

UNLEASH YOUR CREA TIVITY

BESPOKE VINYL ROLLS

From changing the color to
creating a truly bespoke floor!



**DEW
FLOR**[®]
create



**Dare to
go wild**

At Beauflor Create nothing is impossible.

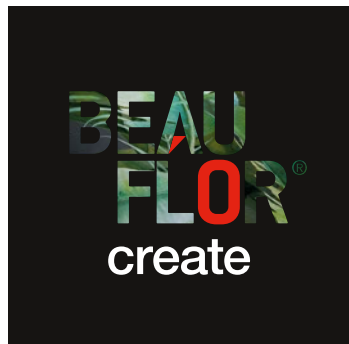
Thanks to our high definition digital printing technology, we can offer you the possibility to (co)create whichever design you have in mind.

You dream it, we make it.

We not only push our creative limits in the design process, we also help you with the layout of the floor by translating your bespoke design in a clear installation plan. From the first step to the last, we are there for you.

Are you ready to unleash your creativity?

The Beauflor team



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CREATIVITY**
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This guide details our digital print process from start to finish, helping you generate the impact your project needs.



HELLO CREATIVITY STUDIO/CREA

01



FROM CHANGING THE COLOR TO CREATING A TRULY BESPOKE FLOOR!

STUDIO

- Select an existing design from any of our standard collections and we can adapt the color.
- Select an image from our digital image bank and we can also adapt the color.

For both options you can additionally add texts and/or logos.

CREA

- Deliver us your image or design and we'll convert it to an image that is printable on our vinyl rolls.
- Send us your creative brief (moodboards, materials, or any other source of inspiration) and we'll come up with some great proposals to meet your needs. We co-create and translate your ideas into a stunning design that is printable on our vinyl rolls.

We can produce your designs as from 88 m² onwards (= one roll of 4m width)

This applies to the following collections:

- **Standard:** Moonlight/Pop-up, Blacktex, Xtreme, Supreme
- **Upon request only:** Feelings, Fairplay, Sonipro, Phoni-Xtreme



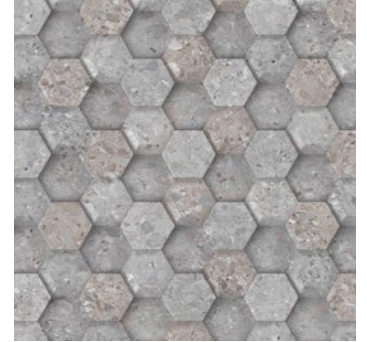
STUDIO

USE AN EXISTING DESIGN

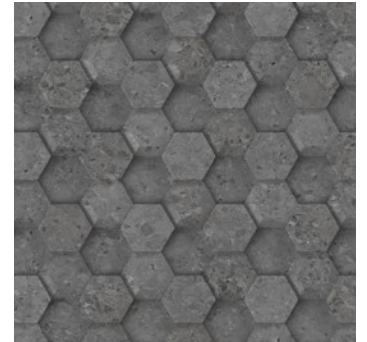
We have a huge selection of designs which can be adapted to suit your requirements so that you achieve the perfect look for your project - be it residential or commercial.

For example: by changing the colors, adding your company logo, etc.

