



TECHNICAL GUIDE

AN INTRODUCTION TO DECORATIVE INTERIORS

Second Edition

**FESPA**
profit for purpose

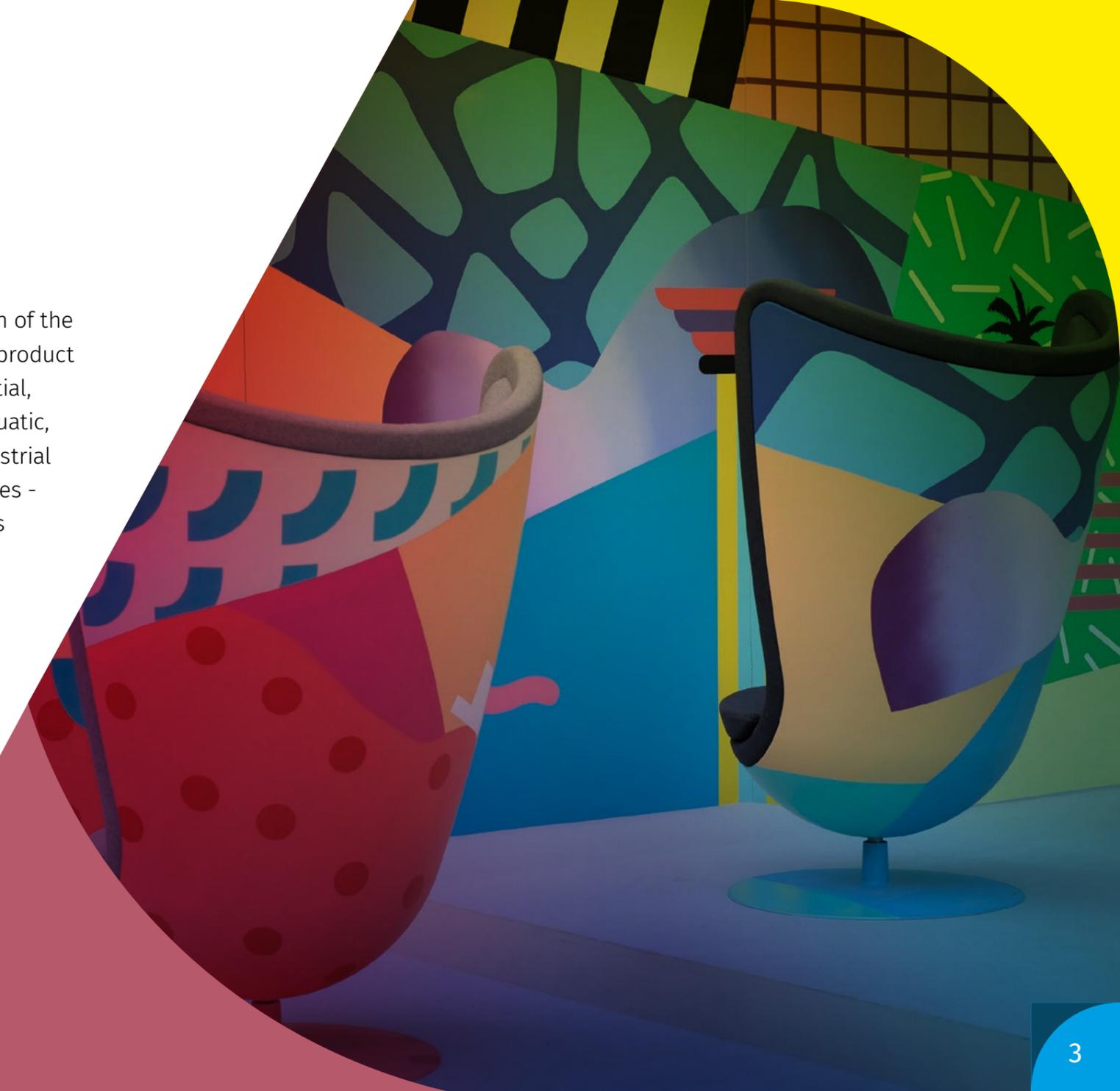


Decorative Interiors

The Decorative Interiors industry is a complex business that serves an equally diverse marketplace. Driven by a combination of design, style and purpose, the products used in these sectors have to comply with many regulated product performance specifications, whilst maintaining the creative aesthetic. Encompassing the mass market and the Luxury marketplaces, Interiors are becoming increasingly customised as the digitisation of the print industry continues to offer new applications.

