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digimura 
muramour 
DIGITAL WALLCOVERINGS



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THE LARGE-FORMAT PRINT SPECIALIST

Papergraphics' independence, innovation and over 35 years of experience in large format print supplies and equipment lead to unique products, expert services and places our customers at the centre of everything we do.

The word "EXPERT" regularly pops up as an overused buzzword, but when it comes to digital décor, there is no better word to describe our knowledge, experience and services.

Without a doubt, we lead the large-format digital décor market with our high end Digimura and Muramour wallcoverings. We have developed a range of application-appropriate products that respond to the individual specification requirements of different market sectors and their interior spaces.



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Why *digitally* printable interiors?

Traditional gravure printing methods to produce conventional wall papers have long been used by the A&D community to create beautiful designs and repeat patterns for decorative interiors. But did you know these methods of print are limited and place restrictions on designers, in terms of the number of colours that can be used in the design, the scale of images and patterns, and usually mean it's a tight, obvious repeat, normally about 530mm square, and no larger than 800mm square.

With the introduction of digital large format printing, these restrictions are removed entirely – meaning designers and artists now have **total creative freedom** on what they can put on walls, windows, ceilings and soft furnishing.

With personalisation and bespoke design becoming increasingly popular, the need for innovative ways to make interiors spaces individual and unique is a progressively demanding trend.

Papergraphics has been at the forefront of introducing exciting solutions to the digital large format market in response to these new trends in demand and we are immensely proud of our flagship brand of digitally printable wallcoverings, Digimura – a name synonymous with quality and reliability.

Fifteen years down the line, and things are still going strong. Allow Papergraphics to support your next interior design project, as we can introduce you to a network of trusted print and installation contacts to implement your design; we can advise on creative possibilities, image resolution and technical specification and support, right the way through your project.

Allow us to introduce you to our fantastic wallcovering range, which alongside our other fantastic interiors products, affords you, the creatives of this world, limitless opportunities and possibilities to create truly stunning and completely individual artistic interiors.





Digimura is our flag-ship, superior-quality digitally printable wallcovering range; created for designers, architects and display specialists for use in all types of interior décor projects from installations within cafés, bars and restaurants to high-street retail stores, hotels, offices and museums.

Digimura 2.1 is our premium-grade 350gsm fabric-backed vinyl and our most durable, impact-resistant wallcovering, making it perfect for long-term installations in high-traffic commercial areas such as stairwells and corridors.

What sets Digimura 2.1 apart as our superior wallcovering option is its unique, ink-receptive lacquer, which enhances the quality and durability of the printed design, while the biocide contained within makes it suitable for use within healthcare environments.

All of our Digimura wallcoverings are engineered specifically to meet the application requirements for use in contract interiors, and importantly possess a CE Declaration of Performance, meaning they conform to the Construction Products Regulations EN 15102: 2007 + A1 : 2011.

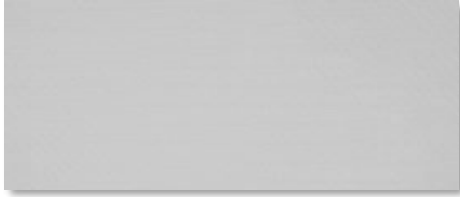
They are scratch-resistant and can be cleaned, and boast a Euroclass EN13501-1 fire rating even when printed.

Digimura 2.1 is **the** choice digital wallcovering product for the interiors market.

Available in five different finishes, each of which adds a distinctive aesthetic to the printed image, beautifully enhancing the design. Moreover, the textured surfaces available, paired with an appropriate printed-designs can be a clever solution to masking poor wall surface finishes in renovation projects.

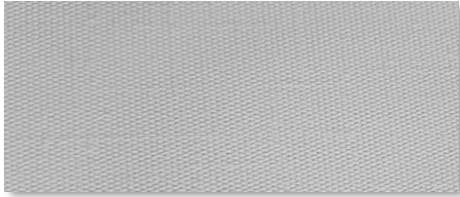
DIGIMURA 2.1 FINISHES

SMOOTH



A smooth, soft surface with a delicate satin look and feel. This finish offers exceptional image-reproduction and line definition, perfect for photography or high-impact, sophisticated designs.

TACTILE



A soft linen texture with a subtle light reflective finish that will add a timeless look to any interior. This versatile emboss works perfectly with a wide range of designs and styles without diminishing the impact of the printed artwork.

DUNE



A stylish vertical folded texture that makes quite a statement. This clever finish, in combination with the print, can help hide imperfections in the wall surface.

