

# GRAVITY

DIGITAL WALLS



Fully customizable file ready art.  
Wallcovering, Window Films and Acoustics.  
Color changes, crops and scaling can be easily done!

**Gravity Digital Walls was built around 3 guiding principles:**

- **Incredibly Creative Design**
- **Streamlined Processes**
  - **Transparency**

Incredibly  
Creative Design





# GRAVITY

DIGITAL WALLS



# GRAVITY

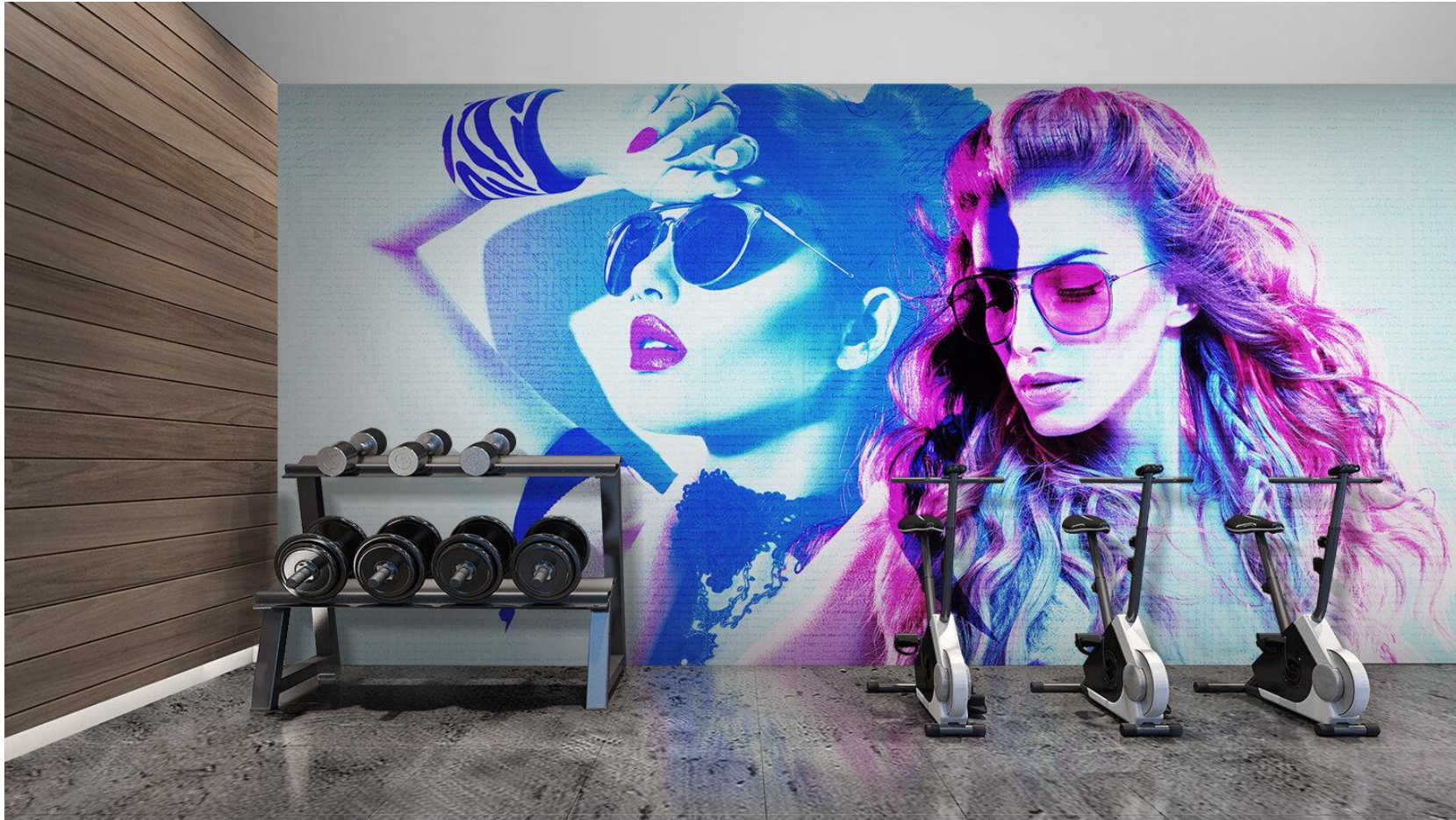
DIGITAL WALLS

G3  
Has Landed!