Printing for interiors which was once a seasonal marketplace whereby design collections and printed surfaces were finite, and where specifiers worked with Interior designers to select products from stock. Inventory has long been an issue for all markets, and digital production reduces or even eliminates the need for stock. The Décor industry continues to develop within the digital manufacturing environment where new opportunities abound, and innovations drive change. Customisation and Personalisation are now the biggest trends driving change unlocking creativity and the development of new applications for various digital print technologies.

To give some insight into the depth of the Industry, consider the variance of product performance required for Residential, Commercial, Hospitality, Retail, Aquatic, Outdoor, Health, Aviation and Industrial Interiors. Then consider the surfaces - every space, internal or external, is made up of number of substrates and tactile surfaces. Carpets, Lighting, Wallcoverings, Textiles, Wood, Metal and Glass, all of which must be considered and form the content for an Interior designers' scheme, all of which can now be printed using digital technologies.

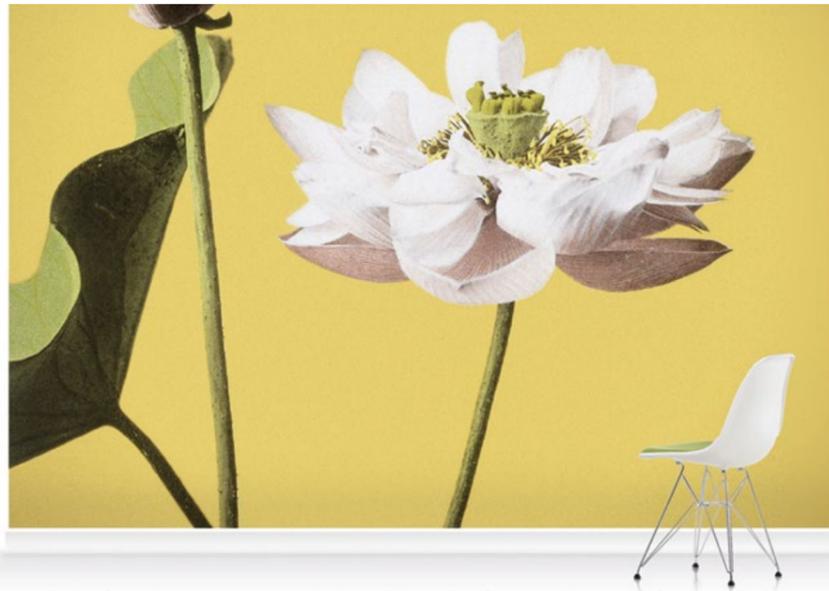




Zoe Murphy has made great use of both screen and digital printing in her furniture designs.



