UNLEASH YOUR CREATIVITY

Bespoke vinyl rolls

From changing the color to creating a truly bespoke floor!
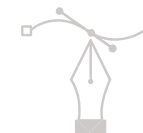
Trust the design process

Get you floor in just 4 steps

BEAU 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

BEAUFLOR® create

CONTENT

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:
Blacktex - Fairplay - Feelings - Moonlight -
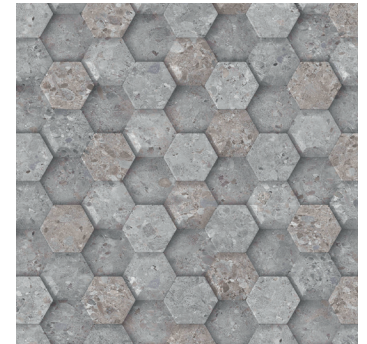**Phoni-Xtreme - Sonipro - Supreme - Xtreme**

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 receive lab samples and when they have been finalised you receive a finished sample or a visual mock-up.

STEP **THREE**

Sample for approval

After approval of the finished sample, production gets started and away we go!

STEP **FOUR**

Production & delivery

Receive and install your personalised floor 4 to 8 weeks after placing the order.

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!
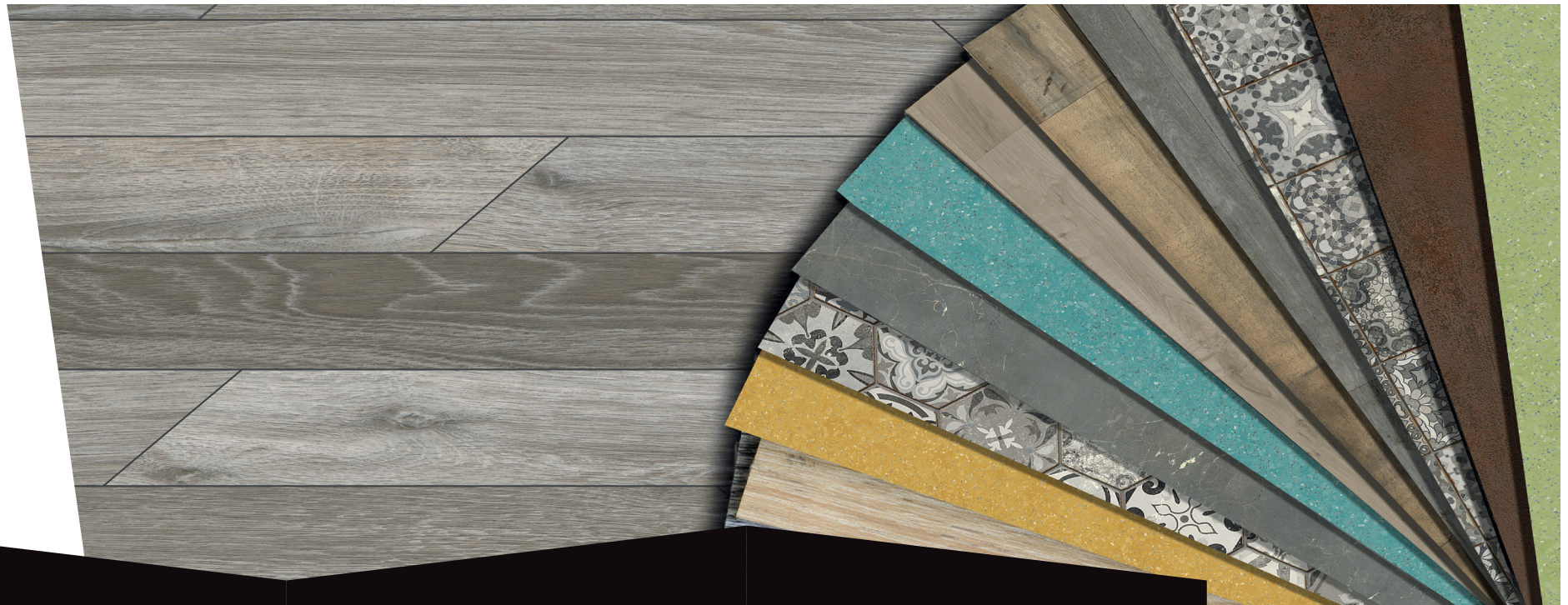
GET YOUR SAMPLES

Roland sample

The design is printed on a piece of glass fibre with a PVC layer.
Important: this sample cannot be used as a 100% color reference.

