

altro

Designed for possibilities.
Made for people.

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Gossoms End Hospital Cafeteria



Hillingdon Pediatric Hospital Room

Digitally printed wall ~~clad~~ cladding

Altro Whiterock PopArt and Altro Whiterock Digiclad - custom printed imagery on durable wall panels

Add a splash of creativity to take interiors from ordinary to extraordinary with digitally printed wall cladding from Altro!

Welcome to Salisbury Hospital





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Digitally printed wall panels from Altro allow you to reproduce custom images and artwork onto Altro Whiterock wall panels to create durable, vibrant design options for a variety of applications.

These panels can convey calming, natural landscapes, boldly display company logos or even provide additional wayfinding elements in healthcare and education environments.

Our digitally printed ranges also come with a wide variety of preselected standard imagery that can easily adapt to your design's specific needs. From scenic landscapes and inspirational architecture to intricate geometric patterns, we have multiple looks that can help make a bold impact, impress clientele or even create calm, soothing settings for patients.

Altro Whiterock™ PopArt

Altro Whiterock PopArt is available in three different formats to fit your project's specific needs - Lite, Matte and Gloss+. Altro Whiterock PopArt is manufactured in North America so that our customers now have a speedy turnaround (approx. 6 weeks) and less freight costs.

Altro Whiterock Digiclad™

Altro Whiterock Digiclad is our original digitally printed wall. It features a liquid hard coat technology to protect the image. Altro Whiterock Digiclad is printed in the UK. It also has a curing time and longer freight time/cost to North American customers.

Altro Whiterock™ Imagination Wall

Originally created for child's play, Altro Whiterock Imagination wall combines vector line drawings with a Gloss+ film to inspire creativity. Custom vector graphics can also be supplied for corporate, healthcare and other professional needs.

Typical applications

Healthcare, senior living, pediatrics, education, athletics, hospitality, lobbies and reception, corporate and offices, leisure, general areas



Which solution fits your design?

While Altro Whiterock Digiclad and Altro Whiterock PopArt both allow for customizable wall cladding options, it is important to consider the differences between the two ranges when determining which solution best fits your design needs.

Lead time

- **Altro Whiterock Digiclad ~ 14 weeks**
Manufactured in our UK production facility, Altro Whiterock Digiclad has a lead-time upwards of 14 weeks following your initial order.
- **Altro Whiterock PopArt ~ 6 weeks**
Altro Whiterock PopArt is manufactured locally in North America and has a lead-time upwards of 6 weeks.

Surface protection options

Altro Whiterock Digiclad utilizes a liquid hard-coat technology to provide superior stain and scratch resistance. It can be coated with either gloss or matte finishes and comes with a 10-year warranty.

Altro Whiterock PopArt is available in three different formats, including two protective film options to offer similar benefits while adapting to your design's specific needs.

- **Lite** - no protective film and is best used in low traffic areas that do not require the use of disinfectants, 1 year warranty
- **Matte** - a protective matte film that resists common scuffs and scratches, 5 year warranty
- **Gloss+** - a graffiti and chemical-resistant, dry-erase film that offers a high level of surface protection, 10-year warranty

Keep in mind that both of these ranges offer impressive durability solutions that are guaranteed to withstanding the stress of busy commercial environments. *Altro Whiterock PopArt Lite is the only option that is not recommended in busy areas. This should always be reserved for low traffic, low impact areas like behind a reception desk or in areas that are not subjected to typical pedestrian damage.*