RUDE



A soft dappled stipple emboss that captures and reflects light to deliver a high-impact statement look. This finish works well with both muted and bright colours, whilst the contemporary finish makes it perfect for graphics that are aimed at being the centre of attention.

FAÇADE



A sand grain stippled effect that defuses light beautifully. This appealing finish works brilliantly with both subtle and glory graphics, and the consistency of the surface texture enhances image-sharpness, offering crisp typography & line work.

SILK



A luxurious and sophisticated look and feel of a true horizontal silk effect. This emboss gives the impression that the print is truly on a real textile, creating an understated grace and classic beauty.

SPECIFICATION

Digimura 2.1 – DM2

Product Highlights

- Fully fire rated for commercial interiors with no restrictions
- EN 15102 - CE certified
- Contains anti fungal/bacteria biocide
- Non woven polyester backing
- Paste the wall application
- Strippable (when used with the correct adhesive system)

Applications:

Digimura 2.1 is the perfect choice for wall and ceiling installations within commercial interiors such as hotels, restaurants, bars, offices, hospitals and retail.

Usage and durability:

This product has been designed for use in all commercial interiors including high traffic areas such as corridors or stairwells where there is a higher level of footfall.

Certifications:

Fire Rating - EN 13501-1 B-s2,d0
CE Declaration of Performance EN 15102: 2007 + A1 : 2011

Technical Specifications:

Total Weight	350gsm
PVC Weight	290gsm
Thickness	410mic
Substrate Type	Non Woven Polyester
Tensile Strength MD	4.6 Kgf/cM
Tensile Strength TD	3.4 Kgf/cM
Tear Strength MD	MD 4980 mN
Tear Strength TD	TD 3040 mN
Lightfastness (BSEN20105)	Min Grade 6
Impact Resistance EN259	Pass



Digimura 1.1 is our quality digitally printable wallcovering range, created for designers, architects and display specialists for all types of interior décor projects from installations within cafés, bars and restaurants to high-street retail stores, hotels, offices and museums.

With a contract-grade specification and superb application-performance criteria, Digimura 1.1 is our 300gsm fabric-backed vinyl printable wallcovering range, which offers the ultimate impact-resistance for high-traffic commercial installations such as stairwells and corridors.

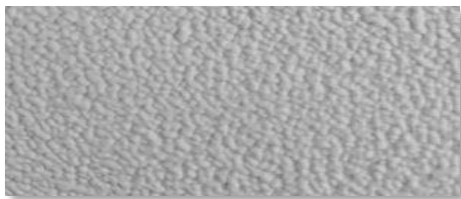
All of our wallcoverings are engineered specifically to meet the application and regulatory requirements for use in contract interiors —they are scratch-resistant and can be cleaned, all boast a “Euroclass EN13501” fire rating (essential for public spaces) even when printed.

Designers will love how the five different textured finishes available in this range can enhance their creative designs – while the textured surfaces, paired with an appropriate printed-designs, can be a clever solution to masking poor wall surface finishes in renovation projects.

Available in five different finishes, each of our Digimura 1.1 wallcovering surfaces add further creative dimension to the printed artwork to enhance the design. These textures can also provide a solution to masking poor wall surface finishes in renovation projects when teamed with appropriate printed-designs.

DIGIMURA 1.1 FINISHES

FINO



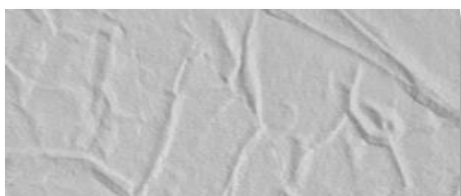
A fine-grain sand-blasted stipple that is subtle and alluring. This uniform texture enhances visual impact for high-end graphics and art photography; perfect for vast ambient backdrops.

LINEA



A random fibre effect with a soft satin look and feel. This emboss diffuses light beautifully and adds an understated grace to both bold and muted colours.

PUCKER



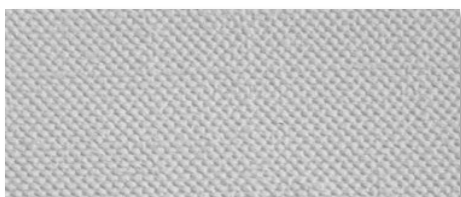
A creased paper texture resembling crumpled parchment. Ideal for bold graphics with good depth of colour, this emboss is attractively tactile, and adds an edge to the graphics.