GRAVITY  
DIGITAL WALLS

# POP ART



# Nature



# Soothing





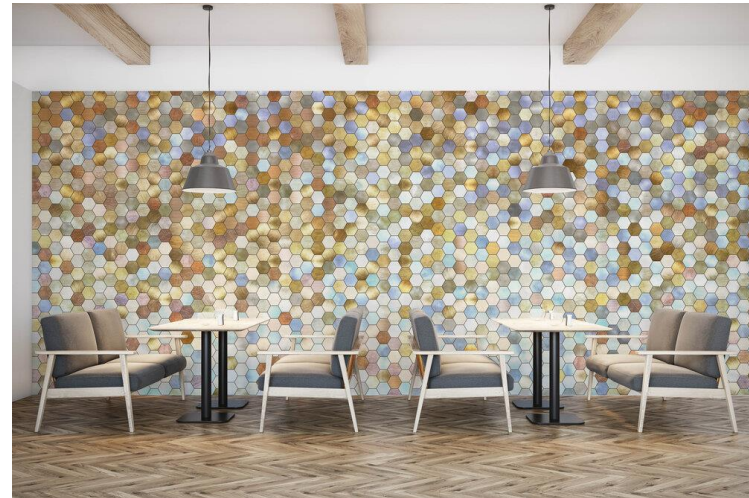
# Togetherness

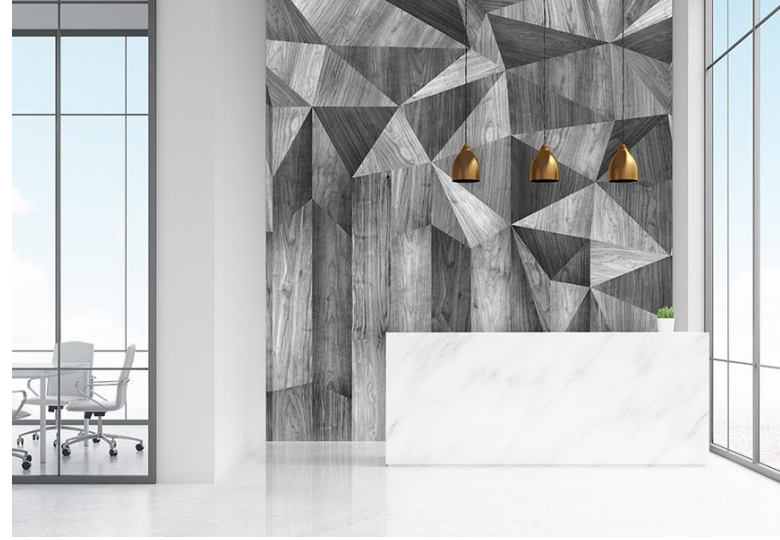


# Pop of Color



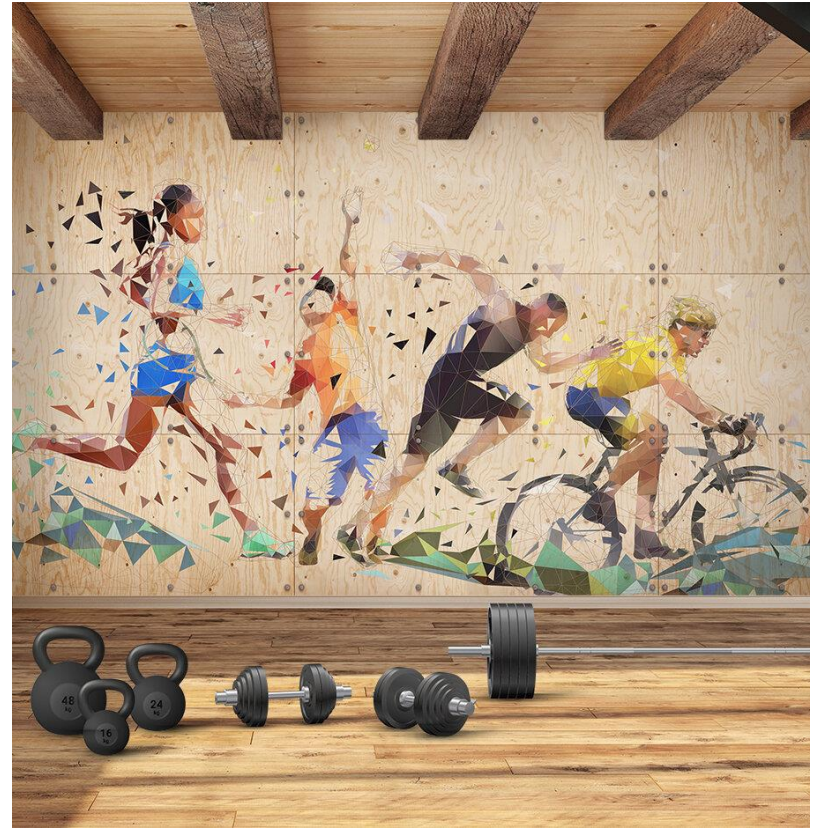
Geometric





# Woods

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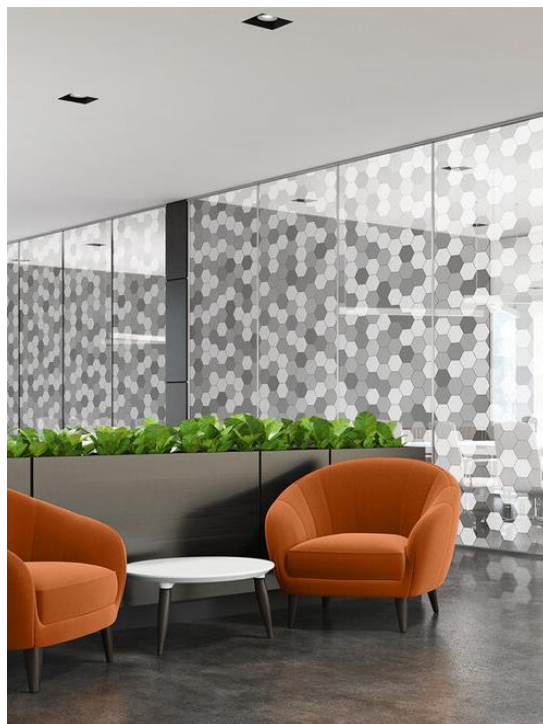
Just Fun!

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# Word Walls



# Window Films



## CARE & CLEANING GUIDE

### High Performance White Vinyl Wallcoverings

#### FOR PRODUCTS

Smooth White Vinyl Murals with ImageLock®  
Textured White Vinyl Murals with ImageLock®  
Semi-Smooth White Vinyl Murals with ImageLock®

Canvas Emboss White Vinyl Murals with ImageLock®  
IMO White Vinyl Murals with ImageLock®

#### BEFORE YOU BEGIN

**Do not use abrasive cleaners** such as 100% bleach or harsh cleaners containing solvents, or ammonia before reading these instructions as they may damage the surface and alter the integrity of the printed design.

Always follow instructions and test a small inconspicuous area before spraying an entire area with cleaner.

**WARNING: Never mix cleaning agents together, volatile reactions may occur!**

#### TO PROPERLY CLEAN STAINS

##### EVERYDAY DIRT

Make a **cleaning solution of 1:10 Dawn® Detergent and warm water**. Begin by wiping the soiled area from the bottom of the wallcovering and upwards.

After the area has been sufficiently cleaned, rinse the area thoroughly with a cellulose sponge beginning from the top of the wallcovering and down.

Wallcovering with deeper textures may need additional cleaning to prevent suds and dirt from lingering.

Be aware of allowing water to run down behind baseboards or any nearby door casings.

To effectively dry the thoroughly rinsed area, use a soft and lint free cloth or towel to absorb moisture and prevent any haziness that could be left behind.

##### DIFFICULT STAINS

For more difficult stains that are only surface deep, the use of stronger yet non-abrasive, household cleaners may be used. Follow steps above then thoroughly rinse and dry the area with a lint free cloth or towel before using a different method of cleaning.

**Always test** an inconspicuous area first to be sure that the surface and ink are not damaged before proceeding.

##### RECOMMENDED CLEANERS

**NOTE:** Heavy, repeated use of stronger cleaners may cause damage to the integrity of the wallcovering substrate and printed design. Always be cautious when using a heavier cleaner.

**1:10 Mild Soap and Water**

**Mineral Spirits**

**Formula 409**

**10% Bleach Solution**

**De-Solv-It**

**Fantastic**

##### DO NOT USE

**Do not use** steel wool or powdered abrasive cleaners as they may damage the image and textured surface.

**Do not use** solvents, alcohol, pine oil, or cleaners that contain these kinds of products as they can remove the image and damage the textured surface and cause marring.

**Always** respond to dirt, smudges and stains and clean area **immediately** to avoid allowing dirt and or stains to settle into the surface of the wallcovering.





# Streamlined Processes and Transparency

- **Basic** – Choose a Gravity design and we will scale it to your dimensions.
- **Custom Color** – Select a Gravity design and color from the Gravity Color Book or website then provide your color information and dimensions.
- **Advanced Customization** – Any customization to a Gravity Design that is beyond scaling and custom coloring.

## 3 Ways to Specify Gravity Digital Walls

# Basic Specification – Step by Step

## **Pre-project**

1. Browse the hundreds of Gravity Digital design options.
2. Select a design that fits your project's concept.
3. Contact your local sales representative or inside sales professional and order a sample. Samples may also be ordered online and through Material Bank.
4. Get a quote – Give us your dimensions and we will provide you detailed quote along with a Mock-Up PDF scaled to your dimensions.
5. Specify the perfect Gravity Design.

## **Project Time**

1. The contractor that is awarded the project provides us with field verified dimensions. We will revise the quote if necessary and order the Strike Off (If necessary).
2. Designer receives the Strike off and approves the design.
3. Gravity Design goes into production. Lead times vary. See frequently asked questions.
4. Gravity Design is installed.
5. Everybody loves the finished area.

**ATTENTION!**

This digital mockup is not intended for use to determine or evaluate final color. Due to differences among individual user's monitors and printer settings the color displayed in this document may vary significantly from that of the actual product.