Choose one of our designs



Adapt to your own theme



Add your company logo



CREA

IT'S UP TO YOU!
DELIVER US YOUR IMAGE

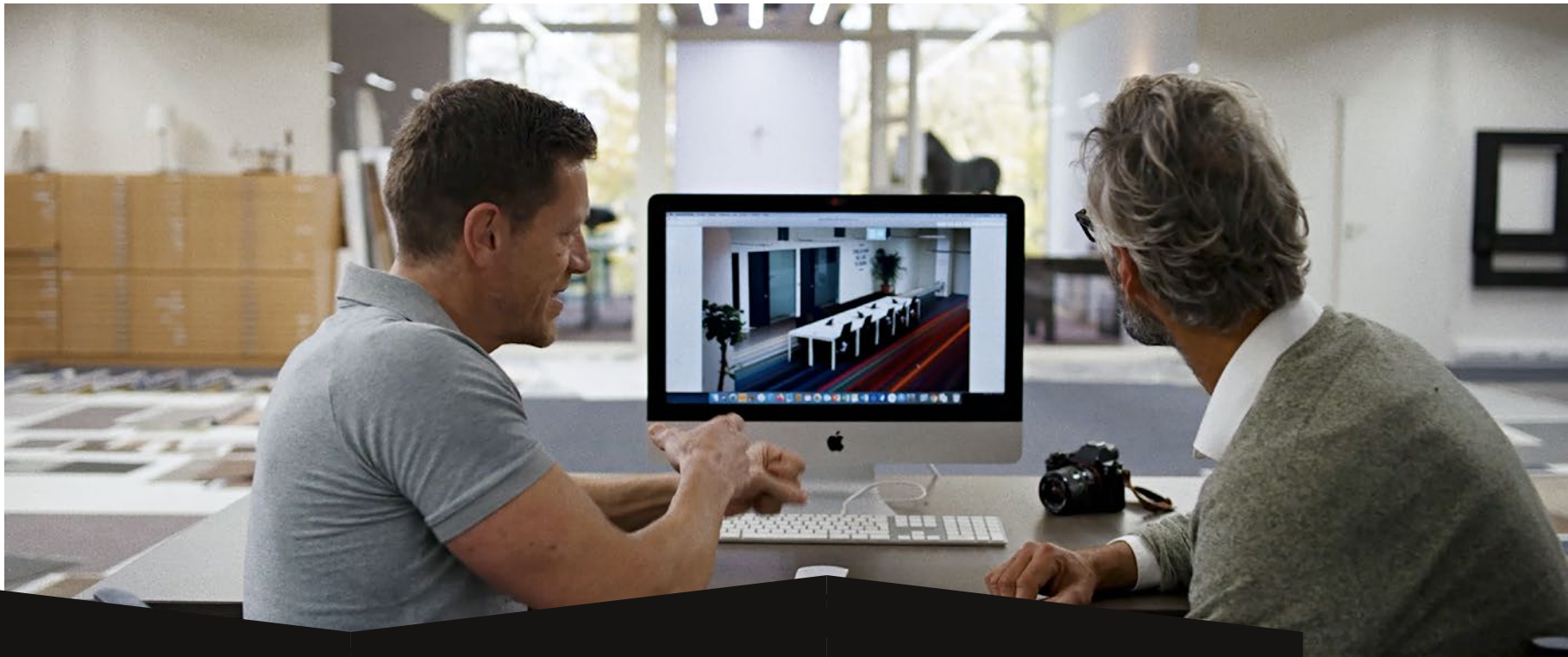
Great if you already have a very specific image or design in mind!
We can convert it easily into an image that is printable on our vinyl rolls.



CREA

SEND US YOUR CREATIVE BRIEF AND CO-CREATE WITH OUR DESIGN TEAM

Work directly with our **design team** and create a concept from scratch based on your briefing in which you specify the target audience, the room size, style, etc. and we will come up with creative concepts for you to consider.





TRUST THE DESIGN PROCESS

02

CREA DESIGN PROCESS

4 SIMPLE STEPS

STEP ONE

Design brief (studio or crea)

Choose a design or image from our large image bank, deliver us your image or send us your creative brief and we'll create the perfect design for you.



STEP TWO

On screen proposals

After approval of the design (on screen) you will receive reference samples.



STEP THREE

Sample for approval

After approval of the reference sample, you can place your order.



STEP FOUR

Production & delivery

Receive and install your personalized floor after production and delivery.
Lead times: standard ranges 4-6 weeks. Lead times for non-standard ranges upon request.



As part of the CREA design process, we will translate your floorplan in a roll distribution plan. The installation of your personalized floor has never been more easy!

GET YOUR REFERENCE SAMPLES

Studio print

Standard size: 1 x 1 m

The fastest way to see your design in full scale. A professional print without a wear layer.

Important: this sample can not be used as a 100% color reference (no top coat).

Lab sample

Standard size: 50 x 70 cm

This is a studio print with a top coat for color approval.

Finished product sample

Standard size: 1 x 1 m

For specific projects, a finished product sample may be needed. For this, we can do a short test production of sections up to 100 x 400 cm, depending on the design.

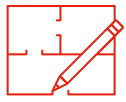
Check lead times with your sales representative.





