



TOUCHSTONE FOR INTERIOR DECOR

SURFACE COVERINGS & FINE ART REPRODUCTION

This sample kit aims to provide insights about the opportunities for elevated printing in the interior décor segment. It contains printed samples as well as some market information and “How to...” guidance for their creation and commercialisation.

Canon

THE INTERIOR DÉCOR OPPORTUNITY

Printed décor is a very creative, high growth, high value market with low but growing digital penetration (conversion from analogue printing).

The capability of digital inkjet technology to print to almost any surface, with longevity, along with an explosion in the development of new digital media and the trend for personalisation, is driving volume growth in this sector. Trends in décor are constantly changing. Whether for commercial interiors such as offices, retail spaces and hospitality suites or for individual consumers, movements in interior design call for interiors to be more adaptable, personable and dynamic than ever before.

In today's personalised, customised world, digitally-printed interior décor is transforming the spaces we live, work and play in. No-one stands to benefit more from this than PSPs. To succeed in digital printed décor, PSPs must be willing to invest in and grow their offering with the right technologies, and the right consultancy. Without the appropriate tools, it's hard to keep pace with demand or offer the freedom and flexibility that today's design specifiers increasingly expect.

Touchstone is a crucial tool in this process. It enables the production of stunning textured interior décor elements and designs with minimum efforts. It opens up opportunities to easily generate high value and unique products elevating the business potential of PSPs.

SECTORS

In today's personalised, customised world, digitally-printed interior décor is transforming the spaces we live, work and play in and this represents the ideal opportunity for print service providers.

Potential in multiple vertical markets:



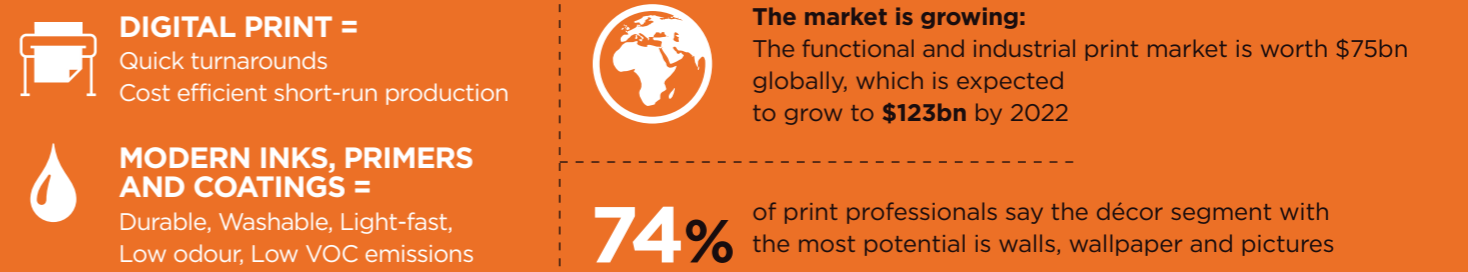
TRENDS

Interiors – whether commercial or personal – have to adapt to socio-economic trends.



THE OPPORTUNITY

Whether print service providers are looking to grow their product portfolio or diversify completely into a new market there is huge potential to benefit from the advantages of digital technology in the décor space.



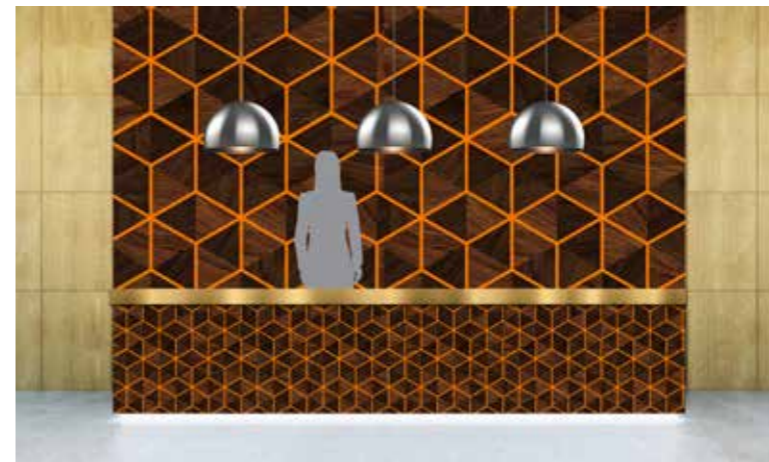
SURFACE COVERINGS

With wallcovering being the greatest growth potential for digital printed décor, these customised interior design samples are meant to demonstrate the possibilities of high value textured surface coverings such as walls or furniture.