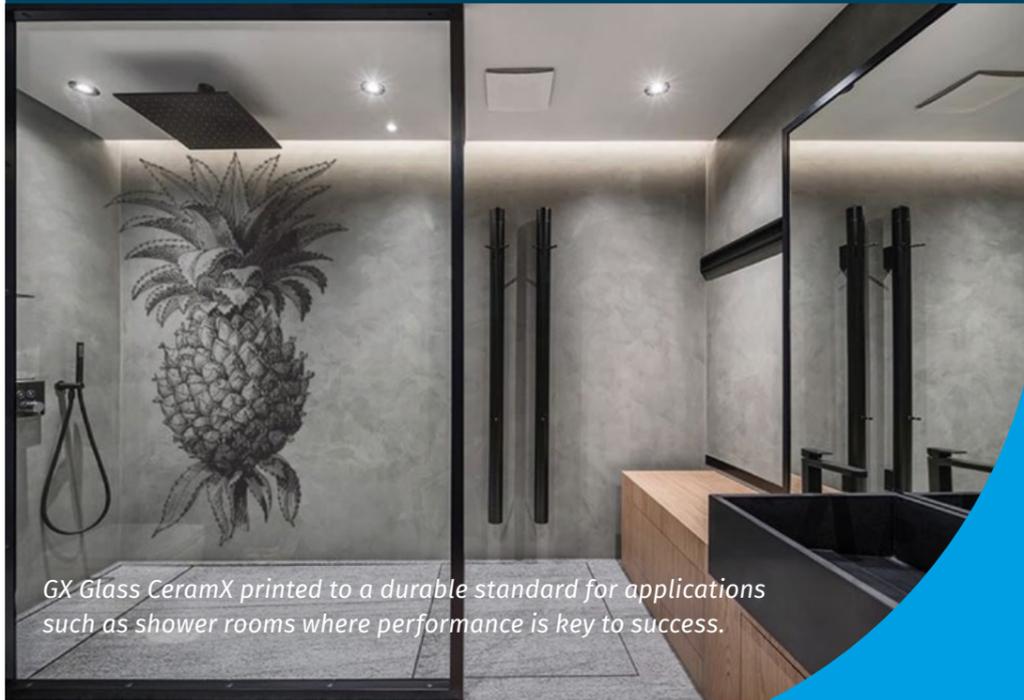
Cotton Bee offer custom printed upholstery in volumes to capture customers with the desire to customise and create unique pieces.



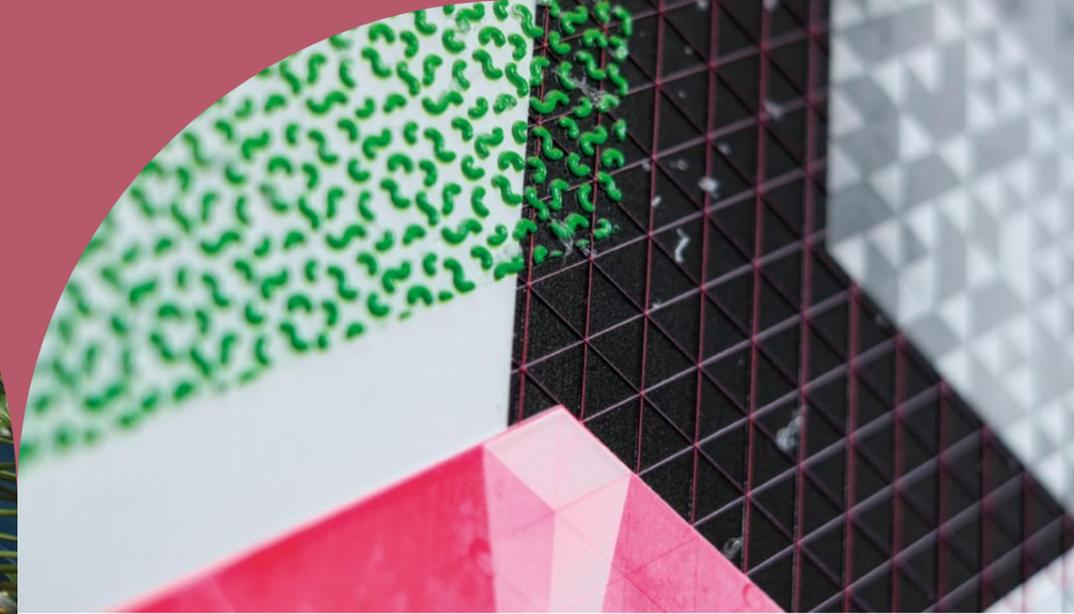
Surfaceview have mastered the offer of print on demand including wallcoverings, tiles, window films and canvases build around a beautiful curated collections from many sources including V&A, National Portrait Gallery and the Ashmolean.