**XXL
DESIGNS**

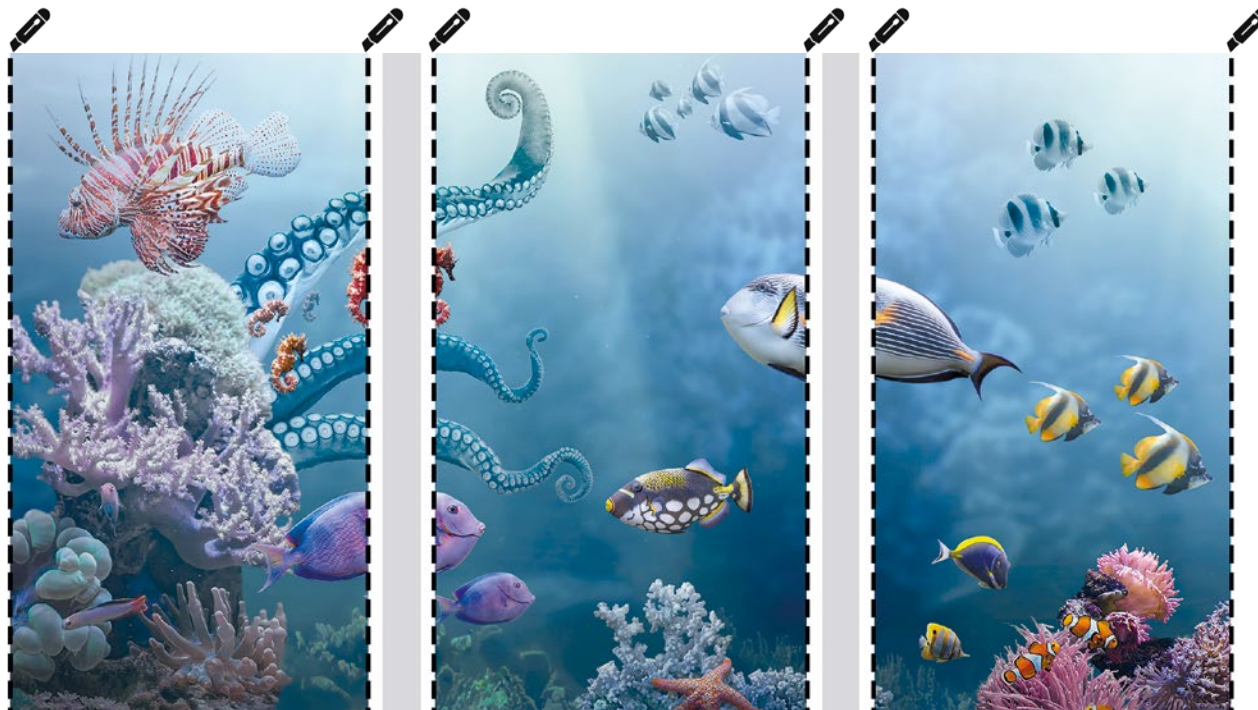
03

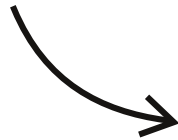


XXL DESIGNS

If the design exceeds the width of the roll and requires multiple band installation, then Beauflor can adapt your design to fit your floor plan.

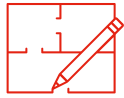
Remove the white border (+/- 2cm) on the left and right side of each roll with a clean cut.





final
result





CUSTOM FLOOR PLAN SERVICE

For crea only

Our design team can also help you to prepare a custom floor plan service and will provide a clear installation plan to allow for an easy installation.

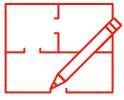
Once we receive your design/image and the floor plan of the space, the Beauflor design team will create an installation plan with the arrangement of the rolls and calculate the number of square meters required.

A final proposal of the roll distribution plan will be presented to you for your approval. Any changes after approval, will be at the customer's expense.



IMPORTANT NOTE: Depending on the shape of the rooms and walls in the building, specific unusable "blank spaces" will appear in the printed rolls. Please be aware that these blank spaces will be included in the number of square meters on your quotation. We prepare your floor plan to be as efficient as possible for your project.





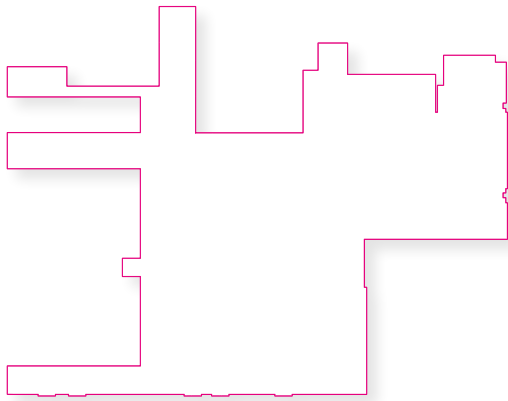
CUSTOM FLOOR PLAN SERVICE

File requirements

Provide a floor plan on a scale of 1/10.

