



PRODUCT INTRODUCTION

VERSION 2.1



vitraART™

CUSTOM GRAPHIC CLADDING / DEVELOPED BY FAIRVIEW



CUSTOM GRAPHIC CLADDING / DEVELOPED BY FAIRVIEW

ABOUT VITRAART

Fairview's VitraArt is a comprehensive custom graphic cladding solution that brings inspiration to life as large scale individualised décor print concepts.

With a wide range of formats and options available, architects can give building projects their own character with a unique cladding design.

Whether you are looking for a repeat design across individual panels or a design printed across multiple panels, we have the expertise to recreate your designs. With low MOQ's (30m2) the process can be applied to a small feature wall or an entire façade.

The customised design can be applied to either Vitracore G2 or Vitrabond panels.

KEY FEATURES



SHORT LEAD TIME

VitraArt's specialised digital application process is done in Australia therefore there is a short turnaround time from receipt of the graphic until delivery of the finished panels.



WARRANTY

VitraArt is designed for external or internal use and comes with a 10 year warranty.



PROTECTIVE FILM

The VitraArt panels are supplied with a protective film to prevent damage to the decorative surface when machining and installing.



UV RESISTANT

VitraArt is finished with a UV resistant satin clear fluoropolymer to protect the panels from UV damage.



DEEMED NON-COMBUSTIBLE

VitraArt can be supplied on Vitracore G2 which is deemed suitable for use where non-combustible cladding is required.



LOW MINIMUM ORDER QUANTITIES

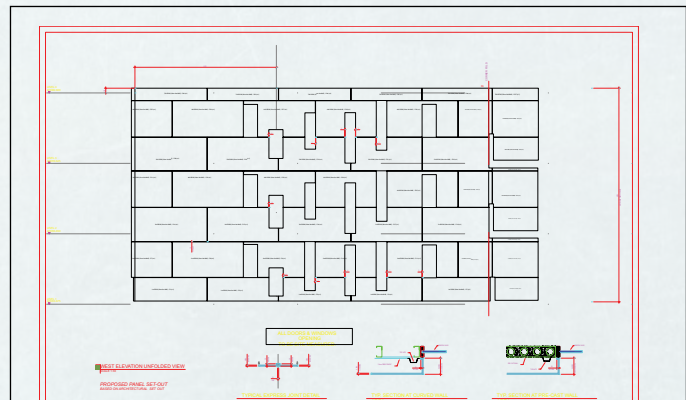
VitraArt can be supplied for an entire façade or as a small feature with a minimum order quantity of 30m2 available.



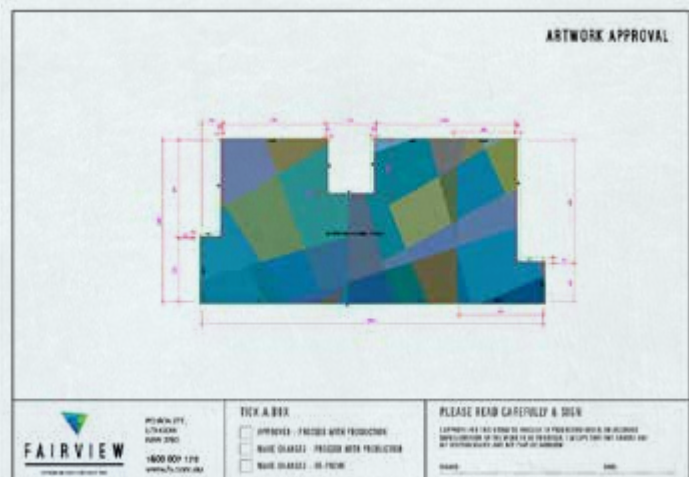
PRODUCTION PROCESS

Fairview's VitraART custom graphic service is a specialised digital application process, which offers a short turnaround time from receipt of your design to delivery of the finished panels. Prior to production a sample will be provided for client approval. Here is an outline of the stages within the production process:

1. Customer to provide artwork and CAD files.



2. Fairview will produce the VitraArt design and supply final graphic files for customer approval.



3. Panels will be delivered (flat-packed), pre-cut and grooved and ready to install.
Please see page 5 of this introduction for more information on panel requirements.