Labo sample

They are printed on an unbacked piece of vinyl, with a top coat for color approval.

Finished product sample

For specific projects, a larger piece will be needed.
For this, we can do a short test production of sections up to 100 x 400 cm, depending on the design.
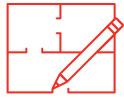Check lead times with your sales representative depending on the design.

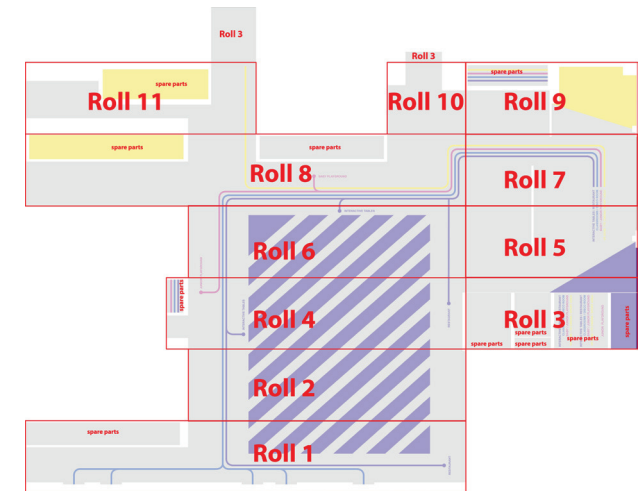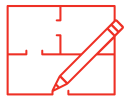# CUSTOM FLOOR PLAN DESIGN SERVICE

03

CUSTOM DESIGN
FLOOR PLAN SERVICE

For crea only

If you choose to provide us with your own design or image, we adapt your floor plans / design to multi-room layouts, flowing seamlessly throughout your project. If the design exceeds the width of the roll and requires multiple band installation, then Beauflor will provide this service.
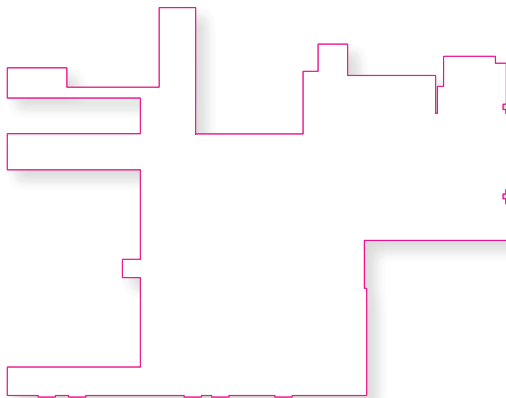
CUSTOM DESIGN
FLOOR PLAN SERVICE

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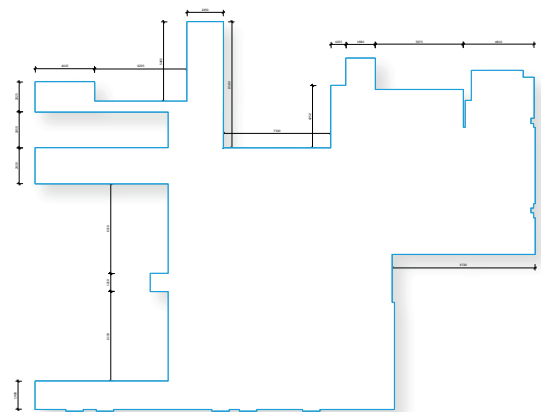
Provide a floor plan on a scale of 1/10.