Custom printed carpets from DESSO with their Gravure W range meet all EN 14041 standards for performance and can be printed for any bespoke location and intent.



GX Glass CeramX printed to a durable standard for applications such as shower rooms where performance is key to success.



Raised print created with IQ Demy UV flatbed inkjet with neon inks for composite panels.

Clients for printed interior services range from individuals to businesses and organisations of all kinds. Equally diverse are the Interior design practitioners themselves, whose knowledge of their sector and the product specification required is extensive. Interior designers, design companies, architects, government and local authorities, and many more, are all candidates for printed interior services.

This guide explains some of the business considerations for printed interiors along with ideas for how printers can tackle new applications, thanks to the new possibilities triggered by having neon, white and clear inks in addition to the standard process colours.

Printing can enhance any surface, so for interiors the array of possibilities is extensive. From large surfaces such as walls, floors, ceilings, doors and windows, furnishings and upholstery, curtains and blinds, and worktops, to small ones such as remote controls, photographs and accessories, the applications are endless.

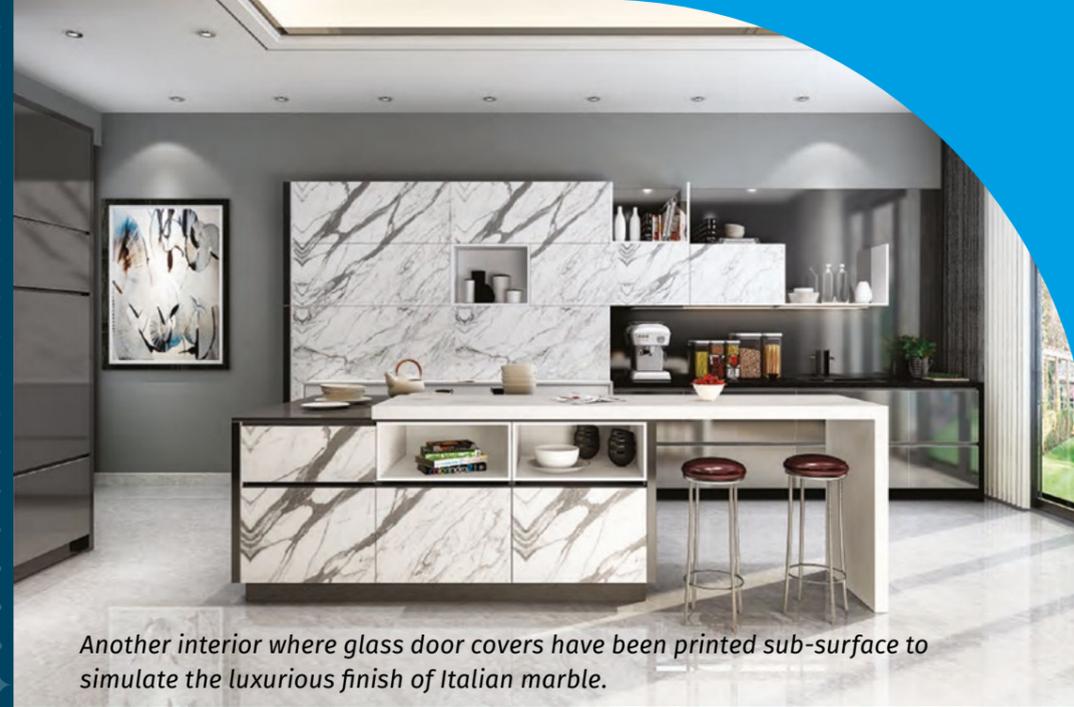
Here is an example from GX Glass of the print decoration available for glass surfaces.



Interior decoration covers everything from printed surfaces to decorated objects. This includes glass surfaces printed with photovoltaic or insulating materials and acoustic panels for sound proofing.