PRINT QUALITY

RECOMMENDATIONS

- The quality of your VitraART project depends on the quality of your print data
- Please do not send us any unfinished working versions, only data that is ready for printing
- Vector EPS files must be editable in Adobe Illustrator (vector files are not subject to pixelation & will remain sharp at any size)
- Any art supplied as JPEG or photo files need to be of extremely high quality (these files will be subject to pixelation when enlarged)
- Fonts must be outlined or supplied with the artwork.
- Graphic file is supplied as one complete file, not broken up across elevations or including door and window openings.

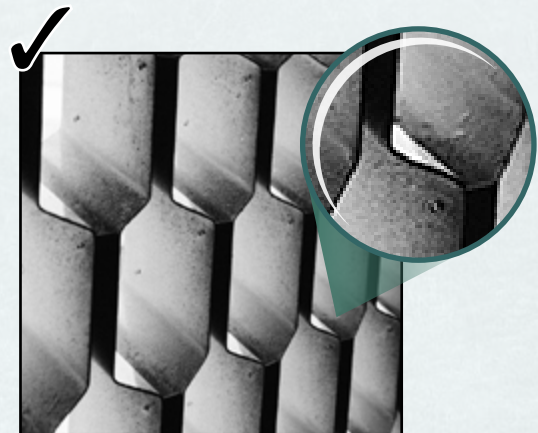
Vector Illustration Files

Vector graphics are files created in graphic design programs such as Adobe Illustrator. Vector's are similar to CAD drawings in the fact that they use points to create shapes. Vector graphics can be blown up to any size without losing image quality. These file types are highly recommended for enlarging on larger projects.



HIGH-RES JPEG or PHOTO FILES

A high resolution image is one that is professionally taken by a photographer or purchased from a stock image company. These files will continue to lower their resolution the more you increase the size. Pixelation can be visible on extremely large structures but not so noticeable on smaller buildings when viewed from street level. Pixelation can also be used as a design feature.



LOW-RES JPEG or PHOTO FILES

Low resolution files are NOT recommended for reproducing on large structures. These file types are usually found on the internet and are created small deliberately so that they load quickly on a screen. Although they look good on a screen they are no good for print production.



PLEASE NOTE:

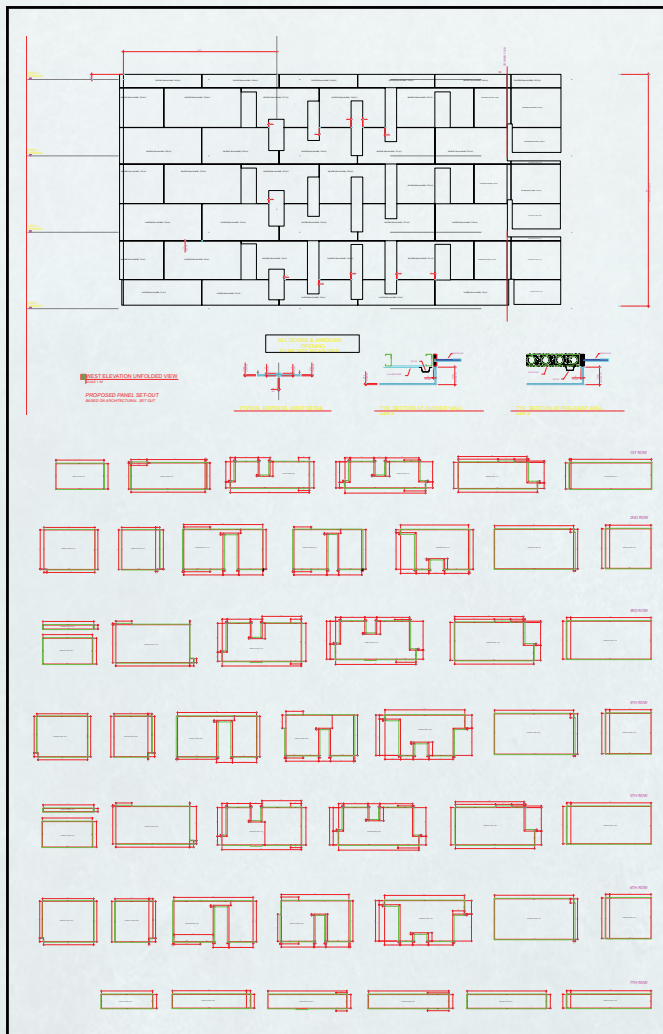
If you are unsure about the quality of your graphic please feel free to contact our team with any queries:
helpdesk@fv.com.au / 1800 007 175

