



## How to Specify Frequently Asked Questions

Your Step by Step Guide

- **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.

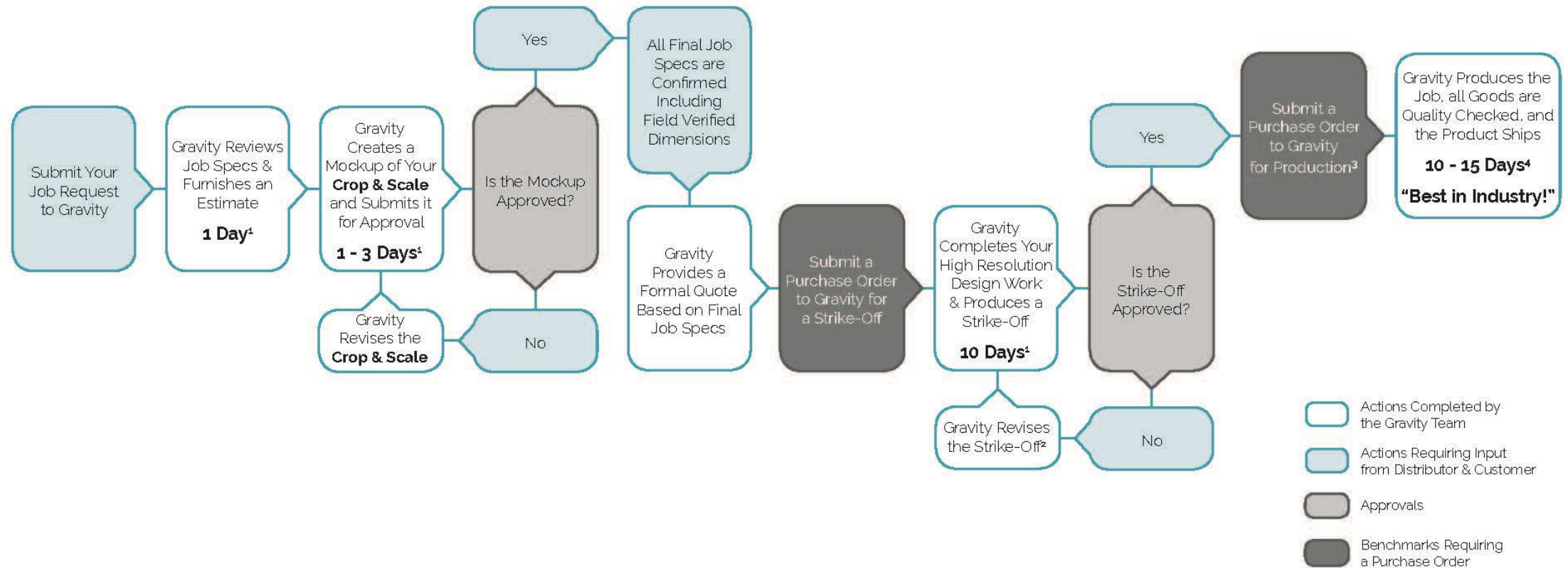
## **Project Time**

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.

