TECHNICAL GUIDE

DECORATIVE INTERIORS

FREQUENTLY ASKED QUESTIONS
PRINTING WALLPAPER DIGITALLY

Second Edition

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FREQUENTLY ASKED QUESTIONS

1. Can I print on any substrate for wallpaper applications?

In theory yes, but practically not really. The material must be suitable for sticking onto the wall as well as printing, so choose substrates designed for the application.

2. What is the minimum run length for wallpaper printing?

There is no minimum, if you are printing digitally. For other methods customer requirements, budget and process will determine the minimum run which can be as little as 30 metres.

3. Do printed wallpapers need special finishing?

The print needs to be rolled and shrink-wrapped or boxed. The rolls need to be trimmed so that the edges are perfectly straight and fit together on the wall with no gaps.

4. Can I use the same technology to print wallpapers and other forms of print?

Yes if you are screen printing or using flexography. There are some solutions for digital printing but they generally fall short of the quality available with other methods.

5. How do I add texture to the wallpaper?

Textured substrates are available for conventional wallpaper printing. Adding texture is a limited option if you are printing digitally and adding coating layers. This is generally not economically viable for wallpapers.

6. What is the pattern repeat?

Strips of wallpapers with complex regular patterns must be aligned so that the patterns match when the strips are on the wall. The repeat and its frequency will influence how much wallpaper has to be printed for a given space.

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7. Do I need to colour manage wallpaper data files?

Colour management is fundamental to all print production. In applications where large areas of colour are viewed close up, it is expecially important. It is also crucial, if you are using multiple presses to produce a single job.

8. Can I print wallpapers with metallic inks?

Up to a point, but a better approach is to invest in equipment that produces the optimum results on the materials your customers want to print on.

9. Does image resolution matter for wallpapers?

Wallpapers can be viewed close-up so any design, especially those with fine details will definitely need to consider image resolution.

10. Can wallpapers be printed with Pantone colours?

Adding spot colours is normal for analogue wallpaper printing. Printing digitally however means that in most cases you will need to convert the Pantone colour to a nuanced version using the CMYK inkset. For some Pantone colours you may notice some difference in the final colour.



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