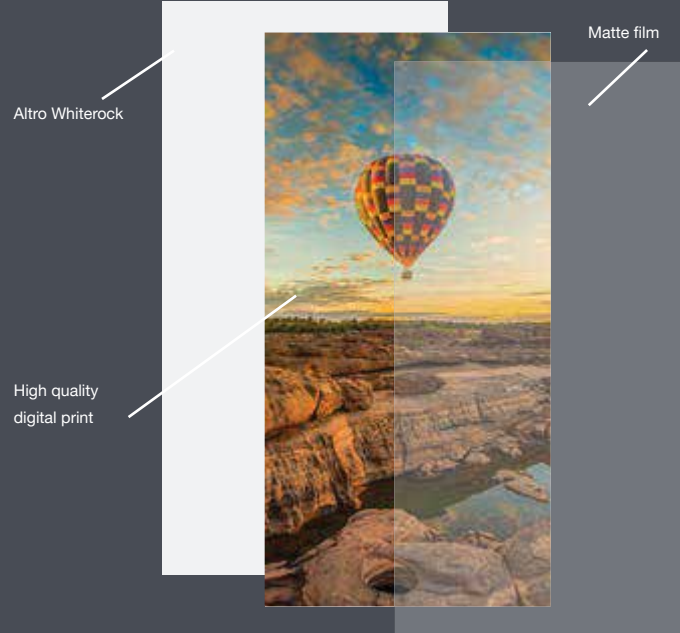
Altro Whiterock PopArt Lite

Your image is digitally printed onto Altro Whiterock™ without the use of any optional protective films, suitable for low traffic areas where damage to the panel is unlikely.



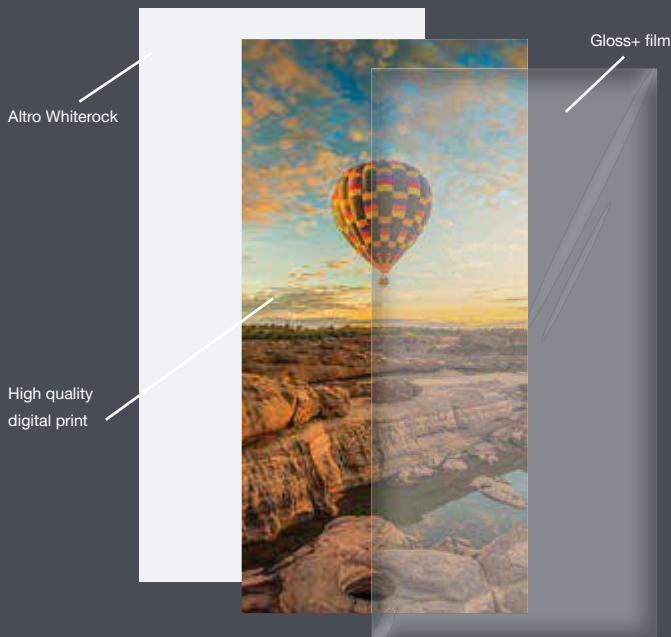
Altro Whiterock PopArt Matte

After printing, a protective matte finish film is applied over the surface of the printed Altro Whiterock™ panel.



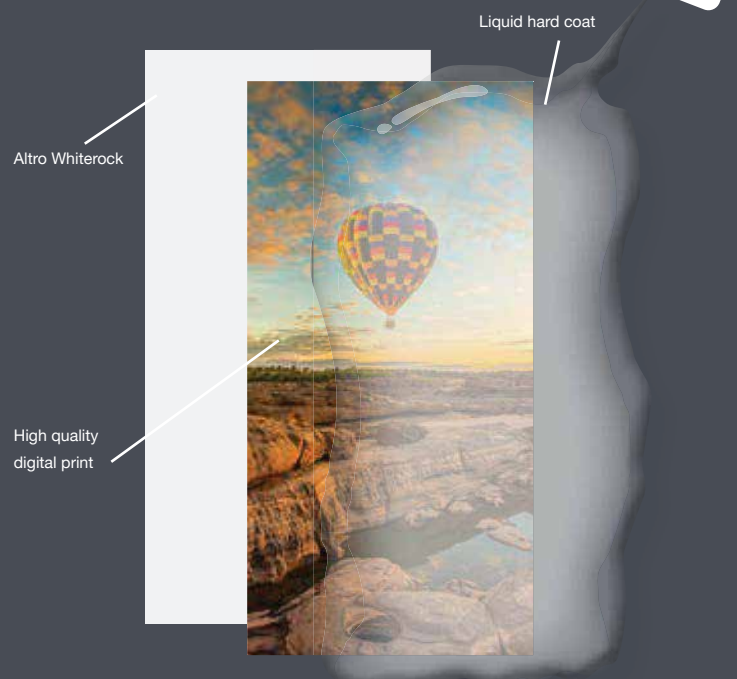
Altro Whiterock PopArt Gloss+

Our damage resistant option - after printing, a high gloss graffiti-resistant dry-erase film is applied over the panel. Your printed panels are also now usable as a writeable whiteboard surface.



Altro Whiterock Digiclad

After printing, a protective liquid hard coat is applied over the surface of the printed Altro Whiterock™ panel. Curing time and freight from the UK make for a longer overall production time.