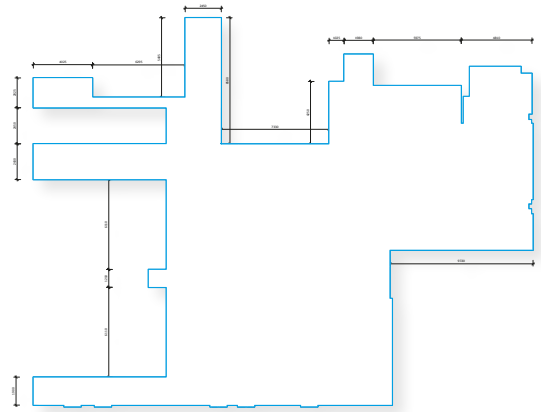
Please convert any Autocad files to Adobe Illustrator (.pdf or .ai format):

Divide the plan in 3 layers



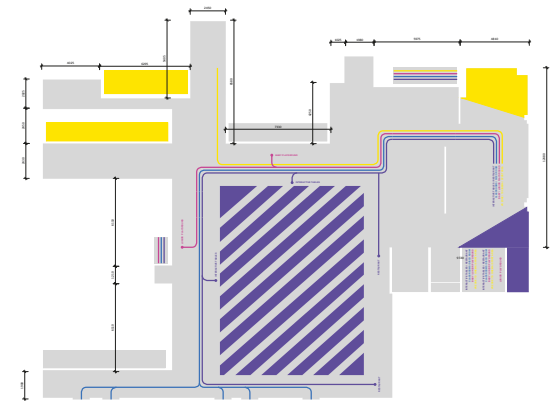
Layer 1

Walls of the printable area to a scale of 1/10.



Layer 2

Full measurements of the walls and spaces (in Metric system) to a scale of 1/10.

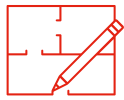


Layer 3

Layer with the actual image or illustration to be printed.



NOTE: Fonts should be converted to outlines



YOUR READY-TO-USE INSTALLATION PLAN

Installation

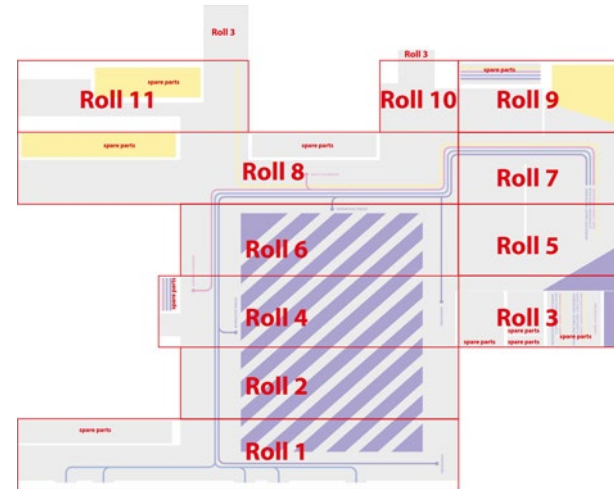
The roll installation plan will be the installation guide. Beauflor will also provide you with an installation manual. It is essential to give both documents to the installer.



NOTE: Beauflor can not be held responsible if the installation is not installed according to the installation guide and manual.

Roll labels

At the end of each roll, we will print the project name as well as the roll number corresponding to the roll distribution plan.



FILE REQUIREMENTS

4



IMAGE TO ROLL DESIGN PROCESS REQUIREMENTS

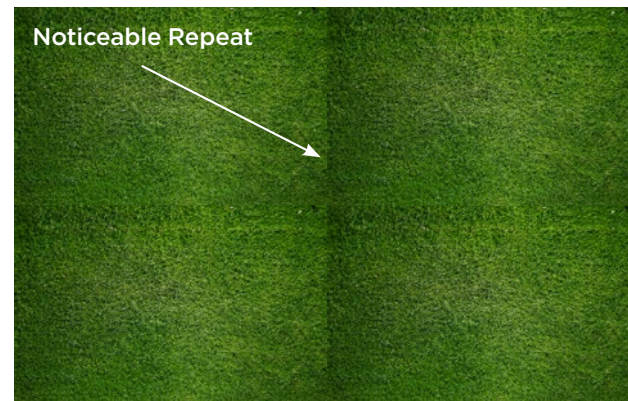
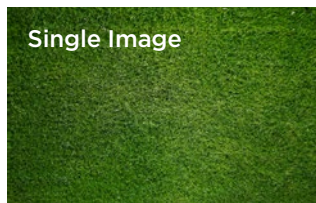
Whether it is an image you provide or we create for you, our design team will then adapt the image in order to fit onto a 4m roll. Depending on the required print size the image will need to be put in repeat, either in width, but certainly in the length of the roll, thus creating a seamless design.