Digital printing technologies, especially inkjet printing, makes it simple to create new refurbishments for walls and floors, linens and throws, kitchenware and crockery, placemats and coasters, even clothes. Increasingly technology can recreate previously unavailable surfaces such as exotic hardwoods, by mimicking the original substrates through photographic replication and repurposing them using components that meet the specifications of the interior environment.

Markthal, Rotterdam is an example of one of the largest architectural decorative print projects to be undertaken, the level of planning required to achieve success is significant requiring as many engineering as imaging skills.

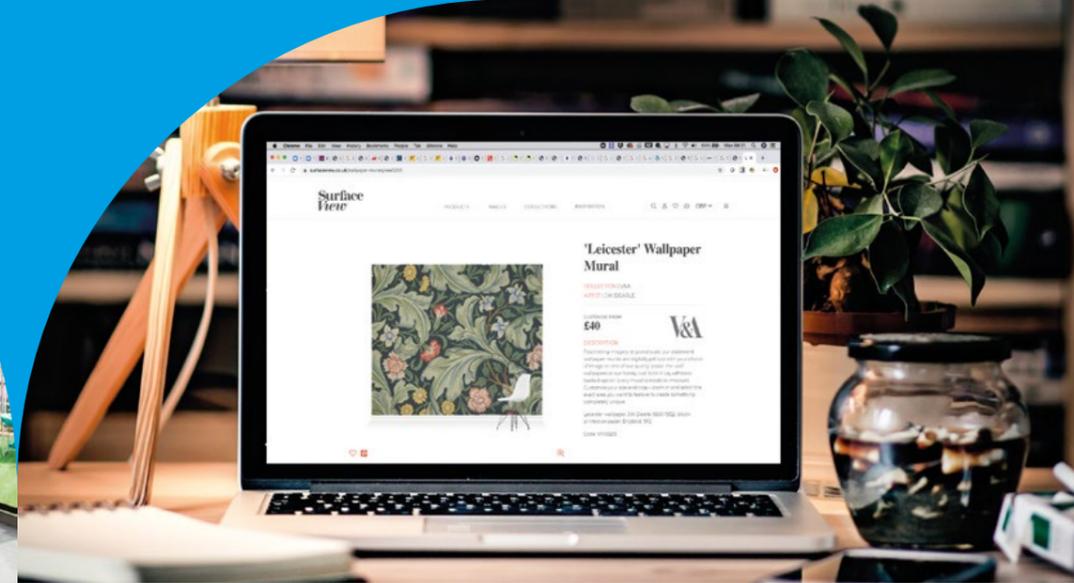


Another interior where glass door covers have been printed sub-surface to simulate the luxurious finish of Italian marble.

Beyond beauty

Enhancing surfaces through decoration has created business opportunities for centuries. Interior decoration creates a sensory experience, whether it's for reasons of warmth and comfort or to convey status, power, personality or aspirations.

Any Interior is a statement of lifestyle, branding and style regardless of location. The opportunities offered by digital printing and communications technologies have reinvented the traditional supply chain. High resolution image quality and fast, convenient production without the overheads of conventional print methods (and inventory) make printed interiors available on demand.

