

Altro Whiterock Digiclad Quickfacts

updated 02/01/19

Ordering process

Plan for enough time in the creative process to limit the amount of back and forth needed once the ordering process begins.

☐ Sales rep has supplied customer with generic pricing?

☐ Sales rep has supplied customer with estimated turnaround time of 12 - 14 weeks from time of *order?

Customer has selected imagery?

Vector is preferred as it does not lose quality when enlarged.

For photography, Shutterstock.com is the preferred stock photography website as we have an account.

☐ We can accept; EPS, .AI, .PDF, .JPG, .TIFF, and .PSD. Images must be higher than 40DPI when scaled to final size output.

If Shutterstock is not used, a customer must lawfully purchase imagery / copyrights for use. Altro assumes no liability for images supplied to us.

☐ Imagery links have been emailed to digiclad@altrofloors.com?

Please utilize services like DropBox, Google Drive, Hightail to upload large files.

☐ All details such as marked floor plans and elevation details for each area that Altro Whiterock Digiclad is to be installed has been emailed to digiclad@altrofloors.com?

Please utilize services like DropBox, Google Drive, Hightail to upload large files.

☐ Customer details and imagery are assessed (up to one week for response).

☐ Digital layout sent to customer for first approval.

☐ Paper print proofs sent to customer for second approval.

☐ *Order to be created, signed POs and non-cancellation agreement to be completed.

☐ Production of panels is scheduled, manufactured and shipped on next available shipment from UK office, unless customer is paying for airfreight.

Altro Whiterock Digiclad allows us to offer our customers a completely custom wall system by reproducing vector artwork or high resolution photography onto Altro Whiterock wall panels.

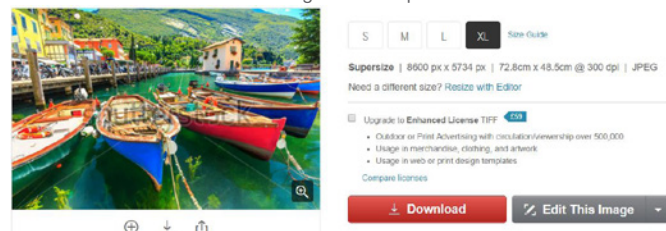
As each project is unique, it is important that our customers understand the full ordering process (see chart left) and some quick installation and joining guidelines before starting this process.

Altro Whiterock Digiclad process

If advising customers on quality, we suggest using images higher than 40DPI when scaled to fit. Be sure they select an image that are in the opposite orientation of the panels being install as this could drastically bring the quality of the image down (i.e. choosing a landscape orientation image but requiring a portrait print or vice versa). See example below:



Each image on Shutterstock has a unique reference number and will also detail the amount of Pixels within the image. An example of this is below:



The image states its 300DPI at 73cm x 49cm (29" x 19"). Now if we had to resize this image to 8ft wide by 4ft high we would need to calculate the DPI. To do this we would take the square inch size of the sheet, 4608, and divide by 551(300DPI image size) equaling 8.36. Divide that number by 300DPI and you would get approximately 36DPI.

If the customer wishes to provide us with their own artwork we can accept all formats Photoshop, illustrator, InDesign, tiff, pdf, jpeg, etc. By a customer providing the artwork to us we presume all copyright issues have been cleared by themselves.

Altro Whiterock Digiclad allows us to offer our customers a completely custom The next stage for us is to provide a PDF layout showing how the artwork will be split across the panels. This will detail joint strip locations panel size, overall size and the DPI value. This PDF is for sizing sign off only. The customer needs to be aware that the color appearance seen on screen to that of a digital printer is very different. When an image is viewed on a computer screen the colors are made up from the RGB scale (Red Green Blue) This is a very bright and vibrant spectrum and increased by the fact the computer has a light behind the color. Digital printers use a different color spectrum CMYK (Cyan Magenta Yellow and Black). This is duller than the RGB format.

At this point we can arrange for paper samples/Whiterock samples to be provided. These can take 4-5 days to manufacture and cost £40 each for us to purchase plus shipping time.

Printing

Once the artwork has been approved we can proceed to manufacture. Our supply chain for Digiclad is two stages. The panels are printed at the first stage. A 10ft by 4ft panel can take up to 55mins each to print. Once the print is completed the panels are shipped 80miles to the hard coat factory. The coating Altro products have is only run in the factory on a Monday morning. Therefore if we have issues with delivery it is very easy to lose a week if the panels do not arrive on time.

Installation guidelines

- Dry fit all panels and joint strips prior to installation to confirm images are lined up.
- Do not thermoform.
- Do not heat weld images.
 - If heat welding is requested, only the end panels can be heat welded to standard Altro Whiterock panels. This must be specified at the time of order for hard coat to be offset.
- Do not drill holes through the panels unless required for equipment installation, drilled holes cannot be repaired.
- It is best practice to install the panels at the same time the artwork is scheduled to go in, not while there are still trades in the building.

Joining methods

Butt seams

- When ordering butt seam method the panels will be slightly trimmed at the factory for a flush installation. Actual panel size will be indicated on digital image proof supplied by the factory during the design process.
- Butt seam installation follows the same setup as heat welding installation, however, no gap is required between panels. This method uses 2" foam tape, allowing for 1" tape on each panel.
- It is not recommended to use sanitary sealant at the seams.

Joint strips

- Printed joint strips are available at an additional cost.

For assistance with Altro Whiterock Digiclad
email: digiclad@altrofloors.com
call: 800.377.5597 x 3239