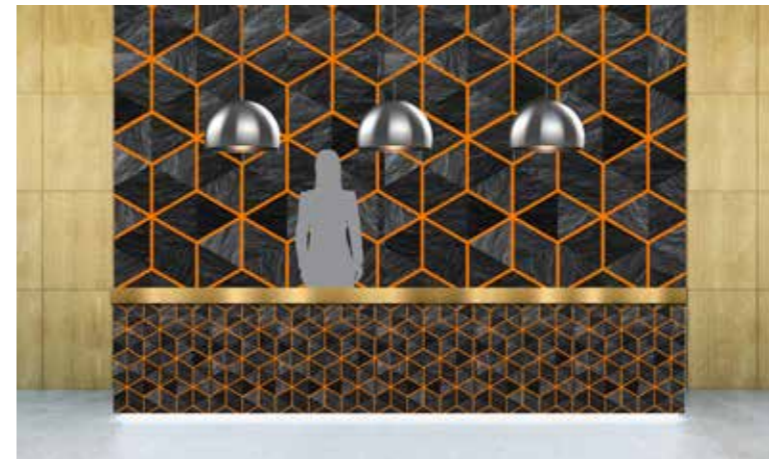
Made for demonstrating to a high value brand how their new flagship store could look like, these 3 custom made samples provide the interior architect with an engaging, realistic and tactile tool to convince its clients. Those can be used as prototype to show the effect of sophisticated designs or as small samples of the final product to cover actual walls and furniture elements in the store. The selected designs also demonstrate the power of digital print by creating a unique and complex combination of materials while retaining a strong branding. This combination would be extremely labour intensive and costly to realise with natural materials making the printed version a relevant and high value alternative.

These samples are printed on white FOREX® to be used on larger surfaces such as walls where minimising weight constraints is a requirement. However, depending on where they would be applied those designs could be printed on a wide variety of materials. For example, DIBOND® could be an option for structures requiring more load bearing such as till counters in retail and hospitality segments. Or, Medium Density Fibreboards* (MDF) are offering the possibility to create entirely custom made new pieces of furniture for various environment such as retail, hospitality or corporate.

* We recommend usage of white primed MDF for optimal results. Always test ink adhesion prior to final production as it may vary depending on the primer quality.



WOOD MARQUETRY



SLATE MARQUETRY



BARK SIMULATION

Quickly and easily simulate any texture to create eye-catching wallcoverings and furniture laminates.

With Touchstone, there is unlimited potential to combine wood, stone, slate or marquetry effects with bold designs to create striking interior environments, adding further value to interior architects and designers' projects.

SURFACE COVERINGS

HOW TO:

What’s the challenge?

- With the growing competition in mainstream display graphics applications, the need for PSPs to generate higher value products becomes ever more important.
- E-commerce has had an indelible impact on physical retail stores, yet despite the high-profile closures of numerous brick-and-mortar retail chains in recent years, many retailers and brands continue to invest in physical stores.
- Surface coverings made with Touchstone bring answers to both challenges. They offer a high value printed application combined with potential for additional chargeable installation services. As well as enabling retailers to increase the time customers spend in store. A highly customised décor has an unparalleled ability to create a welcoming ambience and make retail spaces a pleasant place to spend time and money.

Top Tips

Preparation

- Choose an elevation that will preserve the natural look and feel of the design, which might not necessarily be the maximum height of 1mm.
- Use the highlight functions in the soft proofing tool to avoid unnatural high points (in Green) and unattractive dark edges (in Red).

Finishing

- Avoid routing through the ink layers, programme your cutting at 0.2mm outside the image.
- Consider using a top layer of protective specialist varnish in high traffic environments.
- Review Canon’s proposition about the key factors to success in printed interior decor: PRIME / PRINT / PROTECT.