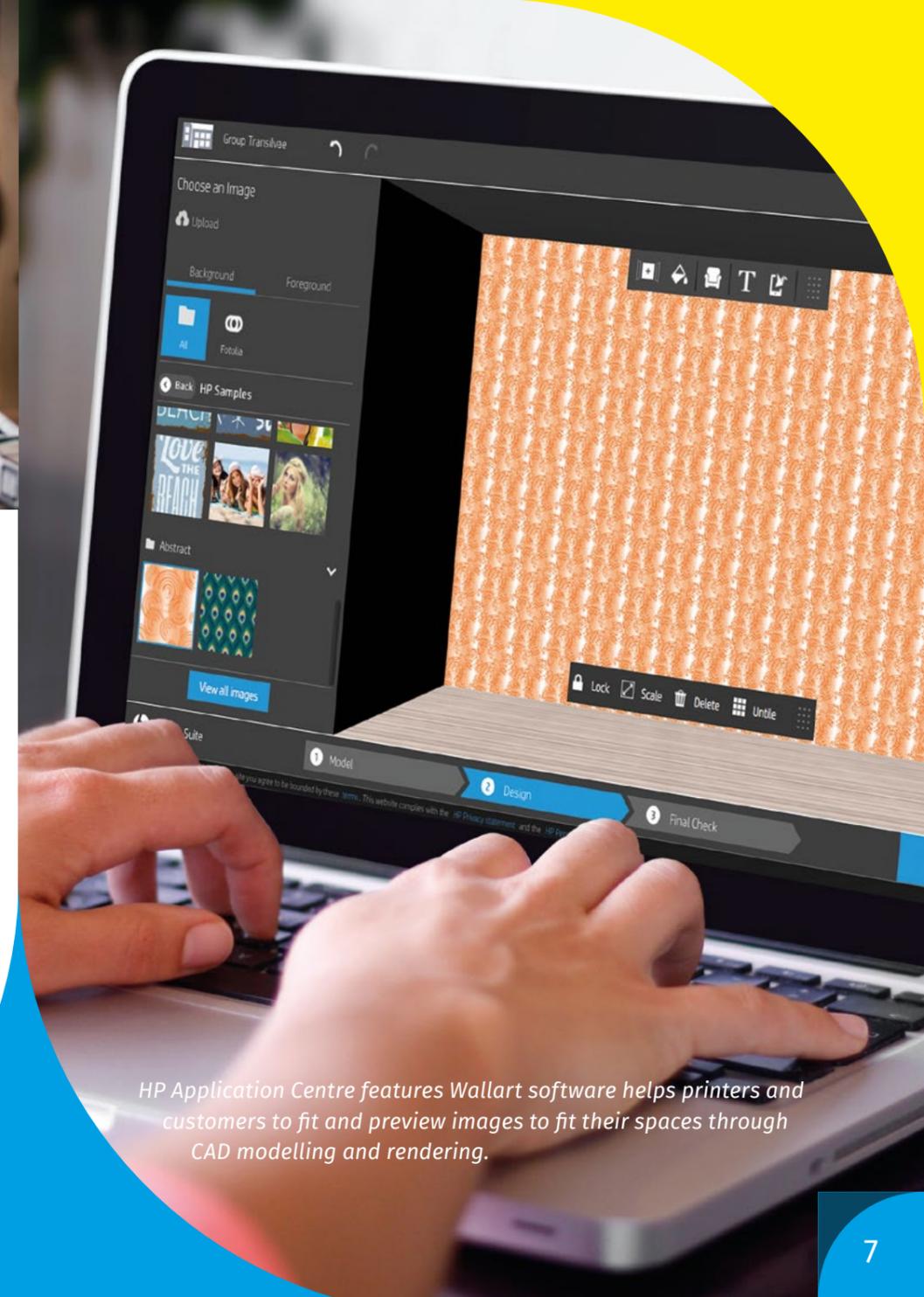


Surfaceview have removed the challenge for the customer to come up with a design by offering very high quality images from some of the worlds most desired collections.

According to Global Industry Analysts Inc, a market research company, global production of printed textiles will reach 36.8 billion square metres by 2024. Only a small percentage of that is currently produced with digital printing technology.

Advances in wide format digital printing technologies combined with substrate innovation and their availability at low volume creates new possibilities, especially for printed interiors. Communications advances, including the web, social media and mobile computing fuel creative ideas and demand for instant manufacturing.

The transition from conventional to digital production models is well underway, especially in the customised, bespoke sector of the interior marketplace and equally



HP Application Centre features Wallart software helps printers and customers to fit and preview images to fit their spaces through CAD modelling and rendering.