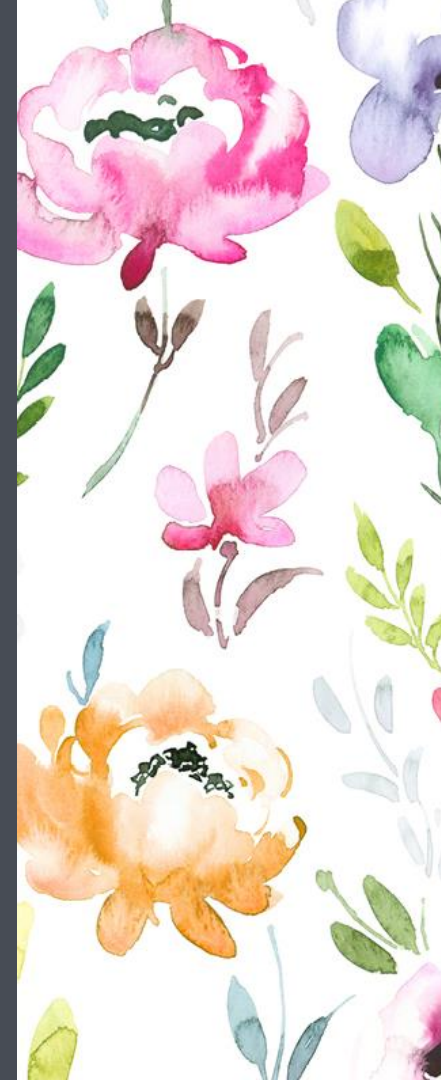
Zebra

Altro Whiterock PopArt

Vector imagery requirements

Customers may also choose to use their own image, as we have advertised with AW Digiclad, as long as the sizing is acceptable for printing.

- Vector graphics are our preferred file type because of their superior quality over JPEG images.
- Vector images do not lose quality when enlarged, and therefore are perfect for large feature walls.



Altro Whiterock PopArt

Photographic imagery requirements

Large JPEG and TIFF files are also suitable to use however, they must meet specific size guidelines and be accepted by our internal team.

- Dimensions > 40" width for multi-panel images
- High resolution > 300 DPI
- Large file size > 10MB, 20MB, 30MB+





Typical applications

- Lobbies and reception
- Offices
- Pediatrics
- Athletics
- General areas
- Anywhere beautiful imagery could go!

Works well with

- Safety floors
- Smooth floors
- Slip-resistant floors
- Altro Whiterock wall designs



Ordering

Custom printed wall panels

1

Alert your sales rep of your upcoming project and provide basic details. Generic pricing can be given based on total square footage.

2

Customer selects and/or provides imagery. Shutterstock is the preferred website for images outside of our collection.

Customer must lawfully purchase imagery / copyrights for use. Altro assumes no liability for images supplied to us.

3

Proofing: Digital proofs are emailed and approved by customer. Then, paper proofs are mailed and approved by customer and end-user.

4

Proofing: Digital proofs are emailed and approved by customer. Then, paper proofs are mailed and approved by customer and end-user.

5

Order is created, PO and non-cancellation agreement is created.

6

Panels are produced and shipped. Estimated turnaround depends on product selected.









The correct installation and detailing is of the utmost importance in every environment. We pride ourselves in our technical offerings.

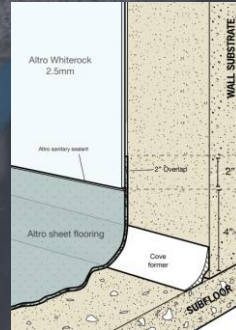
Install guides



Detailing guides



Drawings / CAD



Accessories



Technical services



installation

better together

In areas of frequent spills, hygiene and durability concerns, it's best to let our robust collection of safety flooring and functional wall cladding take the lead.

Install decorative wall cladding with slip-resistant or aesthetically pleasing smooth flooring in the public spaces.

Rest easy knowing your patrons will have an exquisite experience while your most dangerous areas are well equipped to handle the tolls of the day.



We are here to support you with all your commercial flooring and wall cladding needs.

Samples + literature

Specifier resources

CEUs + Installer training

Customer care

800.377.5597
support@altrofloors.com

Submit an online request!

Altro Whiterock PopArt learning library contact form

Please send me more information!

- Send me a free sample
- I'm interested in booking a CEU for AIA / IIDA credits (in-person or digital)
- I'm interested in my local Altro representative reaching out via phone or email

Name

First Name

Last Name

Company

Address

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Email

example@example.com



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