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

- Divide the plan in 3 layers
  - 1 layer with only the walls of the printable area
  - 1 layer with the measurements of the walls and spaces (in Metric system)
  - 1 layer with the actual design images and drawings to be printed
- Fonts should be converted to outlines
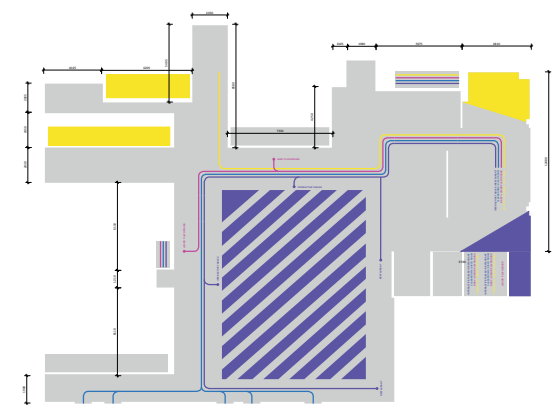
Layer 1

Walls of the printable area to a scale of 1/10.
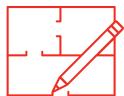
Layer 2

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.

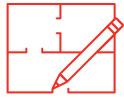# TURNING YOUR FLOOR PLAN INTO A READY-TO-USE INSTALLATION PLAN

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.

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. The charged number of square meters will therefore be higher than the actual requested number of square meters. The design team will keep these blank spaces to a minimum.
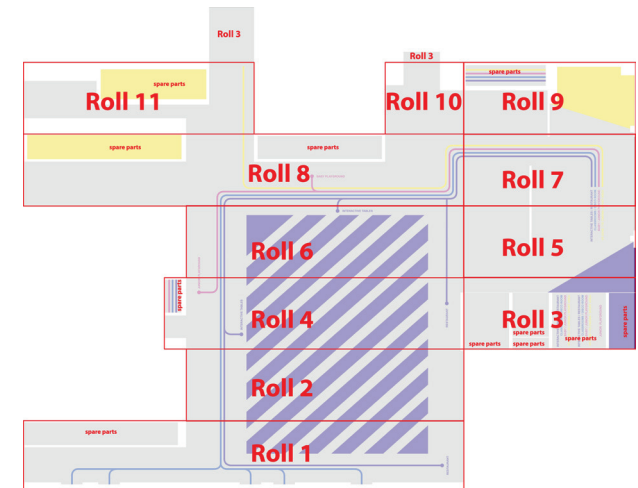
YOUR READY-TO-USE INSTALLATION PLAN

Installation

Installation should always be with a double cut. Standard we foresee an overlap of 4 cm on both sides of the roll. If you prefer a different overlap, please specify this before the project starts.

The roll distribution 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. Please give clear instructions about the project. Beauflor is not responsible for extra costs if the installation is not installed according to the installation guide and manual.

Roll labels

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

AEROVILLE PARIS - ROLL 15 - 3,00 running meter

IMAGE TO ROLL
DESIGN PROCESS

04

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.
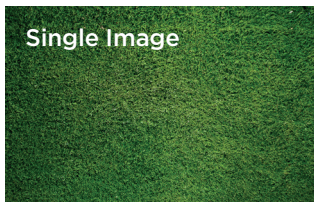It is essential that our designers understand your exact repeat requirements when receiving your image.
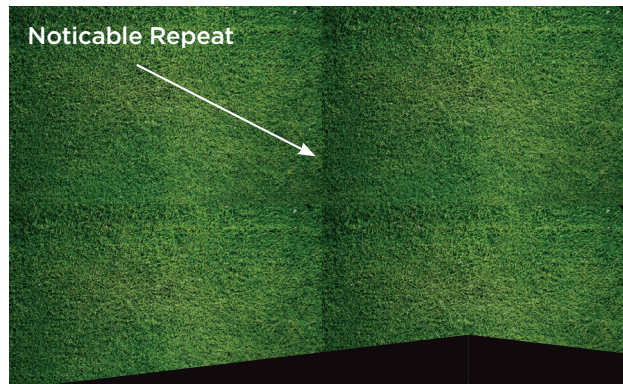
Digital images with poor perspective, light and shadows need to be avoided, these will not give a natural rendering when put in pattern.
(see below)