# 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.



# 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.

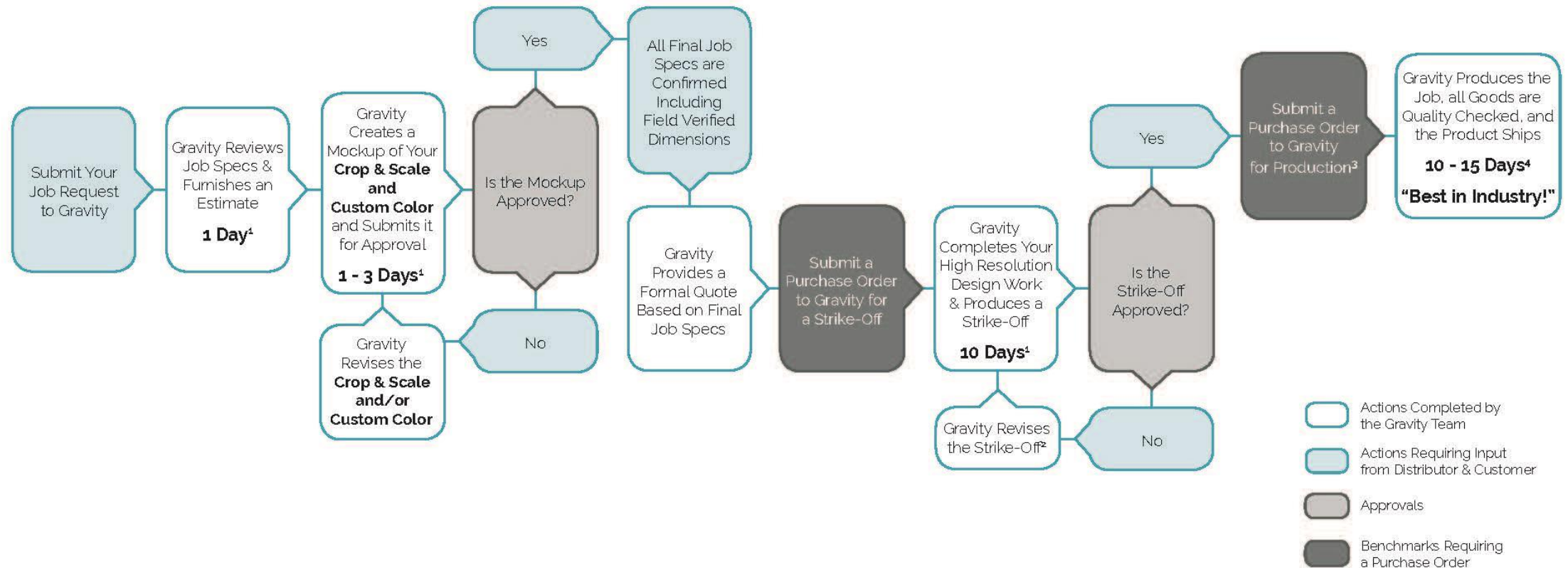
## **Project Time**

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.

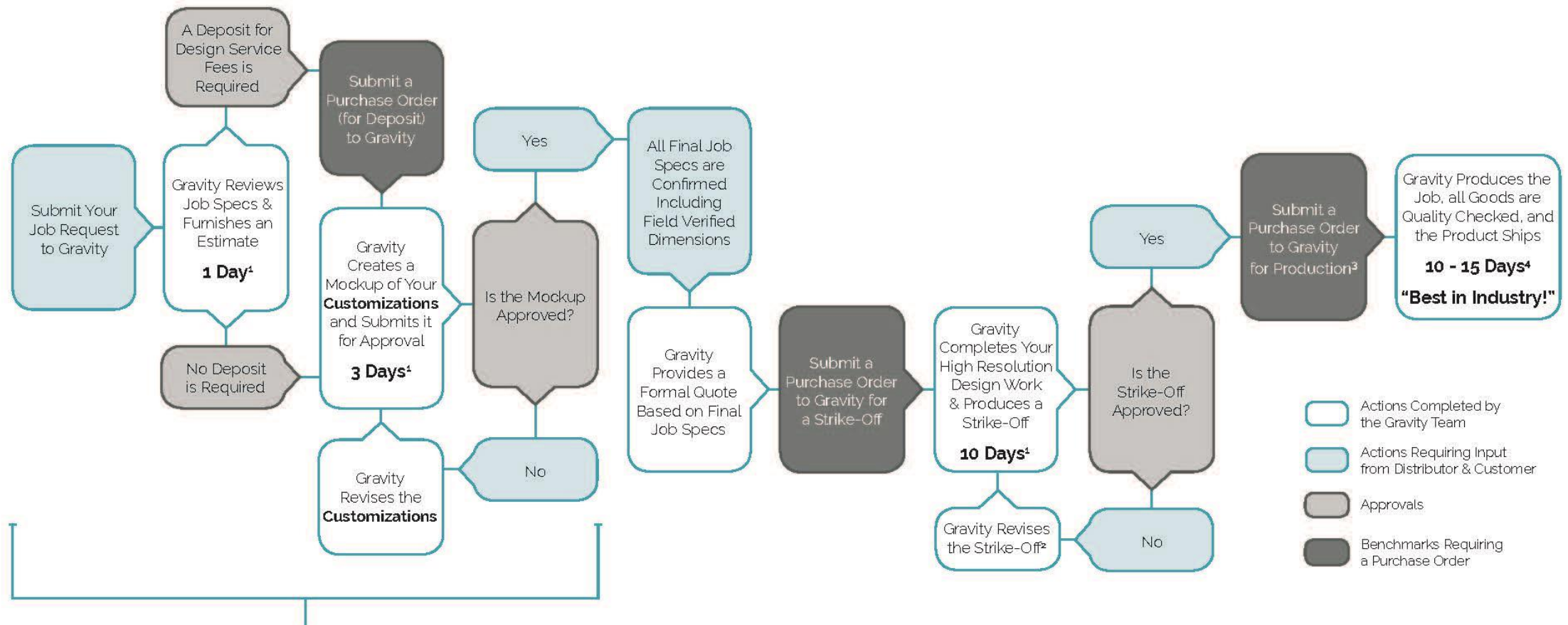
## **Project Time**

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.

# 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.



G2-18-05 - Word Wall - Corporate - White Brick



G2-20-02 - Graffiti - Rail Yard



G2-07-05 - Peacock - Theater

Gravity Digital  
Inspire Create Transform  
Thank you

---



G2-18-05 - Word Wall - Corporate - White Brick



G2-04-05 - Gears - Office