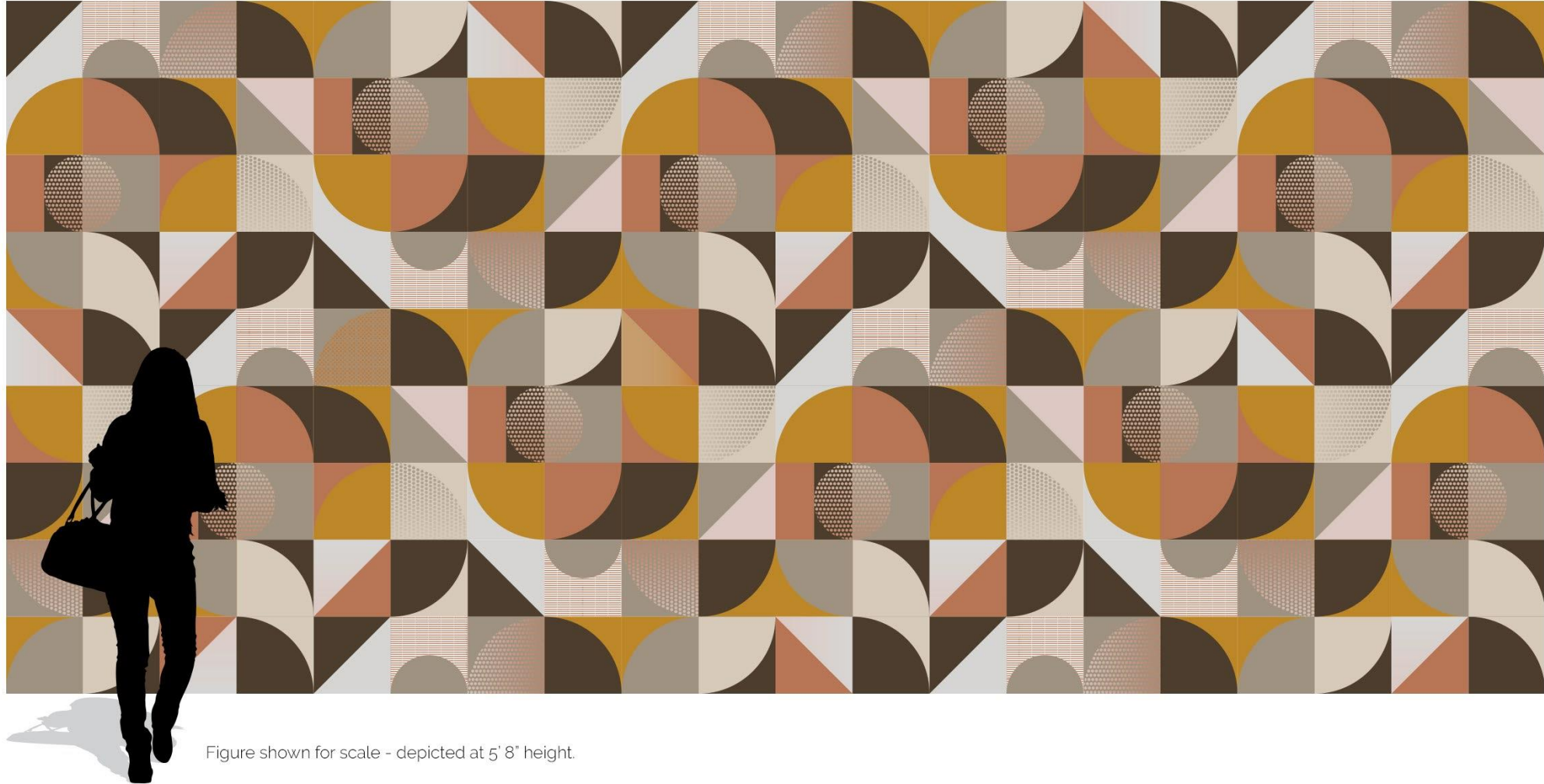
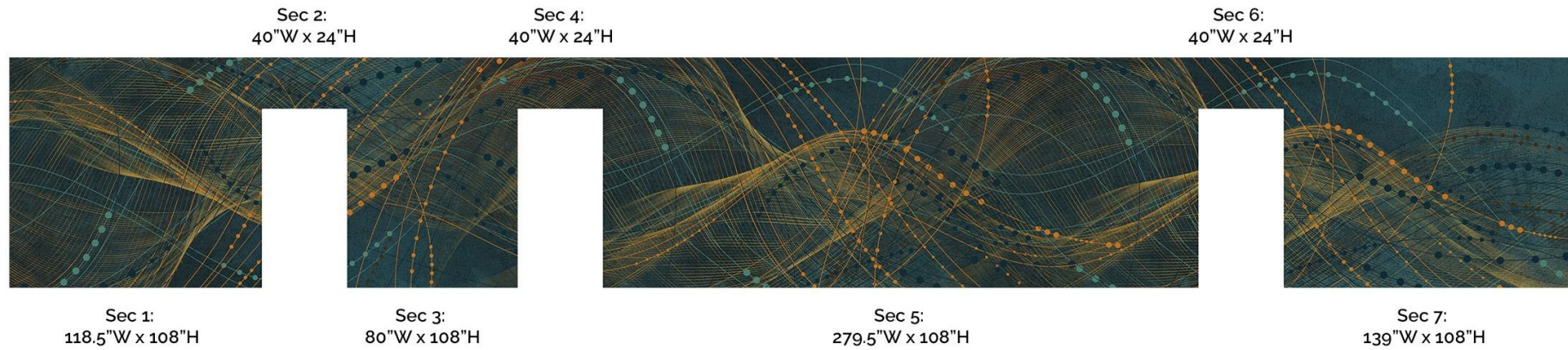


Figure shown for scale - depicted at 5' 8" height.

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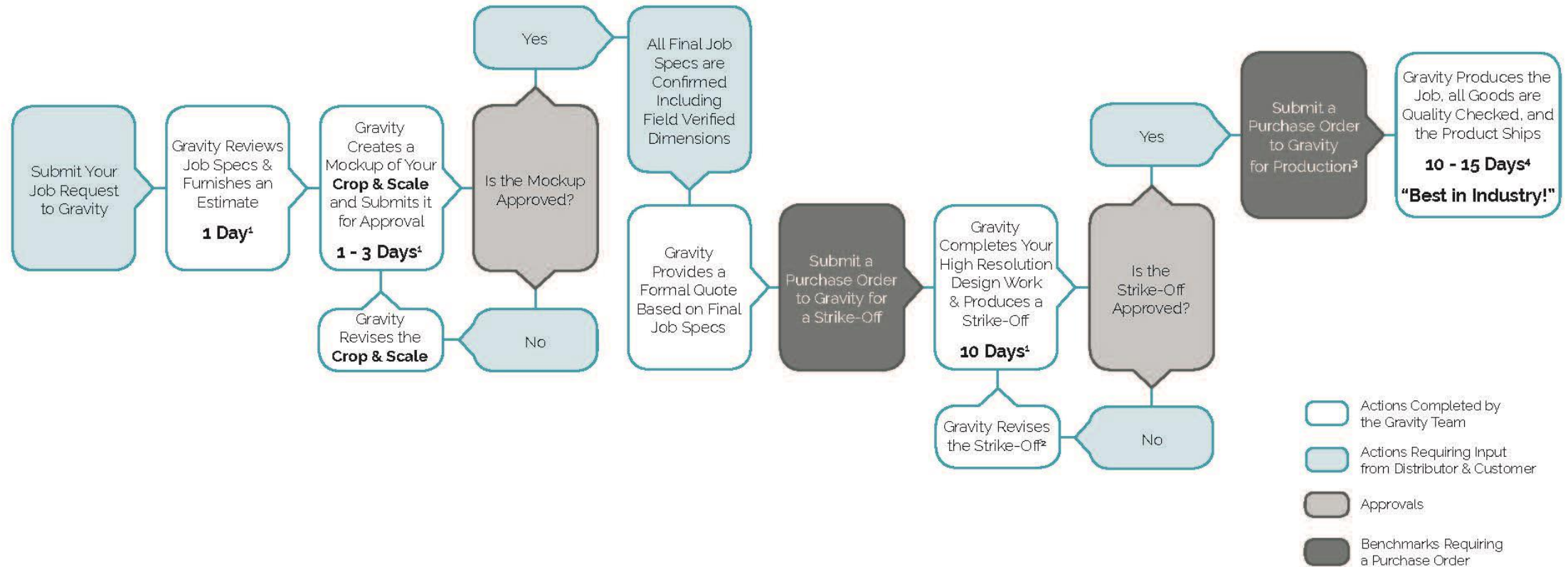