STUCCO



A beautifully subtle textured plaster effect reminiscent of coated wall surfaces and architectural decorations. Classically sophisticated, this finish is versatile working harmoniously with ambient backdrops as well as vibrant showcase murals.

TACTILE



A soft linen texture with a subtle light reflective finish that will add a timeless look to any interior. This versatile emboss works perfectly with a wide range of designs and styles without diminishing the impact of the printed artwork.

SPECIFICATION

Digimura 1.1 - Digi

Product Highlights

Fully fire rated for commercial interiors with no restrictions
EN 15102 - CE certified
Non woven polyester backing
Paste the wall application
Strippable (when used with the correct adhesive system)

Applications:

Digimura 1.1 is ideal for commercial interiors such as hotels, restaurants, bars, offices and retail environments

Usage and durability:

This product has been designed for use in medium-to-high-traffic commercial interiors.

Certifications:

Fire Rating - EN 13501-1 B-s2,d0
CE Declaration of Performance EN 15102: 2007 + A1 : 2011

Technical Specifications:

Total Weight	300gsm
Thickness	240mic
Substrate Type	Non woven polyester
Tensile Strength MD	5.0 Kgf/cm
Tensile Strength TD	3.2 Kgf/cm
Tear Strength MD	2570 mN
Tear Strength TD	2450 mN
Lightfastness (BSEN20105)	Min Grade 6
Impact Resistance EN259	Pass



Digimura Gold & Silver are our speciality superior-quality digitally printable wallcovering range, created with designers, architects and display specialists in mind, for the purpose of creating unique interior décor projects with “wow-factor” - ideal for truly unique installations within cafés, bars and restaurants to high-street retail stores, hotels, offices and museums.

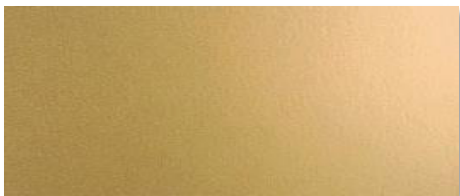
Part of our Digimura range, once again designed specifically with contract interior specifications in mind; we have two speciality finishes in our fabric-backed PET 350gsm wallcovering range, Digimura Gold and Silver.

These wallcoverings are scratch-resistant and achieve the same high-spec Euroclass fire rating (essential for public spaces) even when printed as the rest of our Digimura range.

DIGIMURA SPECIALITY FINISHES

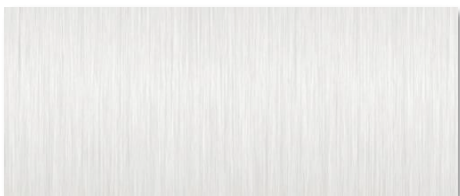
Responding to ever-evolving décor trends, these two speciality finishes allow artists and designers to create a burnished metal effect in their printed designs, by printing directly onto the gold or silver surface film, as though the design itself is metallic – a look you cannot achieve any other way.

GOLD



A reflective gold metallic that is an absolute digital décor show-stopper; create stunning creative sensations that appear as if the artwork is on a precious metal surface.

SILVER



A sophisticated brushed silver finish that adds a touch of class; perfect for feature walls looking to grab attention and draw signs of admiration from the crowd.

*(Texture scans are colour-enhanced to demonstrate surface emboss – products are white product, ready to receive latex or UV inks for printing).

SPECIFICATION

Digimura Gold & Silver – DM2AU/ DM2AG

Product Highlights

Fully fire rated for commercial interiors with no restrictions
EN 15102 - CE certified
Non woven polyester backing
Paste the wall application
Strippable (when used with the correct adhesive system)
UVC ink compatibility only

Applications:

Digimura Gold & Silver are the perfect choice for wall and ceiling installations within commercial interiors such as hotels, restaurants, bars, offices, and retail.

Usage and durability:

This product has been designed for use in medium-traffic commercial interiors.

Certifications:

Fire Rating - EN 13501-1 B-s2,d0
CE Declaration of Performance EN 15102: 2007 + A1 : 2011

Technical Specifications:

Total Weight	350gsm
Thickness	330mic
Substrate Type	Non Woven Polyester
Tensile Strength MD	7.25 Kg/cm
Tensile Strength TD	4.8 Kg/cm
Tear Strength MD	3040 mN
Tear Strength TD	3472 mN
Lightfastness (BSEN20105)	Min Grade 6
Impact Resistance EN259	Pass



Muramour, sister-brand to Digimura, is our digitally printable wallcovering range for medium traffic environments such as receptions areas, commercial offices & retail displays.