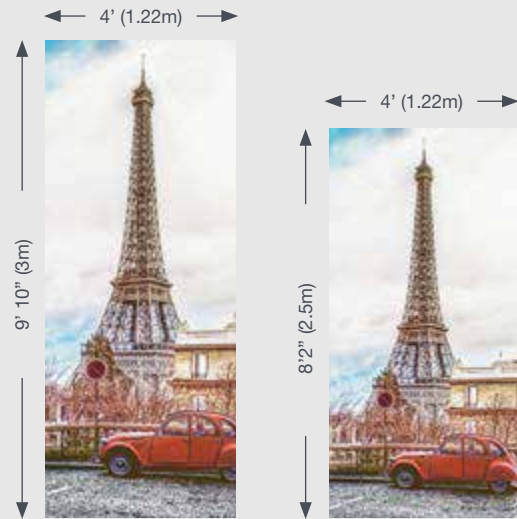
Panel sizing

Digitally printed wall panels are available in two standard sizes. Choose between:

4' x 8'2" (1.22m x 2.5m)

4' x 9'10" (1.22m x 3.0m)

Panels can be joined to create a large image as indicated below. Smaller images can also be created and cut down from full panels.



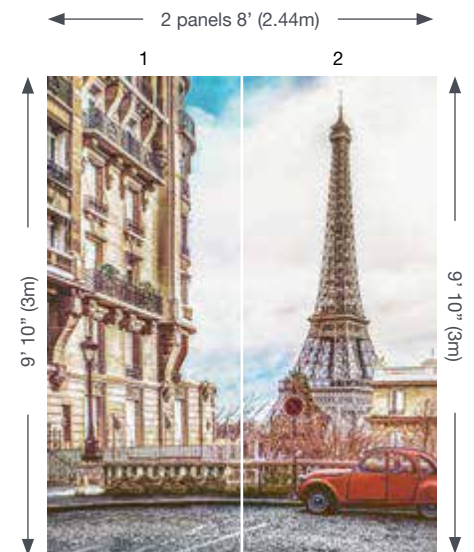
Creating a single or multi-panel series

For a space with impact, use multiple panels to create a large, seamless image. Our image collection includes a selection of images that can span up to a maximum of seven wall panels or you may always supply your own. Remember not all images may be adequate in size or resolution to meet your project needs. Photographic imagery loses quality the larger it is stretched while vector imagery is lossless when stretched.



General size guideline*	Height 8' 2" (2.5m)	Height 9' 10" (3m)
1 x wall panels	4' x 8' 2" (1.22m x 2.5m)	4' x 9' 10" (1.22m x 3m)
2 x wall panels	8' x 8' 2" (2.44m x 2.5m)	8' x 9' 10" (2.44m x 3m)
3 x wall panels	12' x 8' 2" (3.66m x 2.5m)	12' x 9' 10" (3.66m x 3m)
4 x wall panels	16' x 8' 2" (4.88m x 2.5m)	16' x 9' 10" (4.88m x 3m)
5 x wall panels	20' x 8' 2" (6.10m x 2.5m)	20' x 9' 10" (6.10m x 3m)
6 x wall panels	24' x 8' 2" (7.32m x 2.5m)	24' x 9' 10" (7.32m x 3m)
7 x wall panels	28' x 8' 2" (8.54m x 2.5m)	28' x 9' 10" (8.54m x 3m)

*Installation and joining method may nominally change the size of panels and total installation size.



Joining two or more digitally printed wall panels

Our digitally printed wall panels can either be butt-jointed or joined together using a digitally printed trim, which can be ordered at the same time as your panels.



Butt-joint



Digitally printed trim



Supplying your own image

Total design freedom can be a reality with digitally printed wall cladding! Supply your own photos, logos or vector artwork using the guidelines below. The options are limitless.

Vector imagery (shown left)

Vector graphics are our preferred file type because of their superior quality over JPEG images. Many graphic artists are capable of creating and/or manipulating these files. Vector images do not lose quality when enlarged, and therefore are perfect for large feature walls.

You can also purchase images from websites such as [istockphoto.com](https://www.istockphoto.com) and [shutterstock.com](https://www.shutterstock.com).

Photographic imagery (shown right)

Large JPEG and TIFF files are also suitable to use however, they must meet specific size guidelines and be accepted by our design team. Photos are most commonly used in small to medium installations or are combined into a vector collage.