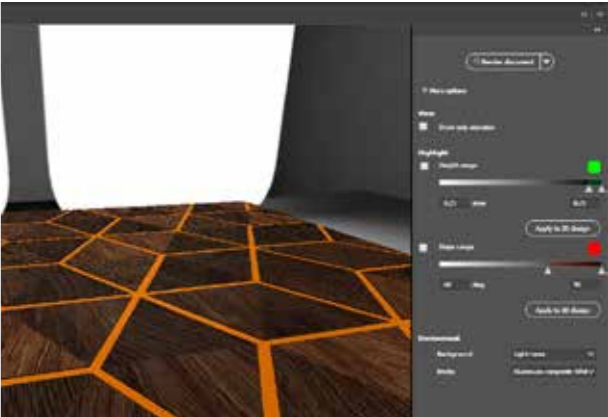
Did you know?

- Customised and on-demand high value ‘designer’ wallpaper is widely available online. Selling at €40-50 per m², these are high quality with stunning design, textured wallpaper. (Excl. installation)
- Next to wall covering, laminating bespoke furniture with quality textured foils simulating various wooden or other natural material structures start at €10-15 per m². (Excl. installation)
- Although expectations vary in relation to shop fitting costs, most projects will range from €250 to €2000 per m².
- In this context, Touchstone for surface covering is well suited for the production of high value customised and branded designs that would be costly to produce with traditional techniques. Branded marquetry, mosaic and mixed textures style designs are relevant examples.

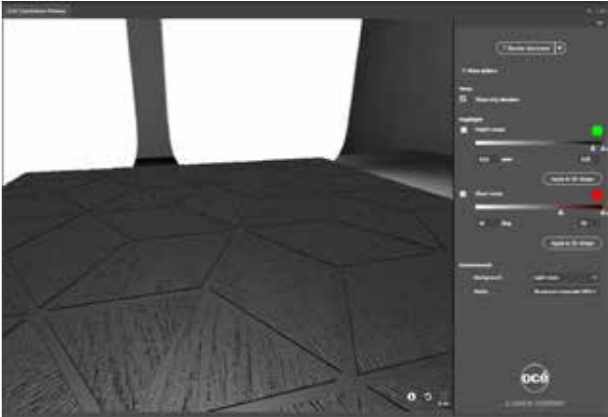
PRINTING SPECIFICATIONS
Surface area: 21x21cm
Elevation: 0.25mm
layers: 17
Ink consumption: avg. 13.4 ml

CREATION AND SOFT PROOFING TOOL FOR DESIGNERS

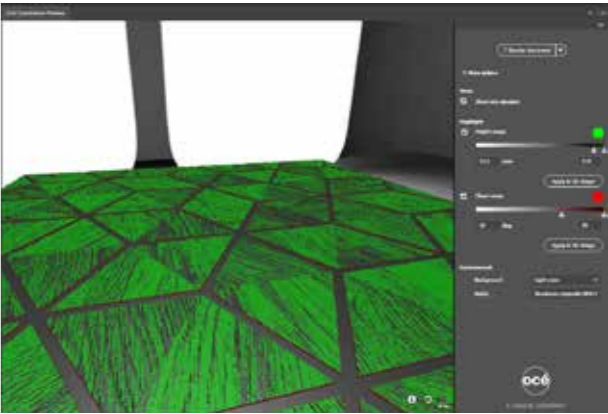
License Free Extension application for Adobe Photoshop and Illustrator



Full Colour WYSIWYG 3D design render



View elevation only



Highlight height (Green) and slope (Red) ranges

FINE ART REPRODUCTION

Next to wall coverings, another growing interior décor segment is the decorative poster. There is a growing range of online portals enabling businesses and consumers to order posters on demand from vast design libraries, with scope for personalisation enabled by digital print.

Tapping into that trend, the next value added product could be the faithful reproduction of original gouache painting or the textured version of a graphic design poster. Those fine art reproductions instantly provide a high value and unique identity to a relatively plain and standard environment in the corporate or hospitality segments.