FILE REQUIREMENTS

In order for Fairview to produce the VitraArt design, the following files are required:

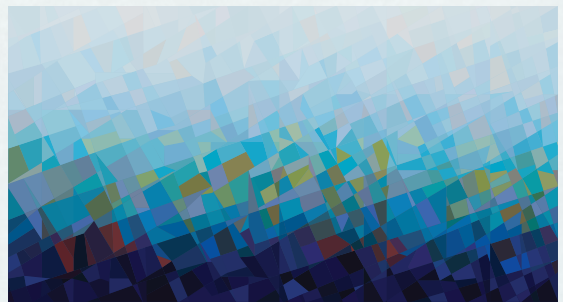
- CAD files of the individual panels (drawn from face)
- CAD file of panel layout on building, including joint allowance
- A high resolution graphic file supplied without window or door openings etc.

Further details on these file types are supplied on the following pages. Please note that the client will be provided with individual artwork files for approval prior to starting the VitraArt production.

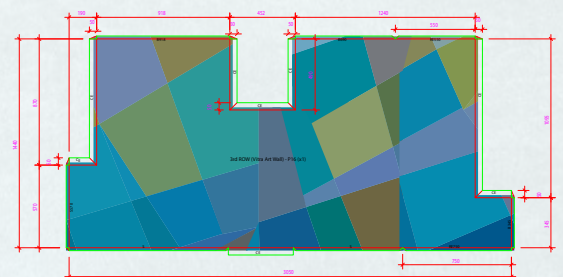


Example of CAD drawing supplied by customer as a .dwg file at 100%.

Top shows the entire wall allowing for doors and windows.



Example of Vector art supplied by customer to cover the entire wall.



Example of art approval supplied to customer.



vitraART™

CUSTOM GRAPHIC CLADDING / DEVELOPED BY FAIRVIEW

ARTWORK REQUIREMENTS

A special digital printing process is used for all VitraART projects. This differs from classical printing processes such as offset printing or gravure printing. Therefore, before you begin planning your project, we recommend that you read the following requirements in order to facilitate the production of your individually designed panels:

HOW TO SEND YOUR DATA TO FAIRVIEW

Files to be sent via Wetransfer or Hightail. Please specify the scale in the filename i.e. artwork_@10%.ai.

FILE FORMATS

We require original working files but these files must be editable from an Adobe CC program. We would prefer files in Illustrator CC (or earlier) format. Please include a PDF of your artwork as a visual reference. The artwork should also include a heading WHITE LAYER. White will be printed as opaque unless specified otherwise. If a white layer is required, please provide a solid white in vector format as a separate file with 0.5mm bleed. Any logos and spot colours in the artwork should be supplied in vector format.

ARTWORK SIZE

Artwork must be supplied at either 10%, 25%, 50% or 100% of the final print size (please specify).

RESOLUTION/FILE SIZE

Maximum of 150ppi for Raster Effect Settings. The Document Colour Mode should be CMYK not RGB. Please note that we are unable to accept individual files over 500MB.

FONTS

All fonts should be outlined in the artwork before submitting (where possible). If this is not possible, please supply the required font files in Mac format.

COLOURS

Raster images need to be CMYK. Spot colours need to be Pantone Solid Coated. Please note that we do not rework your original print: what we receive is what we print.

BLEED

Minimum 5mm bleed is required on all sides of the artwork (unless otherwise specified).