Why? As a photo is stretched, the quality will lessen. For example, a 300 DPI image that is 32" wide in it's original state converts to 75 DPI when the image is stretched across two panels (8'). Though 75 DPI seems really low, these walls are meant to be viewed from a distance.

If you wish to use photos, the selected image should meet the following guidelines to span a panel properly.

- Legally obtained photograph
- Dimensions > 40" width for multi-panel images
- High resolution > 300 DPI
- Large file size > 10MB, 20MB, 30MB+
- Quality inspected and approved by Altro
- Paper proofed and approved by end-user

From 10 feet away images most images will look clean and crisp.



24" x 24" sample in white square

As you approach the image, low resolution may become more noticeable. This is why a high quality image is necessary.



24" x 24" close-up with great image quality



24" x 24" close-up with poor image quality

Choose a design from our collection of images

Our wall panels are readily available with a wide variety of imagery that can easily adapt to your design's specific needs. From scenic landscapes and inspirational architecture to intricate geometric patterns, we have multiple looks that can help make a bold impact, impress clientele or even create calm, soothing settings.

Want total design freedom? You got it.

In addition to our collection of preselected images, we can offer complete customization with the option to print your own imagery as long as it meets our specified criteria. This allows for enhanced branding in corporate and educational settings as well as providing crucial wayfinding elements in healthcare environments.

Watercolor Tree

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

*This image is available in a single panel or as a series of panels.
A series is one image spanned across multiple panels.*



Watercolor Forest

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Watercolor Daisies

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Golden Field

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Halstatt Lake

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Mossy Cascade

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Moraine Lake

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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High Tatras

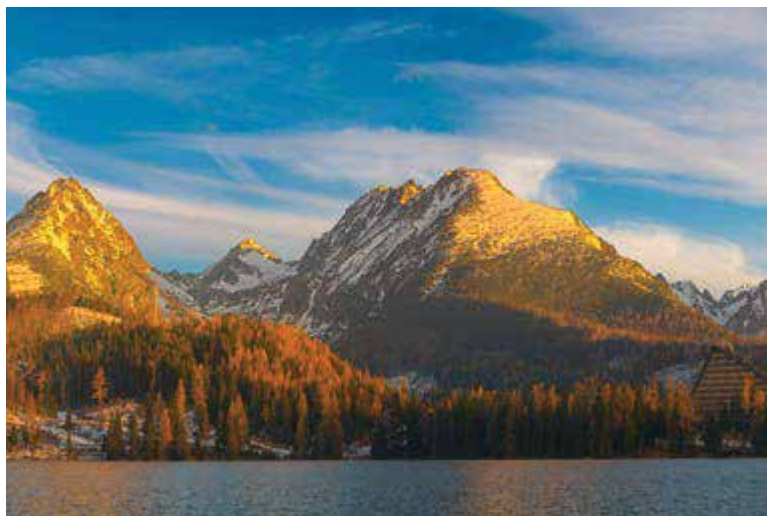
8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Snowy Forest

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Carpathian Mountains

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Country Road

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Summer Alps

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Hillside Worship

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Enchanted Forest

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Green Peaks

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Heavenly Stroll

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Jungle Oasis

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Grand Sunrise

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Sandy Dunes

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Ivy Falls

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

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Altro Whiterock Digiclad

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Monument Valley

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Paradise

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Acadian Sunset

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Misty Morning

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Autumnal Cascade

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Daybreak

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Hillside Farm

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Central Park

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Vector



Abstract Leaf

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Fish Illustration

8' 2" (2.5m) panel

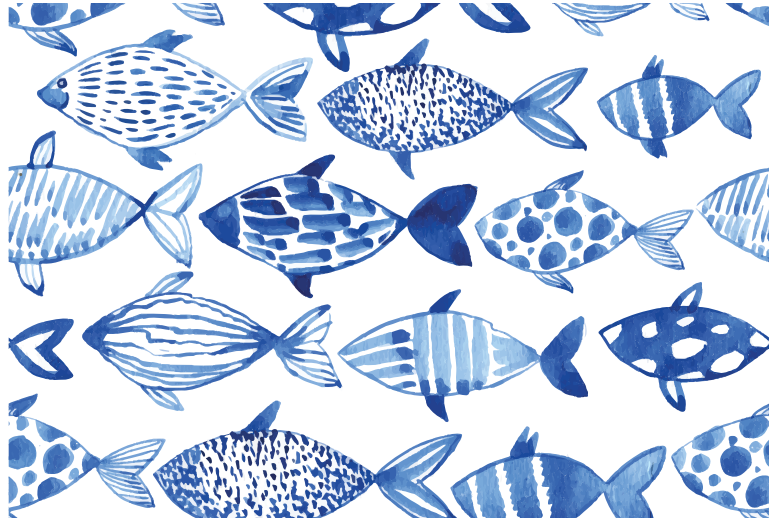
Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Vector