Muramour is a 300gsm paper-backed-vinyl wallcovering that triumphs as our mid-spec digitally printable décor option for contract interiors.

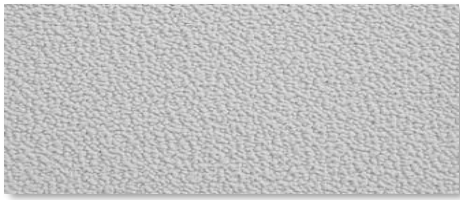
As with all of our wallcoverings, Muramour is engineered specifically to meet the application and regulatory requirements for use in contract interiors —it is scratch-resistant and can be wiped clean. It also boasts a “Euroclass EN13501” fire-rating (essential for public spaces), even when printed, and hence conforms to the Construction Products Regulations and has a CE Declaration of Performance.

Available in 7 textured surfaces, use these wonderful textures to enhance the printed design for a particular look or feel, and also to creatively improve the overall result on walls that are blemished or uneven.



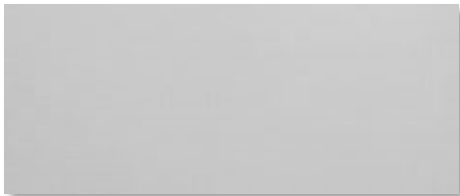
MURAMOUR FINISHES

SABLE



A fine-grain uniform stipple texture that subtly enhances high-end graphics and art photography; ideal for large understated designs.

LISSE



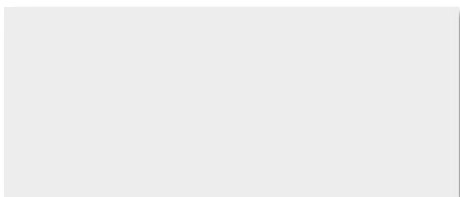
A smooth, soft surface with a delicate satin look and feel. This finish offers exceptional image-reproduction and line definition, perfect for photography or high-impact, sophisticated designs.

LIN



Soft linen with a subtle light reflective finish. A versatile texture that works beautifully with a wide range of designs and style to create a chic, timeless look.

DUNE



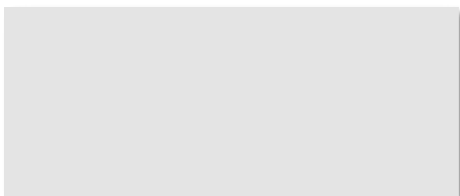
A vertical folded fabric texture – makes quite a statement. This bold surface creates dynamic, engaging graphics for designs with real impact.

JAPON



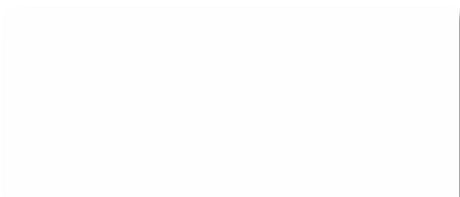
Swirled fibres with a soft satin finish; this texture adds stylish and elegant character to graphics or art photography. The uniform texture enhances catches light to enhance colour vibrancy and depth.

ANTICO



An understated plaster effect created by a gentle, irregular stucco grain. This finish adds a subtle, sophisticated aged quality to designs.

LEVANT



A chic and timeless leather-effect emboss, with a small irregular veined texture and satin finish. The surface is ideal for creating depth and intrigue in designs with vast blocks of colour and tones.

PRODUCT SPECIFICATION

Muramour – MURA

Product Highlights

Fully fire rated for commercial interiors with no restrictions
EN 15102 - CE certified
Paper-backed vinyl
Paste the wall application
Peelable (when used with the correct adhesive system)

Applications:

Muramour is the perfect choice for commercial interiors such as hotel bedrooms, restaurants, bar, reception areas, retail environments and offices.

Usage and durability:

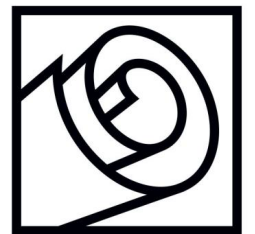
This product has been designed for use in medium-traffic commercial interiors.

Certifications:

Fire Rating - EN 13501-1 B-s2,d0
EN 15102: 2007 + A1 : 2011

Technical Specifications:

Total Weight	300gsm
Thickness	210mic
Substrate Type	Paper
Tensile Strength MD	4.0 Kgf/cm
Tensile Strength TD	2.0 Kgf/cm
Tear Strength MD	800 mN
Tear Strength TD	695 mN
Lightfastness (BSEN20105)	Min Grade 6
Impact Resistance EN259	Pass



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