

DIGITAL DECORATION TECH. VS TRADITIONAL DEC. TECH.....?

TRADITIONAL DECORATION

- 1) SILK SCREEN, ROLL PRINT, ROTOCOLOR MUST HAVE CONTACT WITH TILE TO DECORATE
- 2) DEFINITION APPRX. 80 D.P.I. (DOTS PER INCH)
- 3) GRAPHIC VARIATION MAX 4 3/4 FT.
- 4) CANNOT DECORATE SHALLOW END OF THE TILES, DISTRESSED EDGES, GROVES, PITS, ETC.



TRADITIONAL DECORATION PORCELAIN SLATE LOOK

- A) NOTE LACK OF COLOR (WHITE) ALONG EDGES OF THE TILES CREATING "PICTURE FRAME EFFECT"
- B) NOTE SAME LACK OF COLOR (WHITE) IN SHALLOW END OF THE STRUCTURE/CLEFT
- C) NOTE BROWN COLOR ON TOP OF STRUCTURE ONLY
- D) NOTE BRUSHSTROKE LOW DEFINITION GRAPHIC
- E) NOTE LACK OF GRAPHIC VARIATION
- F) NOTE LACK OF NATURAL SHADE/COLOR VARIATION, MAKING IT OBVIOUS, THIS IS A TILE (CERAMIC OR PORCELAIN)

DIGITAL DECORATION

- 1) DIGITAL PRINTERS DO NOT TOUCH THE TILES
- 2) DEFINITION FROM 180 TO OVER 400 D.P.I.
- 3) GRAPHIC VARIATION OVER 30 FT.
- 4) CAN DECORATE ALL PARTS OF THE TILE



DIGITAL DECORATION PORCELAIN SLATE LOOK

- A) NO "PICTURE FRAME EFFECT"
- B) FULL DECORATION/SATURATION IN SHALLOW END RAISED STRUCTURE, CLEFTING, EDGES, ETC.
- C) REALISTIC MULTICOLOR EFFECT
- D) HIGH DEFINITION (GREYSCALE MODE) GRAPHIC
- E) MULTIGRAPHIC/FACES EFFECT
- F) ONCE INSTALLED, VERY, VERY SIMILAR TO NATURAL SLATE... WITHOUT THE "HEADACHES"...

DEEP, BRIGHT, FULL OF MATTER/GLAZE COLORS (ESP. REDS, YELLOWS, BLUES, GREENS ETC) WE SEE IN WALL TILES, CANNOT BE ACHIEVED THROUGH DIGITAL TECHNOLOGY. THESE ARE TRADITIONALLY DECORATED TILES... AT THEIR BEST.