Cherry Blossom Illustration

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Vector



Abstract Stained Glass

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Vector



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Vector



Cosmos

8' 2" (2.5m) panel

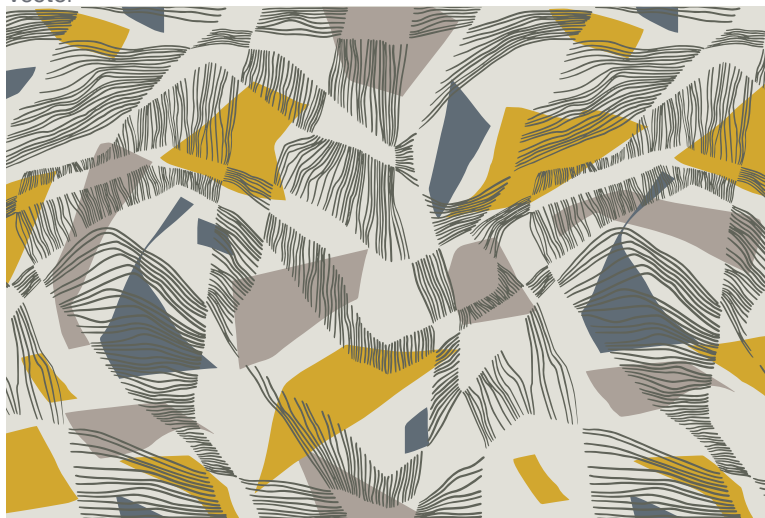
Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Vector



Avant Garde

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Vector



Floral Wallpaper

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Glitched

8' 2" (2.5m) panel

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Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Vector



Watercolor Weave

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Vector



Rome

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
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Paris

8' 2" (2.5m) panel

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Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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New York City

8' 2" (2.5m) panel

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Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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San Francisco

8' 2" (2.5m) panel

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Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Snail

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

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Dandelion Field

8' 2" (2.5m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
Altro Whiterock Digiclad

This image is available in a single panel or as a series of panels.

A series is one image spanned across multiple panels.



Salvia Field

8' 2" (2.5m) panel

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9' 10" (3.0m) panel

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Serengeti

8' 2" (2.5m) panel

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Sea Life (panoramic)

8' 2" (2.5m) panel

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Altro Whiterock Digiclad

9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
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Pets

8' 2" (2.5m) panel

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9' 10" (3.0m) panel

Altro Whiterock PopArt Lite / Matte / Gloss+
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Single panel options

While our entire collection can be cropped to print on one panel, the following collection images have been selected for their great perspective on one panel. Remember, you can provide your own artwork as well!