No outside corners

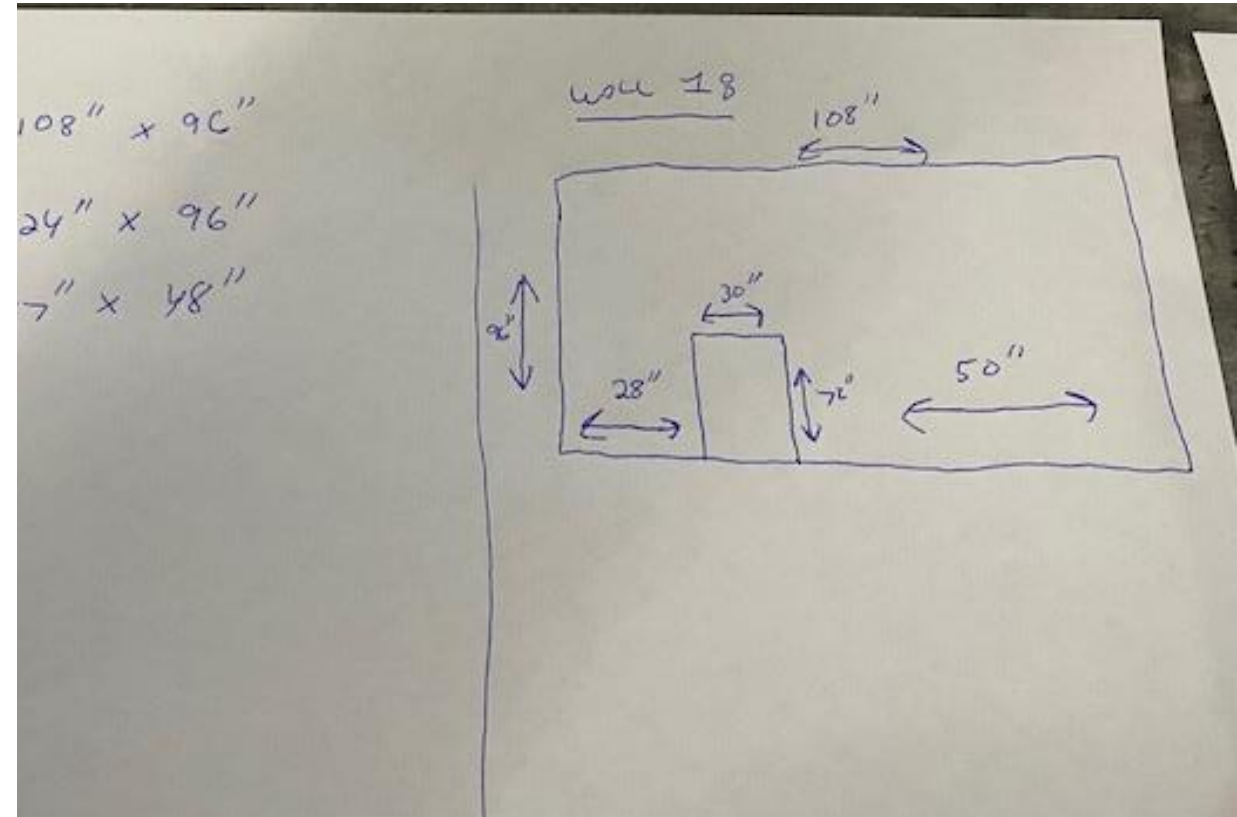
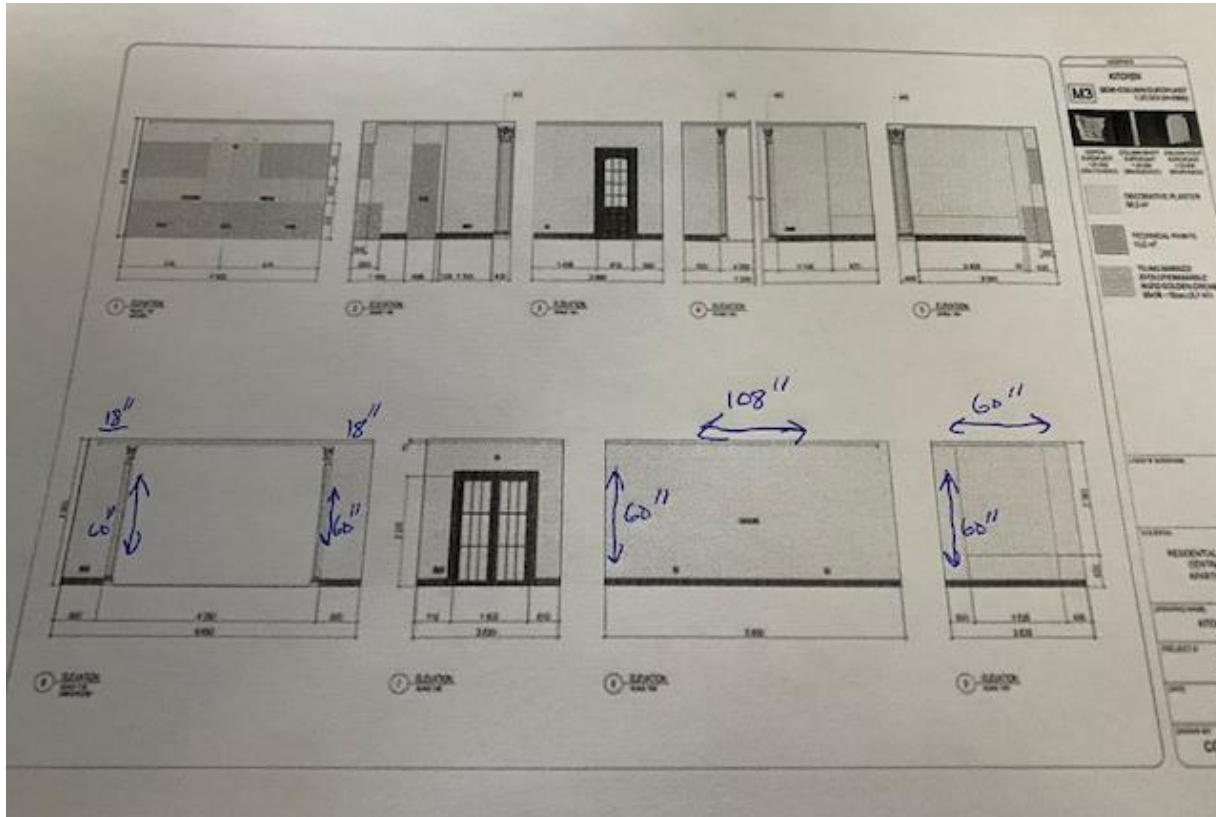
# Specifying Process

## Specify a Gravity Design: **Basic**

Below is a general outline of the basic process that occurs once you have submitted a request to Gravity. Of course each job is unique and may require deviations from, or additions to this structure. This outline is simply intended to help you understand our key benchmarks, needs, deliverables, and timeframes, so that you can properly set your customers' expectations.



# Field Measurements



# Basic Specification – Frequently Asked Questions

1. How long will it take to get samples? Samples are generally in stock and readily available. Estimate 2 – 3 business days.
2. Can I change the colors and substrate material once review my sample? Yes please refer to the Custom Color and Advanced Customizations sections.
3. How long will it take to get a quote? Quotes typically are given same day or next day.
4. How long will it take to get a Mock-Up PDF? You can expect to receive a Mock-Up PDF in 1 – 3 business days. There is no charge for a Basic Mock-Up PDF.
5. Is there a charge for scaling the Gravity Designs to fit my space? No Gravity does not charge to scale designs?
6. What is a Strike off? A Strike off is a 3'x5' piece of the final design that is sent to the specifier and is used for final approval.
7. Does Gravity charge for a Strike Off? In most cases yes Gravity does charge for a Strike off. No worries, we do not charge the designer for the Strike Off. Once a contractor supplies us with field verified dimensions and put a deposit down on the order Gravity puts the Strike Off into production. For job costing purposes there is a charge however it is a line item on the final quote to the installer. While the Strike off pricing should be understood, specifiers need not worry about payment. The contractor on the project will coordinate the strike off and purchase order of the finished goods once all site measures are verified.
8. How long can I expect to wait to receive a strike off? Once an order is confirmed with the installer the Strike Off typically takes 10 days or less.
9. Can we waive the Strike Off to speed up the process? Yes Strike Off's can be waived and we will remove the cost from the quote.
10. Once all approvals are in place how long until we receive the Gravity Design? Once approvals are in place production on projects under 2,000 square feet lead times are approximately 10 – 15 days. One of the shortest lead times in the industry!
11. Is there a minimum quantity needed to produce a Gravity design? No, Gravity will produce any Gravity Design to the size needed however there is a minimum charge of 100 square feet.



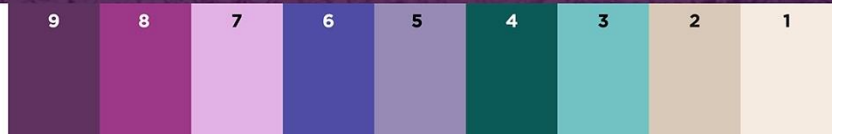
# Custom Color – Step by Step

## **Pre-Project**

1. Browse the hundreds of Gravity Digital design options.
2. Select a design that fits your projects concept.
3. Contact your local sales representative or inside sales professional and order a sample. Samples may also be ordered online and through Material Bank.
4. Once you receive your sample you will see the color legend on the bottom right hand side. Select replacement colors from the Gravity Color Selector, Benjamin Moore, Sherwin Williams, Pantone Solid, or Pantone Process colors. These are considered Gravity safe color options.
5. Submit your color change along with your dimensions to Gravity.
6. Get a quote – We will provide you detailed quote along with a Mock-Up PDF scaled to your dimensions with the requested color changes..
7. Specify your perfect Gravity Design. Your local sales representative can assist, if needed.

