Dream
AutoTrader was renovating their growing AutoTrader.com® Atlanta Headquarters. They wanted to create a unique, futuristic interior environment indicative of the company’s automotive influence and dynamic online experience. Their vision was for interior walls to contain linear graphics to convey movement, direction, and a sense of travel. The perimeter walls would be canted and curved with an orange gradient print to showcase their trademark color. This one-of-a-kind design concept could only be transformed into reality through the innovation of digitally printed wallcovering by Koroseal Digital Surfaces.

Design
The Koroseal Digital Surfaces team worked in collaboration with the interior design firm, Perkins + Will, to further develop the initial design concept. The linear graphic for the interior walls needed to be similar yet unique for each of the eight floors. The gradient created for the perimeter walls was a floor-to-ceiling, orange to white, smooth transition. Everything was to be printed on an environmentally friendly substrate that would be durable enough for a commercial environment.

Deliver
In order to reduce the need for on-site storage space, each roll of digitally printed option e wallcovering was labeled by mural and by floor. The material was shipped according to the requisite installation schedule and timeline. Coordination between digital manufacturing and product installers ensured the end result exceeded the customers’ expectations. Koroseal Digital delivered a finished product which was a technical and design marvel.
Dream
The Atlanta division of Berlin Atlantic Capital was relocating into a two-story penthouse in a high-rise office building. Berlin Atlantic developed a new corporate identity which comprised a close-up image of a leaf. They envisioned creating a modern environment to resonate this new identity. The design firm for the project, Veenedaal Cave, wanted to incorporate over-sized prints of the leaf image throughout the interior. The best way to accomplish this was through digital printing from Koroseal Digital Surfaces.

Design
The only art or digital files available were not suitable for large scale digital printing. Koroseal worked with the design firm who developed the identity to generate new high resolution files. These images were then scaled for use in the different locations throughout the offices.

Deliver
The large scale leaf images were digitally printed on Koroseal Digital Grounds and installed throughout the Atlanta office. The new Berlin Atlantic offices created the perfect showcase for their new brand identity. The digitally printed murals transformed their vision into a reality, making their new offices come to life.
Dream
Our process begins with your vision. Working hands-on with our clients is something we take seriously, and we are here to help. Our team collaborates with our customers to examine their interior space and determine what they would like to achieve with digital printing and the best way to accomplish their design goals. Based upon the information gathered, we will provide a budgetary quote for the project.

Design
Expert artistry is what our clients can expect from the Koroseal Digital Surfaces team, which consists of the sales representative, in-house project coordinators and our creative team of in-house graphic designers. We will help guide the client through the process of developing their submittals into printable images. Upon review and final approval of the design, our team will assist in determining the appropriate print media and final dimensions.

Deliver
After the use of the images has been approved and all the specifications have been provided, the images will be printed. All materials will be inspected to ensure we are supplying high quality products that will meet and exceed your expectations. For proper installation, a panel map is included with every order. Once installed, you will realize how easy it is to transform your vision into reality with Koroseal Digital Surfaces.

Above:
Hand painted art as presented by the Artist.

Right:
Digitally transformed art printed onto 1/2" Sintra®, individually die cut and mounted.
**Type II Digital Wallcovering Media**
High-performance digital wallcovering media. Designed and manufactured in-house with a variety of visually impactful embossed textures... from subtle stipple to canvas to leather to distinctive stone finishes.

**option e™ Wallcoverings**
State-of-the-art technology takes contract wallcoverings to a whole new level with alternative construction high-performance digital wallcovering media. Contains post-consumer recycled content without any chlorine, phthalate plasticizers or other halogenated compounds.

**Acrylic / Polycarbonate / PETG**
Clear solid surface materials utilized for a variety of creative sign and display projects. Combine with a variety of standoff options for dimensional displays and create your own 2D and 3D designs. All provide stiffness, durability and clarity, but the specific demands of your project will help determine the right choice.

**Sintra®**
A rigid, durable and lightweight sheet material with a low gloss finish. Its super smooth surface makes it excellent for direct printing or for laminating and mounting creative wall graphics.

**Arbor Series™ Wood Wallcoverings**
Offering the natural appeal of real wood and the convenience of wallcovering. Class A fire rated and manufactured with five components to provide stability and easy installation, even around curves and corners.

**Also Available:**  
**Tac·Wall® – Tackable Wall Surfaces**
Linoleum / cork wallcovering that quickly, easily, and economically turns walls, doors, partitions, panels, and room dividers into decorative, functional, and tackable surfaces.

**Sound Designs™ – Acoustical Treatments**
Combining both elegance and functionality, we offer a wide array of digitally printed acoustical products specifically designed to manage sound in virtually any interior space.

**And Many More**
Check our website for our continuously growing options.
CORPORATE RESPONSIBILITY POLICY
As a responsible corporate citizen, KOROSEAL Interior Products, a division of Koroseal Interior Products, LLC, is dedicated to protecting human health, natural resources, and the global environment. This commitment extends beyond compliance with the law to encompass integration of sound environmental practices into our business decisions.

Manufacturing: Koroseal Interior Products, LLC’s manufacturing facilities continuously pursue methods to further reduce operating emissions, recycle waste material, and use the safest raw materials with the least environmental impact.

Personnel: Every Koroseal Interior Products, LLC employee receives annual sustainability training that is pertinent to his/her job responsibilities.

Product: Koroseal Interior Products, LLC will supply products that promote sustainability. This includes products that are low-emitting, contain recycled material, require low energy to produce, and are easily maintained.

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