



FAIRVIEW™

DEFINING ARCHITECTURE SINCE 1983



vitraART™

CUSTOM GRAPHIC CLADDING / DEVELOPED BY FAIRVIEW

PRODUCT GUIDE



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 a striking appearance 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 Vitradual panel.

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.



DEEMED NON-COMBUSTIBLE

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



UV RESISTANT

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



CUSTOM ARTWORK

Any high resolution design or graphic image can be printed using a wide range of formats, architects can create their own character with a unique cladding design.



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.

VITRAART REQUIREMENTS AND PROCESS

VitraArt production is a multi-step process that is required to ensure a quality architectural façade.

The next section details the image file, panel requirements and process to allow the multi-step process to function smoothly.

ARTWORK REQUIREMENTS

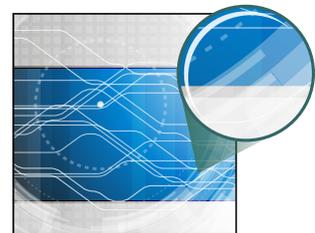
The quality of the VitraArt image is highly dependent on the quality of the artwork. The below guideline will help ensure a good finish:

PRINT QUALITY:

- Your file is editable from an Adobe CC program (ideally Illustrator CC) and includes a PDF for visual reference.
- 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.

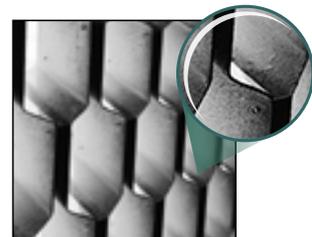
VECTOR ILLUSTRATION FILES

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.



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).

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.

PANEL REQUIREMENTS:

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

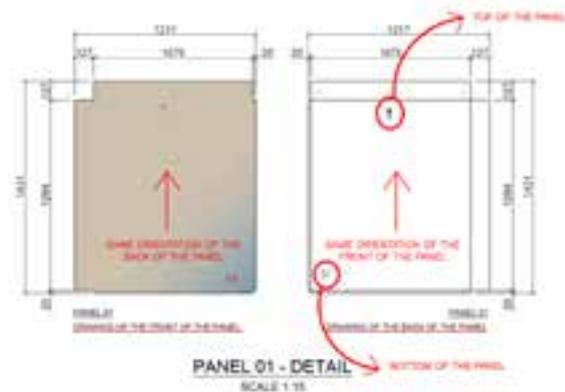
Perimeter grooves for cassette panels are okay however these must be left flat.

The maximum panel size than can be processed through the printer is 3000 x 1600mm. please allow for a 20mm perimeter for folding of the returns to form the cassette.

ARTWORK AND PANEL MATCHING:

As the VitraArt image needs to be broken into individual segments that will be printed onto individual panels, it is important to be able to easily identify which image is to be applied to which panel.

- Each panel should be numbered on the back bottom left hand corner of the panel. A "T" should be marked across the top of the back of the panel so the printer know which way is up.



- Panel image files should be supplied individually and named the same name as the panel CAD files

PANEL01.pdf
PANEL02.pdf
PANEL03.pdf
PANEL04.pdf
PANEL05.pdf



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. Here is an outline of the stages within the production process:

Fairview offers two options for the production of the VitraArt panels -

OPTION 1 – FAIRVIEW PREPARED ARTWORK:

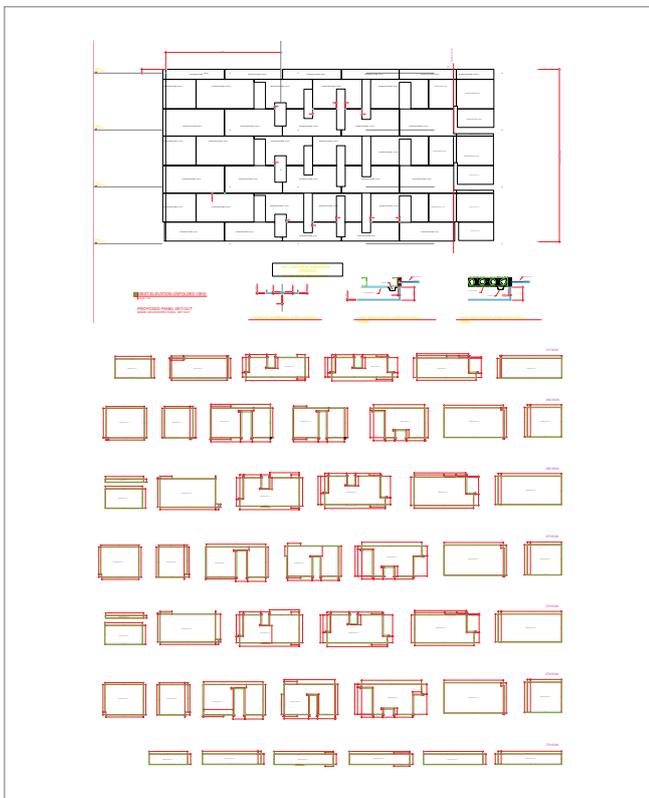
If you would like for Fairview to prepare the artwork for each individual panel (fees apply)

1. Customer to provide full artwork and CAD files:
 - a. Customer provides the full artwork image as well as CAD file of the shop drawings of the panels.

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

 - The graphic file should be supplied as one complete file, not broken up across elevations or including door and window openings. We would also require the shop drawing CAD files as outlined above.
 - 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.

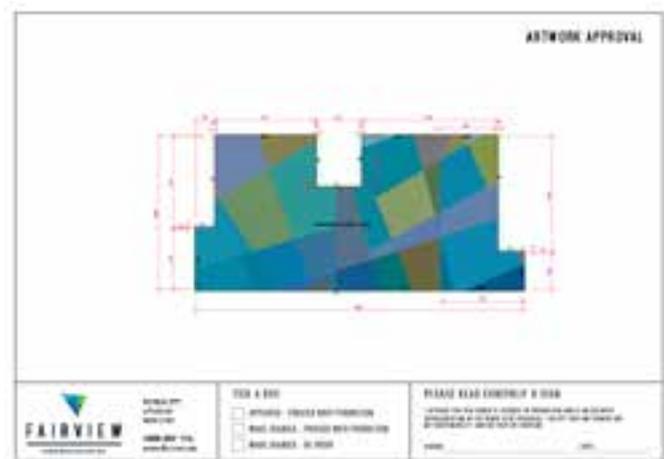


Example of CAD drawing supplied by customer as a .dwg file at 100%.
Top shows the entire wall allowing for doors and windows.



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

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



- c. Once approved, a sample panel will be produced to ensure adequate quality, resolution and colour matching.
3. Customer cuts and routs panels (leaves the panels flat).
4. VitraArt printing and coating will be managed by Fairview.
5. VitraArt panels will be delivered (flat-packed), ready for the installer to finish fabricating into cassettes.

OPTION 2 – CUSTOMER PREPARES ARTWORK:

1. Customer provides individual panel artwork files (as detailed above) as well as the CAD file of the shop drawings of the panels.
 - a. A sample panel will be produced to ensure adequate quality, resolution and colour matching.
2. Customer cuts and routs panels (leaves the panels flat) Fairview will collect panels for VitraArt printing.
3. VitraArt printing and coating will be managed by Fairview.
4. VitraArt panels will be delivered (flat-packed), ready for the installer to finish fabricating into cassettes.

FAQ:

WHAT IS THE LEAD-TIME:

Lead time is 4-5 weeks from order. It is importance of getting all the information through at time of order as per the checklist on the brochure.

Due to the different stages of production, there is little that can be done to reduce the lead time. Also be aware that the clear coating process will require 2 to 3 days to allow for curing of the coating.

CAN I HAVE ANY COLOUR BACKGROUND:

Whilst we usually use our Snow White 1005 panel as the base, VitraART can be applied to any colour if we wish to use that colour as the base contrast. Note that this may increase the samples lead time as it will require re-calibration to get the printing colour right.

ARE SAMPLES AVAILABLE:

A4 or larger samples are mandatory for signoff prior to producing the panels (likely the architect will request these anyhow) to ensure that the colour and appearance meet requirements. Lead time on these is 2-3 weeks. The same high-res artwork used for the panels will be required for the samples. One sample must be kept on file.

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 programm, 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™

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