## **Project Time**

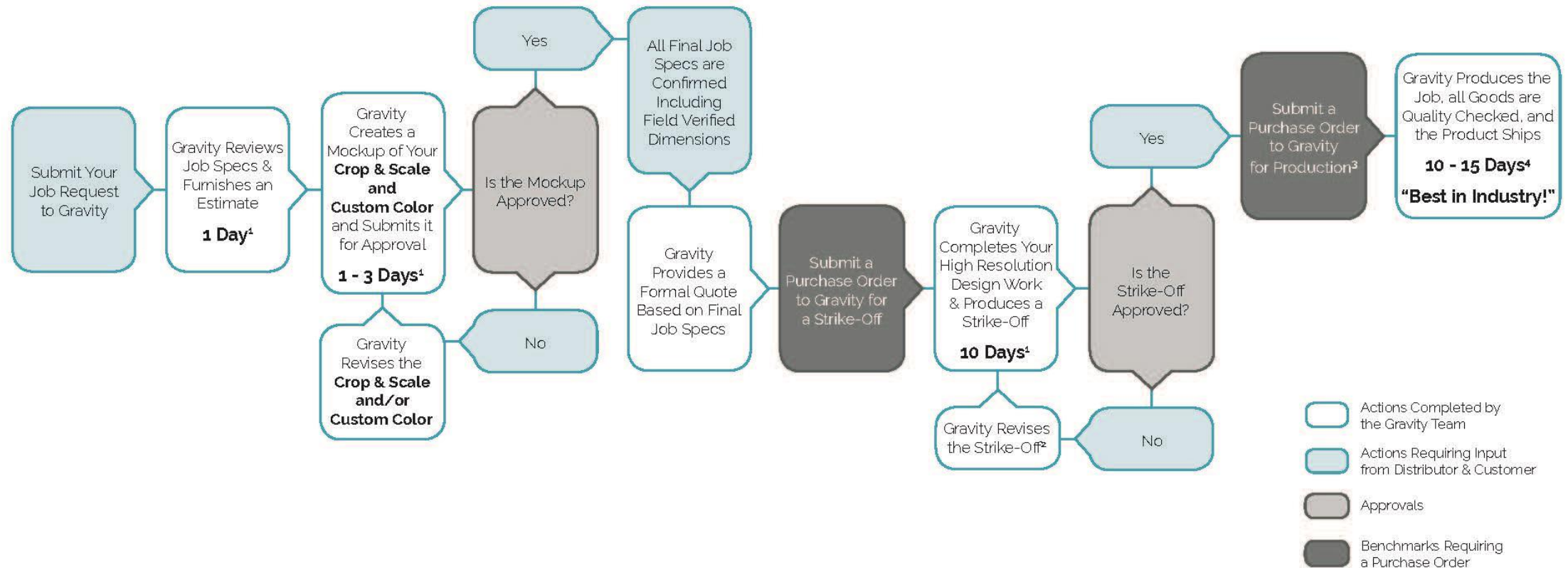
1. The contractor that is awarded the project provides us with field verified dimensions. We will revise the quote if necessary and order the Strike Off.
2. Designer receives the Strike off and approves the design.
3. Gravity Design goes into production. Lead times vary. See frequently asked questions.
4. Gravity Design is installed.
5. Everybody loves the finished area.



# Specifying Process

## Specify a Gravity Design: Custom Color

Below is a general outline of the typical process that occurs once you have submitted a request to Gravity. Of course each job is unique and may require deviations from, or additions to this structure. This outline is simply intended to help you understand our key benchmarks, needs, deliverables, and timeframes, so that you can properly set your customers' expectations.



# Custom Color – Frequently Asked Questions

1. How long will it take to get samples? Samples are generally in stock and readily available. Estimate 2 – 3 business days.
2. How long will it take to get a quote? Quotes typically are given same day or next day.
3. How long will it take to get a Mock-Up PDF? You can expect to receive a Mock-Up PDF in 1 – 3 business days. There is no upfront charge for a Custom Color Mock-Up PDF.
4. Is there a charge for scaling the Gravity Designs to fit my space? No Gravity does not charge to scale designs?
5. Is there a charge for custom coloring? Yes there is a charge for custom colors. The charge is \$100.00 per color not to exceed \$500.00. No worries specifiers, this is a cost that applied at the time of order. It's important for you to know upfront for project budgeting.
6. Does Gravity charge for a Strike Off? In most cases yes Gravity does charge for a Strike off. Strike Off charges vary by substrate. No worries, we do not charge the designer for the Strike Off. Once a contractor supplies us with field verified dimensions and put a deposit down on the order Gravity puts the Strike Off into production. For job costing purposes there is a charge however it is a line item on the final quote to the installer. See previous FAQ.
7. How long can I expect to wait to receive a strike off? Once an order is consummated with the installer the Strike Off typically takes 10 days or less.
8. Can we waive the Strike Off to speed up the process? Yes Strike Off's can be waived and we will remove the cost from the quote. With custom color is it not recommended to waive the Strike Off process.
9. Once all approvals are in place how long until we receive the Gravity Design? Once approvals are in place production on projects under 2,000 square feet lead times are approximately 10 – 15 days. One of the shortest lead times in the industry!
10. Is there a minimum quantity needed to produce a Gravity design? No, Gravity will produce any Gravity Design to the size needed however there is a minimum charge of 100 square feet.

# Advanced Customizations – Step by Step

## **Pre-Project**

1. Clearly communicate your design intent to the Gravity Team. The more clearly you can communicate your ideas to Gravity the lower the design fees will be. Your local sales representative has experience and can help guide the process.
2. Select a design or starting point that fits your project requirements.
3. Get a quote – Gravity will give you a detailed quote that may include any design fees associated with creating the perfect design for the project.
4. Ensure your quote meets you budget requirements before proceeding.
5. Gravity will produce a Mock-Up PDF of your desired design. There may be some upfront design fees. Please see Frequently Asked Questions for more information.
6. Specify your perfect Gravity Design. Your local sales representative can assist, if needed.

## **Project Time**

1. The contractor that is awarded the project provides us with field verified dimensions. We will revise the quote if necessary and order the Strike Off.
2. Designer receives the Strike off and approves the design.
3. Gravity Design goes into production. Lead times vary. See frequently asked questions.
4. Gravity Design is installed.
5. Everybody loves the finished area.