GRAPHIC DESIGN IN HOSPITALITY



GOUACHE PAINTING AT HOME



GOUACHE PAINTING IN CORPORATE

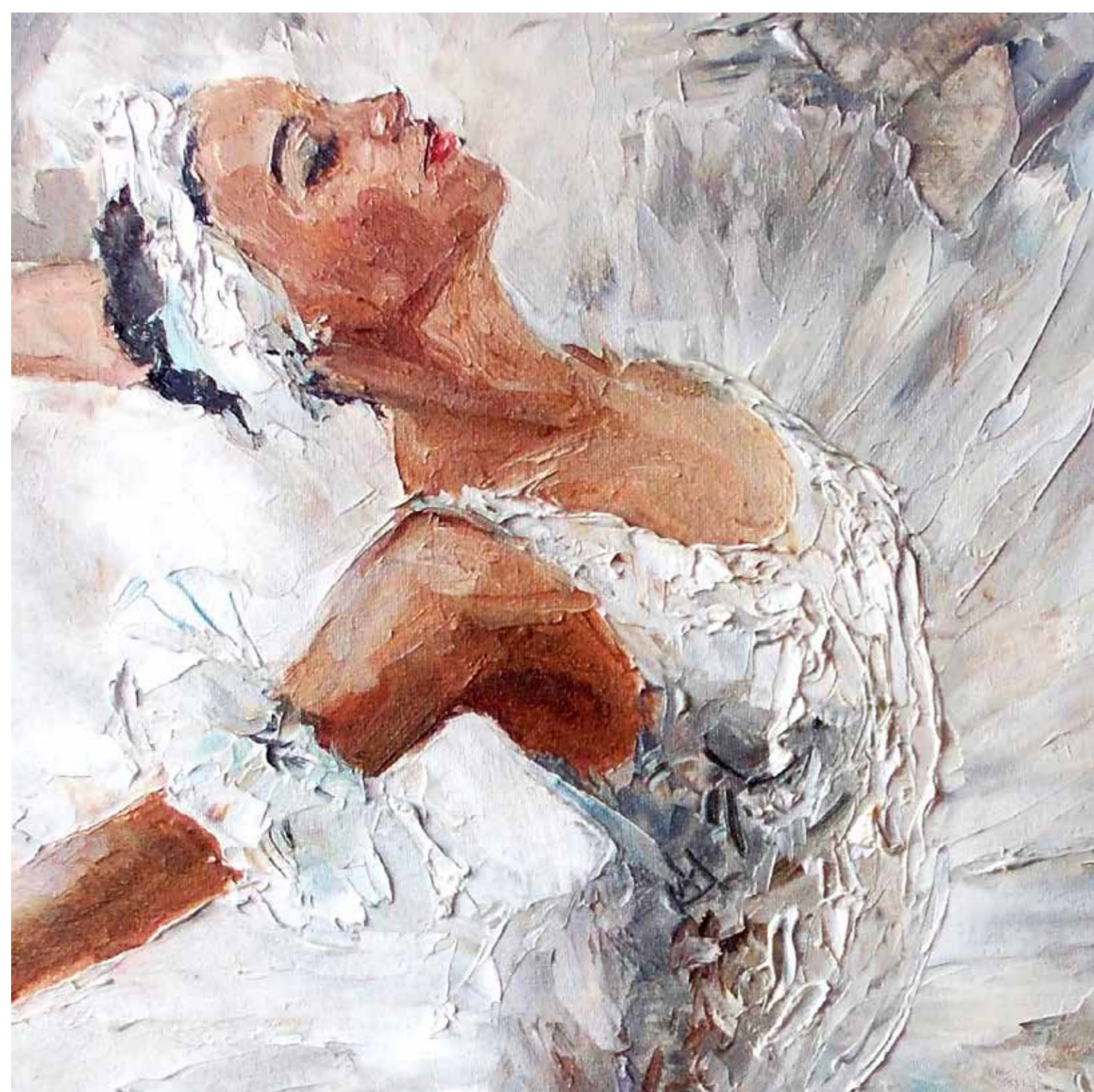
Quickly and easily reproduce any painting or graphic design to create eye-catching wall decorations.

With Touchstone, there is unlimited potential to reproduce realistic textured canvases and brush strokes from original paintings or enhance graphic designs with relief effects to create stunning individual and authentic notes in corporate, retail, hospitality and even home environments.

SAMPLE PRINTS

These samples are showing through their texture how a standard poster image can become a high value product. Scroll through the next pages, set them next to the elevated samples and appreciate the difference.





FINE ART PRODUCTION

HOW TO:

What’s the challenge?

- With the growing competition on main stream display graphics printed applications, the need for PSPs to generate higher value products becomes critical.
- The growth in digital printed Interior décor is expanding the scope of high value opportunities for PSPs. However the demanding technical requirements of many interior décor printed applications can be a hurdle to effectively tap into this market.
- Fine art reproduction with Touchstone brings answers to both challenges. It offers a high value printed application while being one of the least demanding printed décor application. Once hung, a decorative artwork is not subject to many more constraints than UV resistance.