PANEL REQUIREMENTS

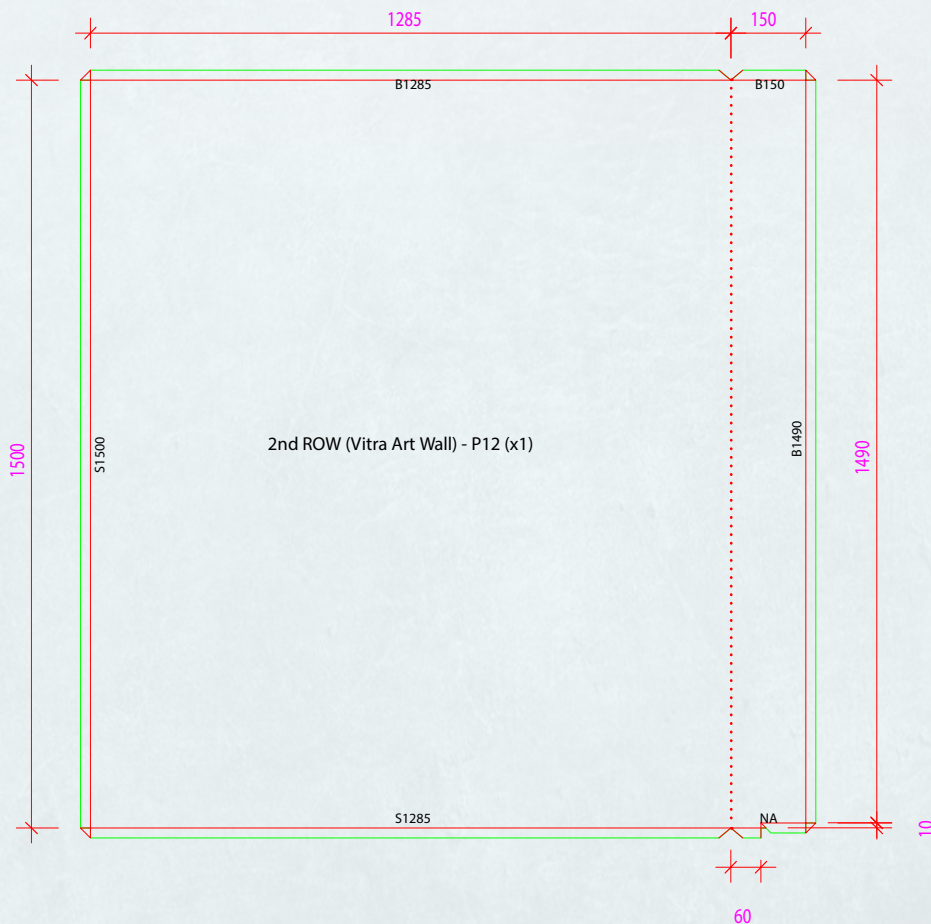
Panels should not have grooves across the printed area. They can be applied on site once the printing process is complete.

Perimeter grooves for cassette panels are okay however these must be left flat.

The maximum panel size including returns is 3000 x 1600mm.

PLEASE NOTE:

- Artwork can be applied to full sheets prior to machining
- Slight deviations may occur in the size accuracy (1-2mm) per metre, depending on production.



Panel showing perimeter grooves. Groove across printed area to be completed after the VitraArt process is applied.



CHECKLIST

GRAPHIC FILE	Your file is editable from an Adobe CC program (ideally Illustrator CC) and includes a PDF for visual reference.	
	There are no openings such as doors/windows.	
	All files have been created using CS5.5 (or earlier) and Pantone Solid Coated colours; or CS6 using Pantone + Solid Coated colours.	
	Your final print size is 120dpi.	
	Your fonts are outlined in the artwork or have been supplied to us in Mac format.	
	Your data is already rotated in the required orientation in the image processing program, not converted to a higher resolution.	
	All data has been compressed without loss (eg, TIFF with LZW).	
	In addition to the dimensions needed by you, a 5-10mm bleed has been included as per Fairview's requirements.	
CAD FILE	You have supplied CAD files of individual panels drawn from the face.	
	You have supplied a CAD file of wall layout showing individual panels.	
SAMPLE	Sample approved for colour, finish and image quality.	





FAIRVIEW™

DEFINING ARCHITECTURE SINCE 1963

AUSTRALIA / NEW ZEALAND / UNITED KINGDOM
SALES ENQUIRIES 1800 007 175 HELPDESK.AU@FV.COM.AU



WWW.FV.COM.AU