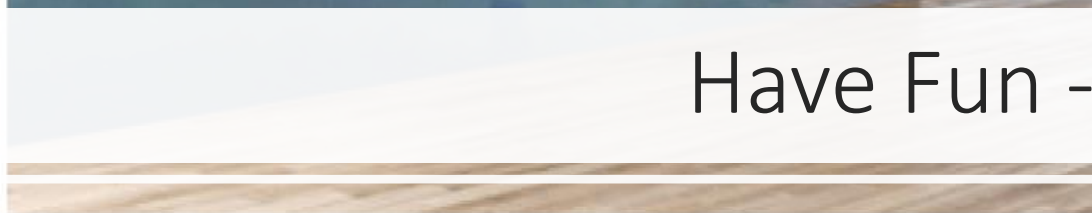


YOUR  
CUSTOM TEXT  
HERE

G2-16 • Tree Tops Background

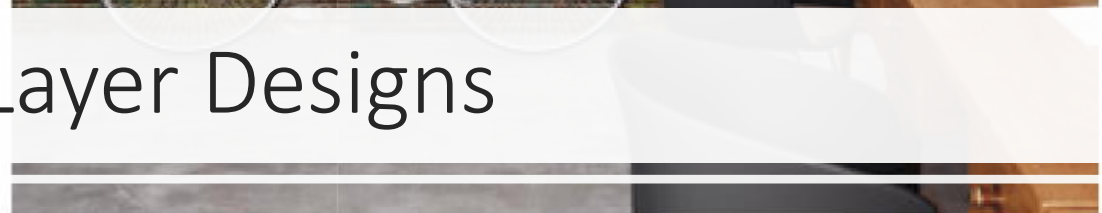
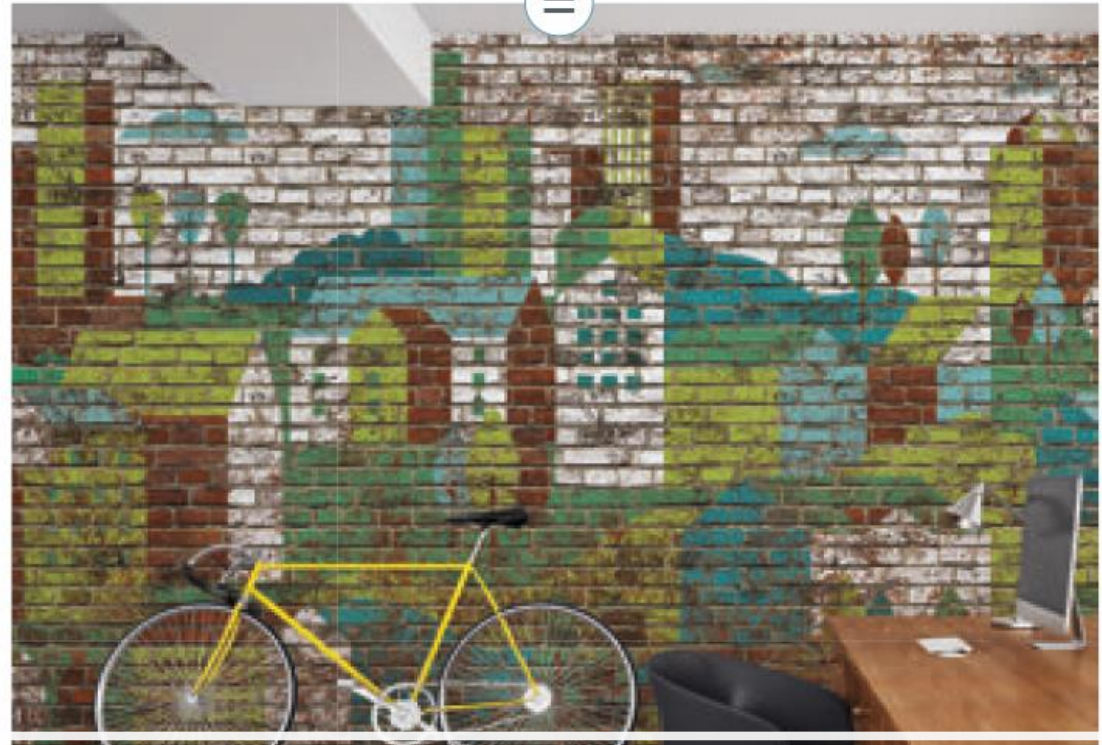