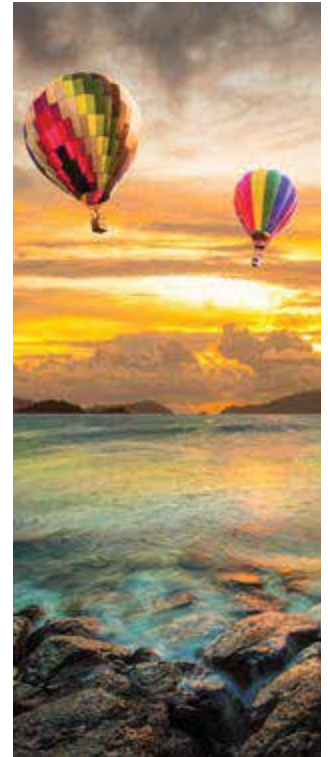
Snowbound



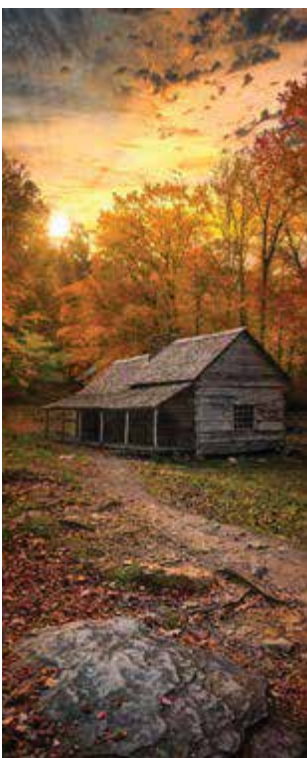
Starry Night



Sunlit



Adventures



Abandoned



Dominica



Wildflowers

Vector



Pigments



Zebra



Giraffe



Elephant



Lion



Duckling



Highland Steer



Horse



Brown Bear



Children's Department



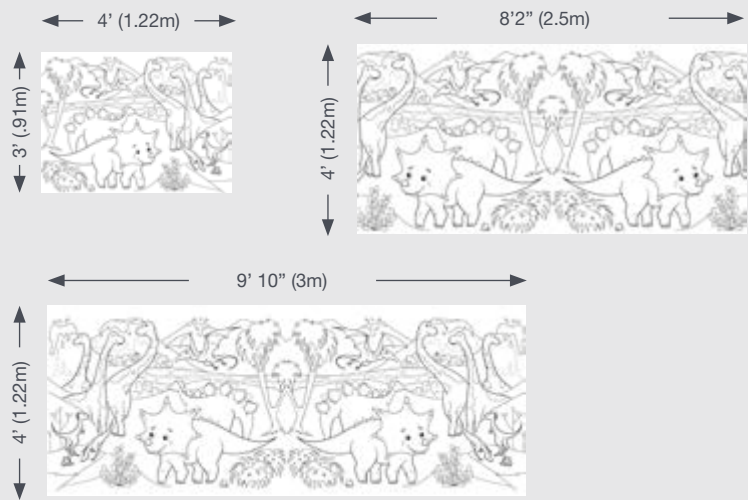
Altro Whiterock Imagination Wall

Imaginative scenes with the durable, Gloss+ dry-erase finish. Choose from our standard collection or supply your own.

Standard scenes available in
4' x 3' (1.22m x .91m)

Custom scenes available in
4' x 8'2" (1.22m x 2.5m)
4' x 9'10" (1.22m x 3.0m)

Panels can be joined together to create a large image.



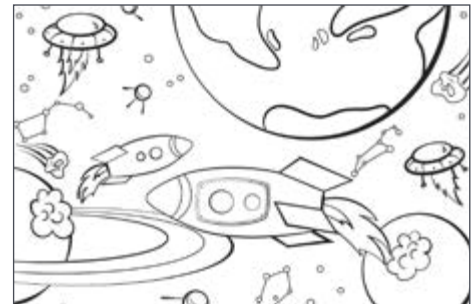
Dinosaurs

Altro Whiterock Imagination Wall
Sizes up to 4' x 9'10



Geometric shapes

Altro Whiterock Imagination Wall
Sizes up to 4' x 9'10



Space

Altro Whiterock Imagination Wall
Sizes up to 4' x 9'10



Planes

Altro Whiterock Imagination Wall
Sizes up to 4' x 9'10



Pirates

Altro Whiterock Imagination Wall
Sizes up to 4' x 9'10



Under the sea

Altro Whiterock Imagination Wall
Sizes up to 4' x 9'10

A little too child-like? We've had many happy custom customers! Anything from nurse's station boards, to patient room charts, to corporate office needs! Just ask, we can help.

Ready to order? Have questions? 800.377.5597





Ordering process

1

Alert your sales rep of your upcoming project and provide basic details. Generic pricing can be given based on total square footage.

2

Customer selects and/or provides imagery. Shutterstock is the preferred website for images outside of our collection.

If Shutterstock (or similar) is not used, a customer must lawfully purchase imagery / copyrights for use. Altro assumes no liability for images supplied to us.

3

Email imagery, details, marked floor plans and elevation details for each area to digitalwalls@altro.com. Please utilize services like DropBox, WeTransfer, Google Drive, Hightail, etc. to upload large files. These files will be assessed for use by our team.

4

Proofing: Digital proofs are emailed and approved by customer. Then, paper proofs are mailed and approved by customer and end-user.

5

Order is created, PO and non-cancellation agreement is created.

6

Panels are produced and shipped. Estimated turnaround depends on product selected.

Samples

We have pre-made samples in select images in stock. Order samples 24 hours a day at altro.com.

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Worcester Sixth Form College

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