It is essential that our designers understand your exact repeat requirements when receiving your image.



Digital images with poor perspective, light and shadows need to be avoided, these will not give a natural rendering when put in pattern. (see below)

A better solution may be to choose a digital image from our large image bank. Our design team is there to help/guide you!



DIGITAL IMAGES



Image Resolution:

300 dpi or higher on a minimum scale of 1/10 of the size to be used.

Color Profile:

RGB / CMYK

File Format:

tiff (no compression)

jpeg (highest quality possible)

pdf (no compression)



Please make sure that all supplied images have the correct usage license.



LOGOS & ILLUSTRATIONS



Logo Requirements:

Supplied in Adobe Illustrator vector format.
All text to be outlined.

Color Profile:

CMYK or Pantone

File Format:

.ai Adobe Illustrator
pdf



IMAGE & TEXT



Combined Image and Text File:

To be supplied in Adobe Indesign or Adobe Illustrator.
All text to be outlined.



Color Profile:

CMYK or Pantone

File Format:

Adobe Indesign (full packaged)
Adobe Illustrator .ai
Pdf

coffee
we go

ACCEPTED FILE FORMATS

PDF

- Most recommended for all design files.
- No compression, all images should be embedded and fonts converted to outlines.

AI

- Adobe Illustrator file, vectorial images (Logos and illustrations)
- All images should be embedded and fonts converted to outlines.

PSD

- Adobe Photoshop File
- Resolution as high as possible
- All images should be embedded, fonts converted to image.

TIFF / TIF

- Digital images
- Resolution as high as possible
- No compression, with flattened layers

JPEG / JPG

- Digital images
- Resolution as high as possible
- No compression



Color modes

- Our digital print technology is CMYK based with Coated Fogra39 color profile.
- RGB will be converted to CMYK, there will be color difference.
- Pantone Coated colors (PMS), NCS colors and RAL colors can be used as a guideline, but they will be converted to CMYK.
- Because of the vinyl topcoat, you should estimate a possible deviation of 15%.
- We are not able to print with metallic or neon inks.

File transfer

The easiest way to send your files up to 2GB in size to Beauflor is with wetransfer.com to

Beauflor-digital@bintg.com

or your sales representative. If you have an Adobe account, you can also use the Adobe File Transfer (for files even larger than 2 Gb).

WHAT IS A GOOD IMAGE RESOLUTION?

The more you want to enlarge a picture, the higher the resolution needs to be. An image that needs to be scaled up, should not be less than 1/10 of the end result. A high-resolution image usually has a resolution of 300 dpi.

Pixel dimension means image Height x Width x Resolution.

The result is image pixel dimensions.
Height x width x resolution = pixel dimensions

Example high resolution file for upscaling:

300 mm x 400 mm x 300 dpi = 3543 pixels x 4724 pixels
(= 16,7 mega pixels)

To scale up this image to a 4 meter roll, will result like this:

3000 mm x 4000 mm x 72 dpi = 8504 px x 11339 px
(= 96,4 mega pixels)

If the original image would be too small, for example:

225 mm x 300 mm x 72 dpi = 638 px x 850 px (= 0,5 megapixels)
This file size is much less than the scale of 1/10 of the end result.
To upscale this image to 4 meters, it would result in a pixelated unprofessional print.



VERY IMPORTANT

ALL DIGITAL IMAGE SIZES REQUIRED:

Scale of 1/10 of the end result with the resolution of 300 dpi

For example

A 4m x 4m design printed on vinyl:
Your original digital image needs to be at least
40cm x 40cm with a resolution of 300 dpi



Now it's up to you!

***UNLEASH
YOUR
CREATIVITY***

and remember we're always
here to help.

**BEAU
FLOR®**

we decorate your floor

**READY
TO GO
VINYL?**

B.I.G. Floorcoverings nv

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