G2-02-04 • Boom Town • Green Envy G1-15-03 • Red Brick • Red Brick



G2-21-04 • Tree Tops Einstein

TWV-C-IL



G2-21-01 • Boomtown Overlay

TWV-C-IL

# Have Fun - Layer Designs



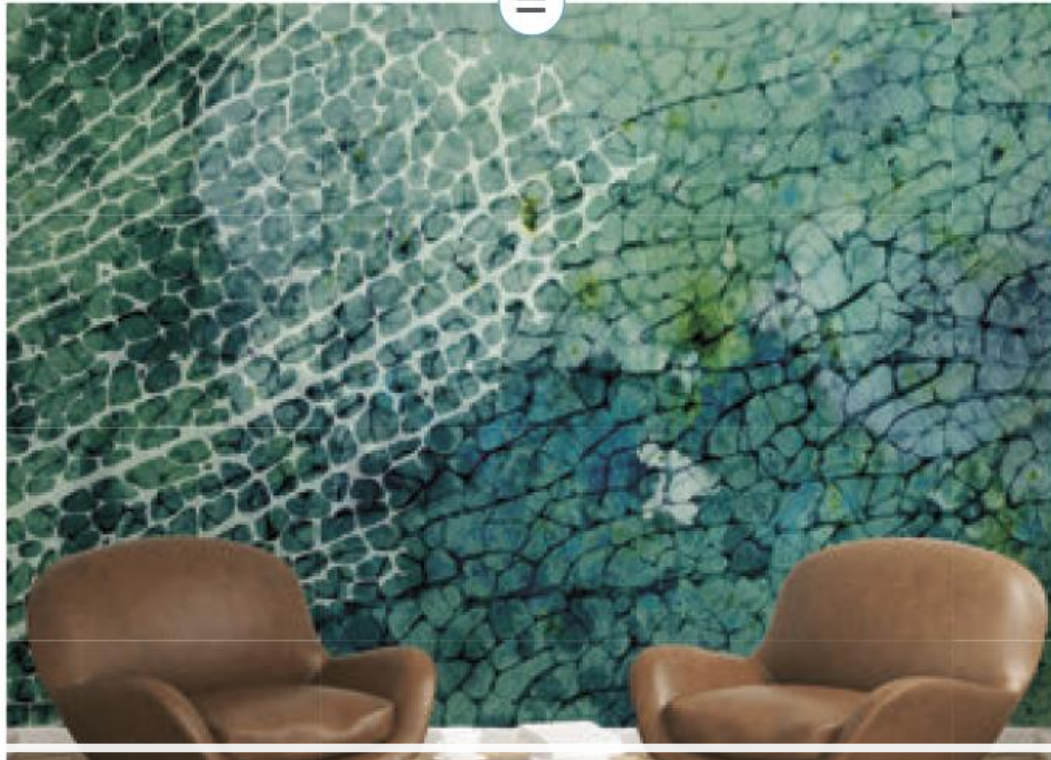
G2-10-03 • Rising Tide • Mermaid

G2-01-07 • Bleached Coral • Sky



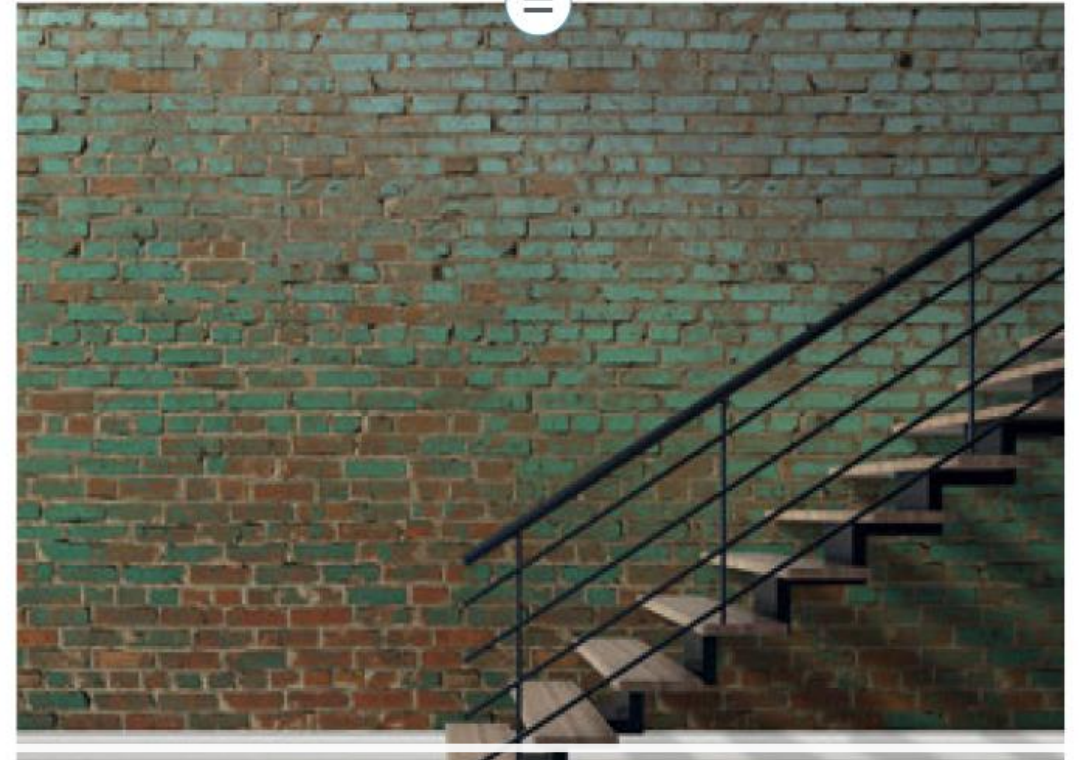
G2-08-04 • Quietude • Robin's Egg

G1-15-03 • Red Brick • Red Brick



G2-21-03 • Rising Tide Coral Overlay

TWV-C-IL



G2-21-02 • Quietude Overlay

TWV-C-IL

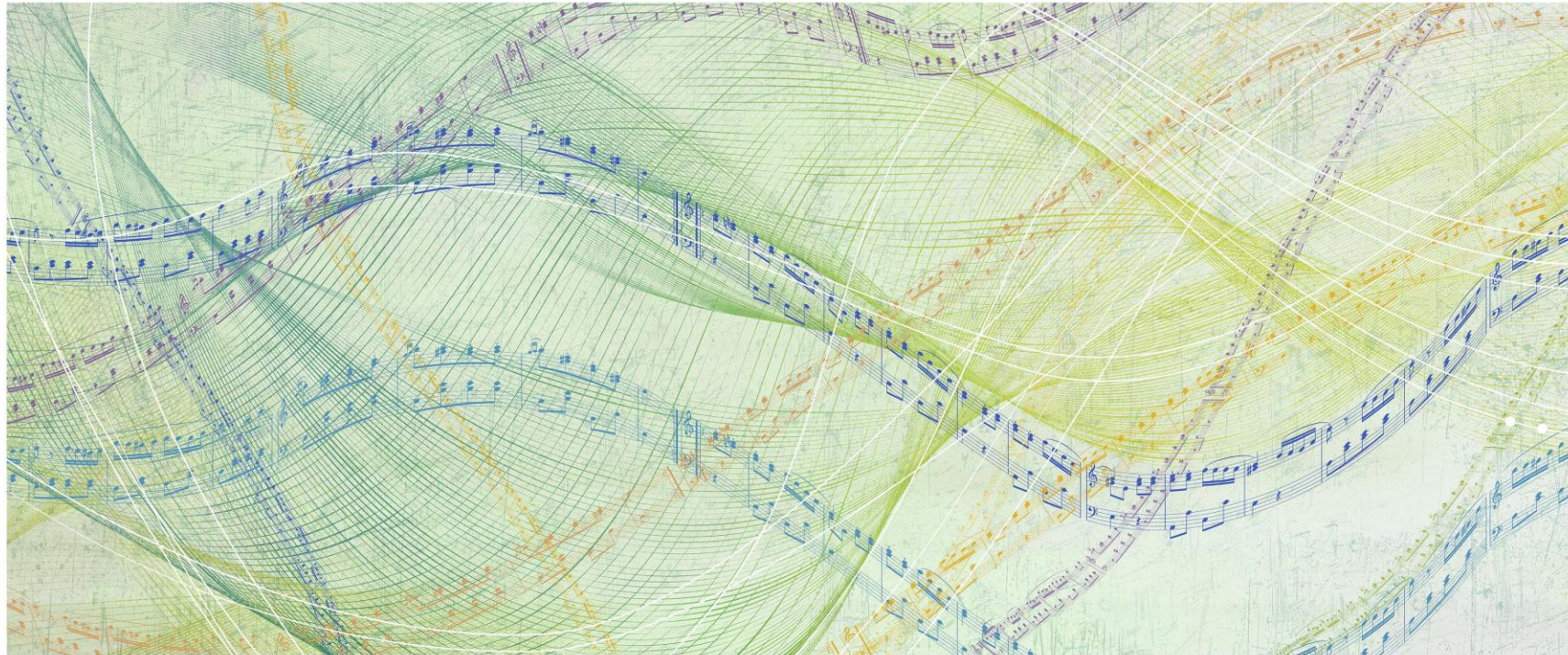
## Have Fun – Layer Designs

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Option 1



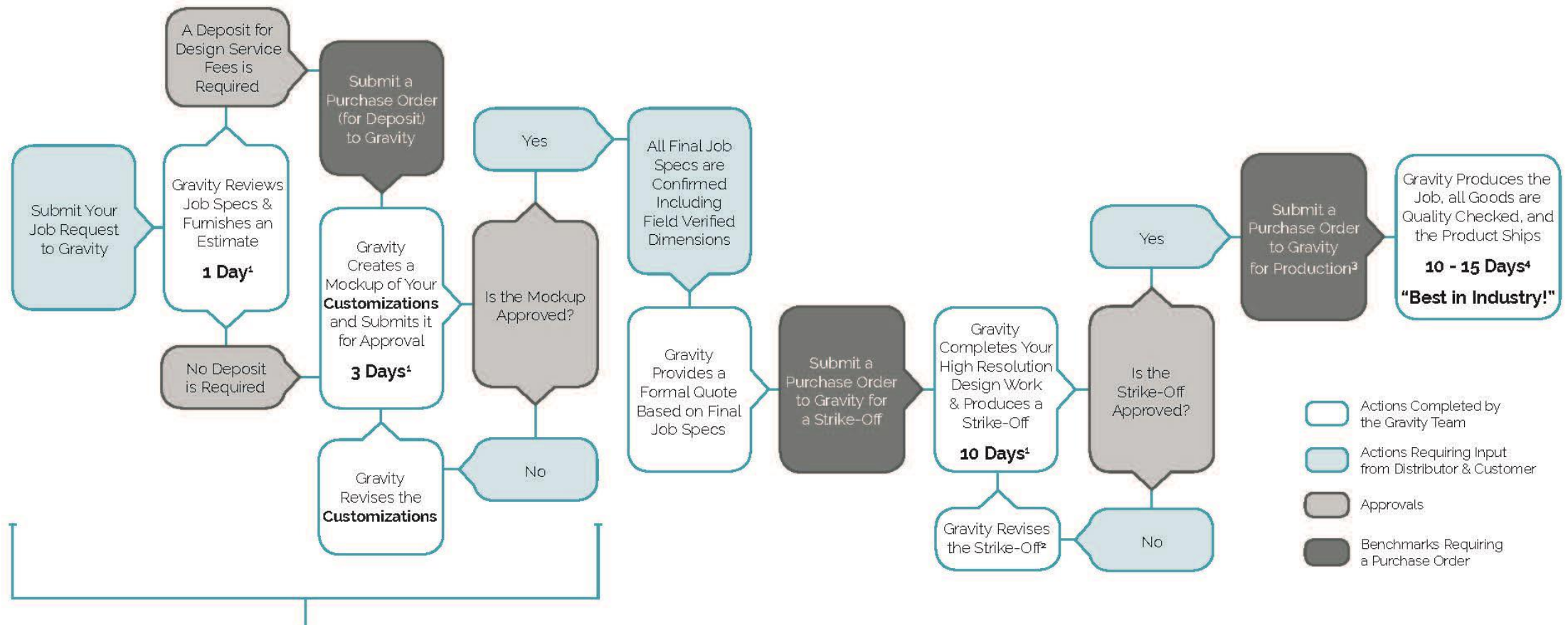
\*Due to ink limitations, we may not be able to perfectly match some of the lightest colors, such as whites or other equally light colors. Many light paint swatches are created by mixing colors with white paint, which is not a technique available when mixing inks.



# Specifying Process

## Specify a Gravity Design: **Advanced Customizations**

Below is a general outline of the typical process that occurs once you have submitted a request to Gravity. Of course each job is unique and may require deviations from, or additions to this structure. This outline is simply intended to help you understand our key benchmarks, needs, deliverables, and timeframes, so that you can properly set your customers' expectations.



*Most of the "leg work" required of the Sales & Customer Service Reps, as well as the deployment of most tools (i.e. Memo Samples, Color books, etc.) occur in this timeframe.*

# Advanced Customizations – Frequently Asked Questions

1. How long will it take to get a quote? Quotes on Advanced Customizations take 1 – 3 days.
2. How long will it take to get a Mock-Up PDF? You can expect to receive a Mock-Up PDF in 3 business days. If longer, we will let you know up front.
3. Do the designs fees need to be paid for up front? It depends on the scope of the design project. Please contact your sales representative for more detailed information.
4. Does Gravity charge for a Strike Off? In most cases yes Gravity does charge for a Strike off. Strike Off charges vary by substrate. No worries, we do not charge the designer for the Strike Off. Once a contractor supplies us with field verified dimensions and put a deposit down on the order Gravity puts the Strike Off into production. For job costing purposes there is a charge however it is a line item on the final quote to the installer. See previous FAQ's.
5. How long can I expect to wait to receive a strike off? Once an order is confirmed with the installer the Strike Off typically takes 10 days or less.
6. Once all approvals are in place how long until we receive the Gravity Design? Once approvals are in place production on projects under 2,000 square feet lead times are approximately 10 – 15 days. One of the shortest lead times in the industry!
7. Is there a minimum quantity needed to produce a Gravity design? No, Gravity will produce any Gravity Design to the size needed however there is a minimum charge of 100 square feet.
8. What type of files are required as a starting point for advanced customizations? AI/EPS files are best, adobe stock is our preferred stock photo source.
9. Can Gravity develop a design file for me? Yes, we will quote design time once the concept is clearly communicated.
10. Can Gravity print on alternate substrates? Yes, we can print on PVC free, Mylar, Film, and specialty substrates such as acoustical fabric.