Top Tips

Preparation

- Use the highlight functions in the soft proofing tool to avoid unnatural high points (in Green) and unattractive dark edges (in Red).
- Use the Gaussian blur filter effect in Adobe Photoshop or Illustrator to eliminate any steep slopes in the height data.
- Introduce some grain effects in large areas that are at the maximum height to prevent unnatural smoothness.
- Any re-scaling of the original size painting might need adjustment of the elevation.
- Choose an elevation that will preserve the original paint technique such as canvas structure or brush strokes which might not necessarily be the maximum height of 1mm.

Finishing

- Print on DIBOND to ensure stable rigidity of the painting reproduction.
- Avoid routing through the ink layers. Programme your cutting at 0.2mm outside the image.
- Review Canon’s proposition about the key factors to success in printed interior decor: PRIME / PRINT / PROTECT.

Did you know?

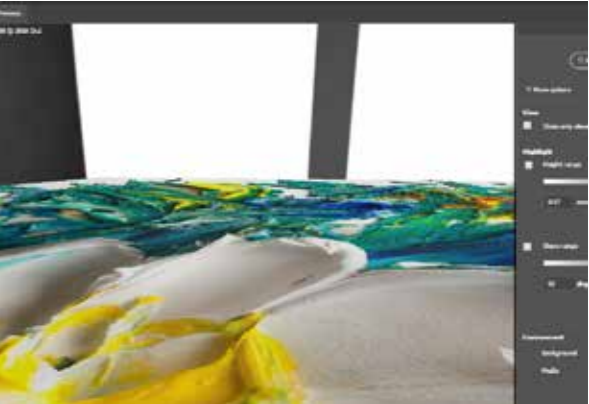
- There are a wide variety of decorative poster web stores online. With prices ranging from €10 (litho/standard MC paper) to €90 (inkjet/fine-art paper) per m². For trendy scandinavian style posters, one should count on approx. €30-40 per m².
- Next to decorative posters, there are Fine Art reproduction web stores actively selling hand-painted reproductions made by professional artists. These can cost upwards of €600 per m².
- Elevated prints made with Touchstone can be a relevant and attractive alternative to both segments. It brings more depth and power to an artwork compared to a flat poster, while being more affordable than a hand-painted reproduction.

PRINTING SPECIFICATIONS

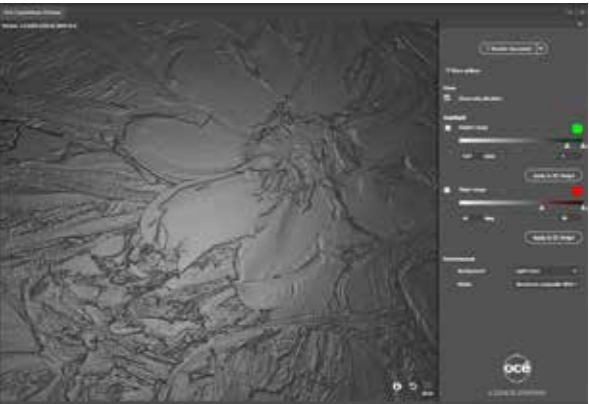
Surface area: 21x21 cm
Elevation: 1 mm
layers: 40
Ink consumption: 28.3 ml

CREATION AND SOFT PROOFING TOOL FOR DESIGNERS

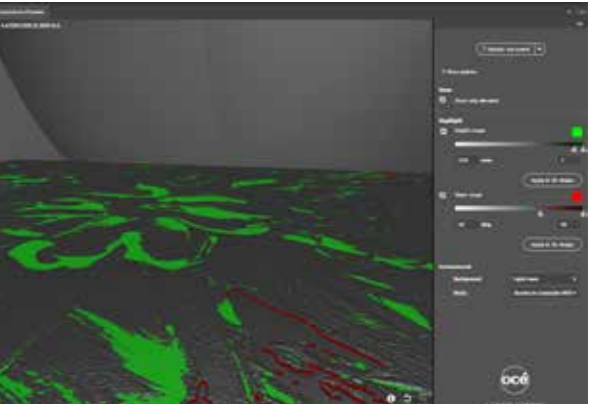
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Full Colour WYSIWYG 3D design render



View elevation only



Highlight height (Green) and slope (Red) ranges

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