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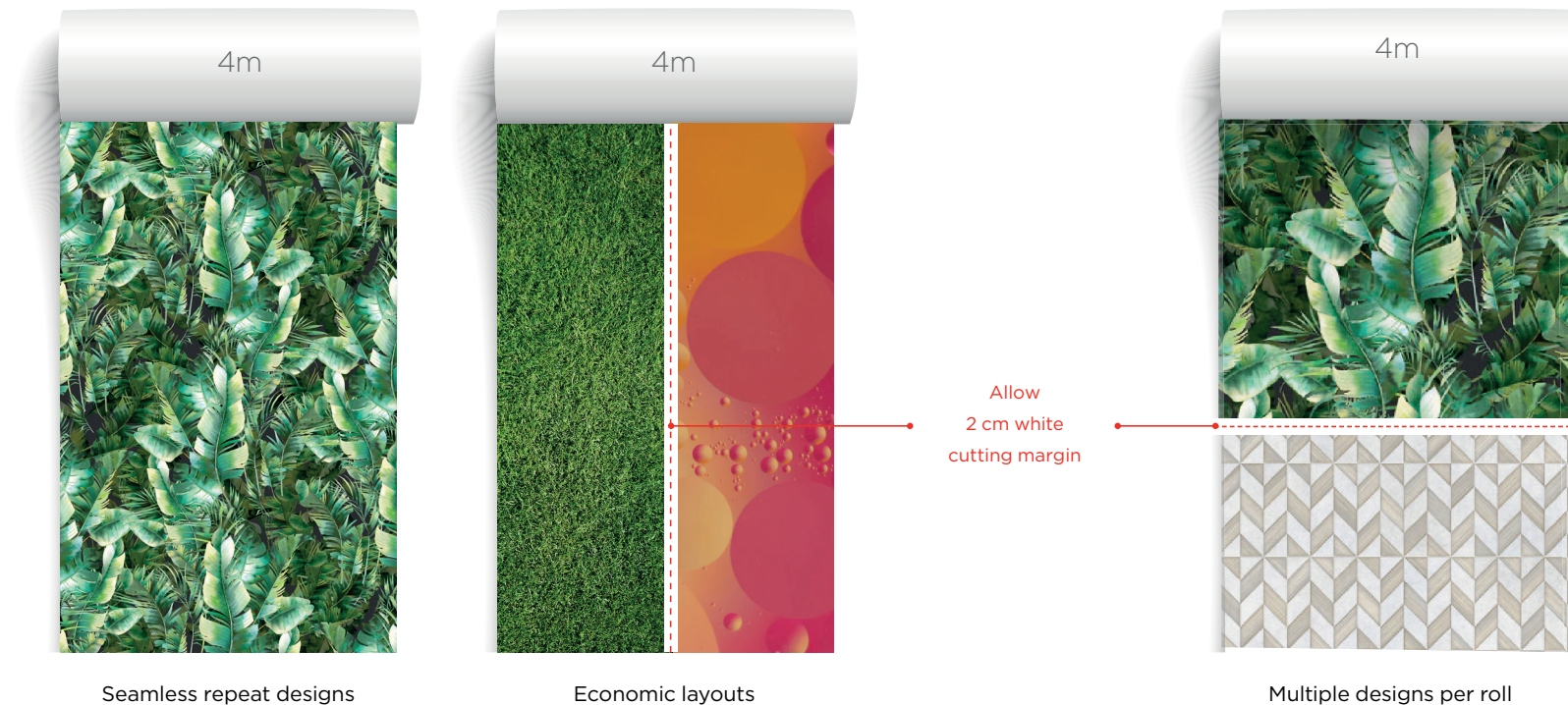
Single Image

Noticable Repeat

IMAGE TO ROLL DESIGN PROCESS
VARIATIONS

4 m wide x 25 m long - your image can be placed in multiple ways

4m

4m

4m

Allow
2 cm white
cutting margin

Seamless repeat designs

Economic layouts

Multiple designs per roll

⚠️ We foresee a standard 2 cm cutting overlap on either side of the roll to allow for pattern matching.

IMAGE TO ROLL DESIGN PROCESS
VARIATIONS

XXL 4m plus - your image can be spread over more than 1 roll

⚠ Standard we foresee an overlap of 4 cm on both sides of the roll.

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!

FILE
REQUIREMENTS

05

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)
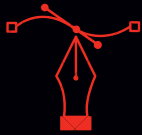pdf (no compression)

⚠ 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 Ilustrator
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 Ilustrator .ai
Pdf

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.

High Res :-)   **Pixelated :-(**

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.

Beaulieu
International
Group