# Window Films Made Easy



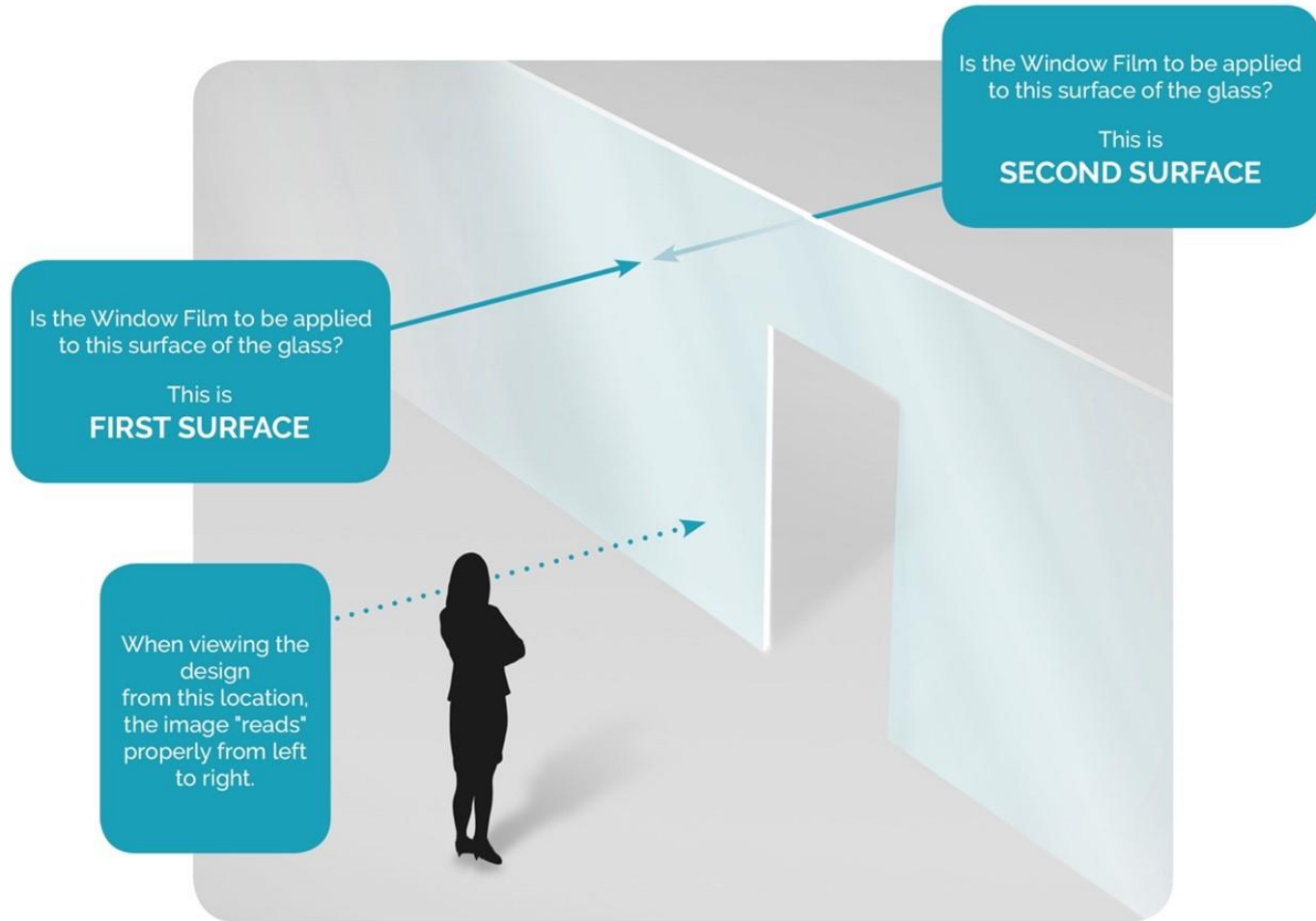
Select a beautiful Gravity Design



What opacity level will you need



Understand your ink options



3. Will your design be applied 1<sup>st</sup> or 2<sup>nd</sup> surface?



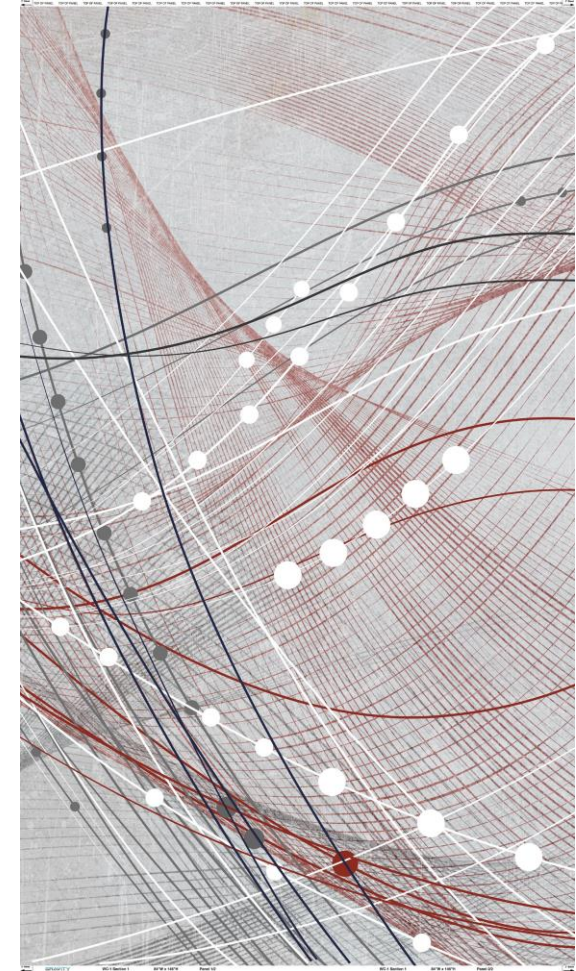
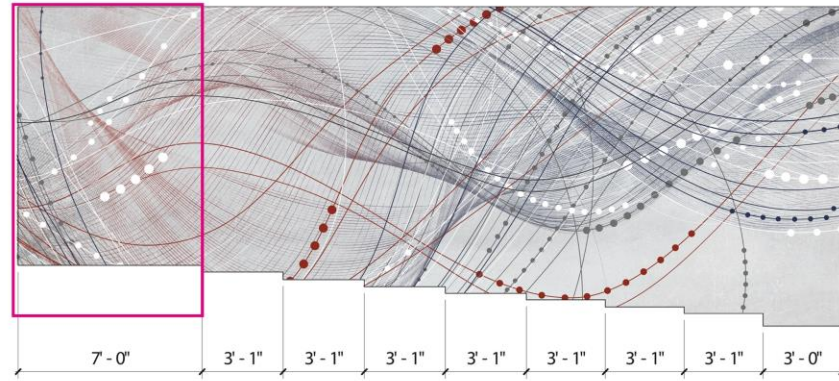
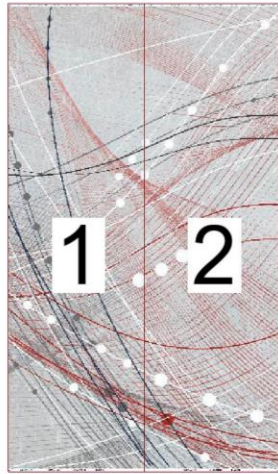
Windows  
turned to art!

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INSTALLATION DIAGRAM

READ ALL INSTALLATION INSTRUCTIONS INCLUDED WITH YOUR ORDER PRIOR TO INSTALLING!



GR10164 - Oakwood University - Cooper Auditorium\_S1  
150"H x 88"W

Includes overage of 2" on both top & bottom, & 2" of overage on the left side of the first panel & the right side of the last panel.

*Panels/Tiles are printed with double-cut seams which are indicated by a 0.25" black line at both the top and bottom of each panel/tile.*

gravitydigitalwalls.com

**GRAVITY**  
DIGITAL WALLS

# Installation Diagram With Every Project



SAMPLING IS WIDELY  
AVAILABLE

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Gravity Digital

Inspire Create  
Transform

Thank you



G2-18-06 - Word Wall - Corporate - White Brick



G2-04-01 - Gears - Office - Grey



G2-09-01 - Greenhouse - Office - White Brick



G2-04-01 - Graffiti - Office - White Brick



G2-07-05 - Peacock - Painter