

WHITE WALL



REVOLUTIONARY:



© BoConcept

Discover the world
of WhiteWall.com

Photokina: Stand E-028 in Hall 4.2



© Marc Krause

WhiteWall: The Specialist Lab for High Standards

WhiteWall is determined to continually improve existing products and services. Resolution and picture quality are becoming better and better with all types of cameras. As a result of images being increasingly detailed, digital and traditional photo prints also have to meet new standards. We are pursuing innovations and optimising our products to meet these new demands.

We are particularly proud of our ultraHD Photo Prints. The newly developed WhiteWall ultraHD Technology allows for revolutionary image reproduction featuring unrivalled sharpness and the finest, fascinating details.

Another new product in our range is our high-quality Direct Print On Wood with visible wood grain. A great alternative to our established product, the Photo Print On Wood. In the end, it's all about maintaining the top quality of our favourite products and making them even more versatile. We do this for demanding clients who have an eye for detail and an ability to spot the difference.

We grant a 5-year guarantee on all our products. Should you ever be unsatisfied with the quality of one of our products, you can use our money-back guarantee. We are confident in what we do, and have over 80 awards and recommendations to back us up. WhiteWall – pictures that last.



ultra
HD
PRINT

REVOLUTIONARY

Our Ultra-HD Photo Print – the highest resolution for razor-sharp details

Custom formats to the exact centimetre

Ready-to-Hang

From the smartphone to large-format fine art

Expert advice

Corporate Customer Service

5 year guarantee

Over 80 awards & recommendations

Trusted by 237,000 customers, 21,500 professional photographers, 380 museums and galleries around the world.

WhiteWall.com

“Our goal isn’t just to be better than the rest, but also to be better than we were yesterday.”

WhiteWall.com

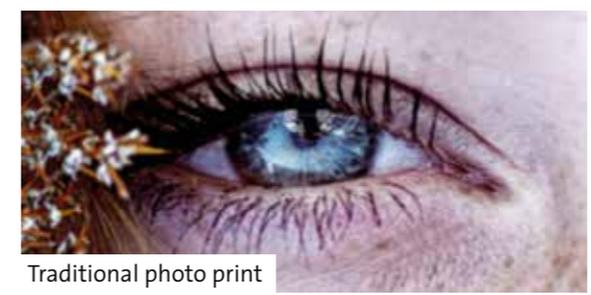


photokina-Highlight:
ultraHD Photo Print

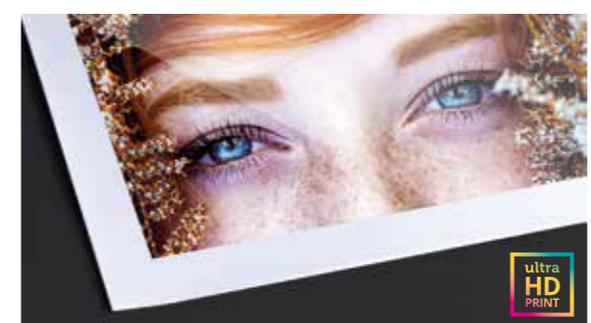


ultra-HD Photo Prints: WhiteWall is revolutionising the quality of image reproduction.

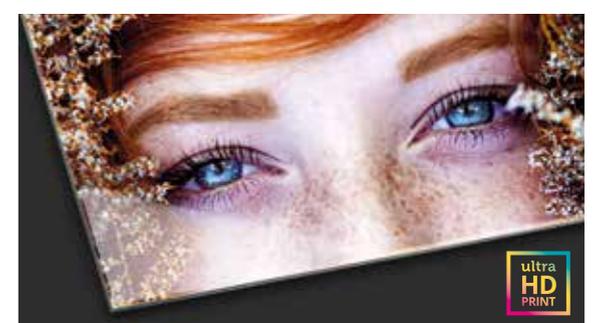
Double resolution for razor sharp images.



WhiteWall is taking image quality to a new level, and thereby setting a new standard for gallery-quality photographs. Prints on light-sensitive photo paper are undergoing a revolution. The newly developed WhiteWall ultraHD Technology allows for revolutionary image reproduction featuring unrivalled sharpness and fascinatingly rich details – like you’ve never seen before. The state-of-the-art solid-state laser, maintaining a fixed distance between the source of the laser and the image surface, exposes the images on to photo paper. Minimised production variation allows for even more consistent accuracy. WhiteWall achieves an even bigger dynamic range, increased maximum density, and unrivalled crispness – without pixelation. You can order ultra-HD Photo Prints on Fuji Crystal DP II or mounted under 2 or 4 mm-thick acrylic glass.



ultra-HD Photo Print on Fuji Crystal DP II
Extremely crisp details and a high dynamic range



ultra-HD Photo Print Under Acrylic Glass
An Ultra-HD photo print mounted under 2 or 4 mm-thick acrylic glass



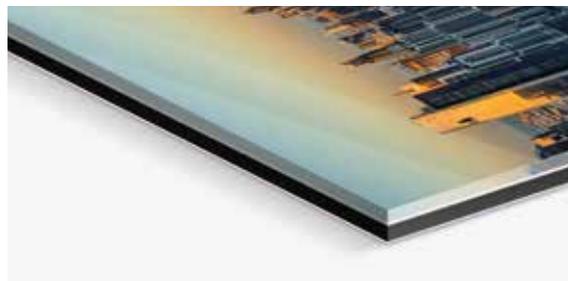
© Bolia.com

Acrylic Glass and Poured Resin: Luminous Colours and Fascinating Depth

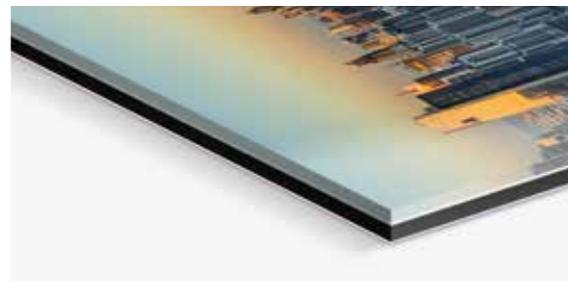
High resolution for sharp details

The Original Photo Print Under Acrylic Glass with 4 mm glass is our bestselling gallery-quality product. Choose 2 mm for a more understated effect or 6 mm for maximum impact. Brilliant colours and detail sharpness are further enhanced with the right choice of paper. Our Original Photo Print Under Matte Acrylic Glass provides for a low-glare presentation free from dis-

tracting reflections, featuring brilliant and well-defined colours and increased depth. Our latest addition is the Metallic Photo Print Under Acrylic Glass on Kodak Metallic paper for a pearly sheen and improved dynamics further boosted by 2 mm of acrylic. Original Photo Print Under Glossy Acrylic Glass Brilliant, glossy acrylic glass in three thicknesses: 2, 4, or 6 mm



Original Photo Print Under Glossy Acrylic Glass
Brilliant, glossy acrylic glass in three thicknesses: 2, 4, or 6 mm



Original Photo Print Under Matte Acrylic Glass
Matte acrylic glass that markedly reduces glare



Photo Print Under Poured Resin
Brilliantly glossy mounting with a natural look.

Original Photo Print Under Matte Acrylic Glass
Matte acrylic glass that markedly reduces glare. With its highly transparent surface, the Original Photo Print Under Poured Resin features visual depth, super-crisp details and vibrant colours, and it is backed with aluminium Dibond.

The special, liquid resin is poured onto your laminated picture in a dust-free clean room. Naturally rounded edges are created as it hardens. A premium quality product for your photograph.



Metallic Photo Print Under Acrylic Glass
A metallic sheen for even more vibrant colours



© BoConcept

Images on Aluminium: Robust and Beautiful in Any Size

Durability for your photo or digital print

As a foundation for photos, aluminium combines stability and a low weight, ideal characteristics for large-format pieces.

Not only do Direct Prints on Aluminium Dibond have an innate coolness, they are also suitable for sheltered outdoor areas and bathrooms. When choosing Direct Prints on Aluminium Dibond, you opt for a modern

matte look with a silky sheen in the bright and white areas of the image. Using a 7-colour printing process, Fine Art ink is applied directly onto the white surface of the composite material, resulting in durable prints with clear colours.

The Direct Prints on Brushed Aluminium is an extravagant product. White areas are not printed, allowing

for the brushed metallic surface to show. With either a glossy or a shimmering metallic finish, our HD metal print is a high-end product. Dye sublimation printing technique is used to burn your photo into the special coating of a 1 mm thick aluminium sheet, where it is safely sealed. For excellent durability, brilliant and vibrant colours and crisp details.

Timeless in its design, the Original Photo Print on Aluminium Dibond has a sober, somewhat cool look. Mounted without glass, the photo appears pure and light. The print on one of our brand-name papers is protected from dirt and UV radiation by a super-thin UV protective film with a matte or glossy finish.



Direct Print on Aluminium Dibond
High-quality 7-colour printing, suitable for bathrooms and sheltered outdoor areas



Original Photo Print On Aluminium Dibond
Traditional photo print mounted on aluminium Dibond with a matte or glossy laminate



Direct Print on Brushed Aluminium
A metallic look for special images



HD Metal Print (matte or glossy)
Intense colours on a sophisticated aluminium surface



NEW

Photo: EyeEm

Canvas or Textile Prints on Stretcher Frames: Present Artistic Photographs Like Paintings:

A three-dimensional look and maximum colour saturation

Our Canvas on Stretcher Frame with a matte or new glossy finish provides for a particularly authentic look for portraits, owing to its texture. A Textile Print on Stretcher Frame is an innovative alternative to the traditional, wrapped photo canvas. The slightly glossy

surface with a woven texture shows subtle hues, and has vibrant colours that last. Our stretcher frames are available in a number of depths; all canvas and textile prints can be wrapped on stretcher frames that are 2 cm, 4 cm or 6 cm deep.



Canvas, matte
The classic canvas



Canvas, glossy
A special look with a glossy surface



Textile Print, matte
A textile look with a matte surface



Textile Print, glossy
Textile sheen with powerful colours

Images on Wood: Direct Prints or Mounted Photo Prints

A natural look for your picture

Our new Direct Print on Wood features high-quality 7-colour printing with brilliant colours and crisp details, and is available in the format of your choice. The sturdy pressed wood will provide your photograph with a natural and warm look. The birch wood can be white-primed upon request. Both the untreated and natural surface feature characteristic wood grain: bright and white parts of the image remain transparent after printing, allowing the wood to come through. The picture will appear brighter if white primer is applied.

For those who love traditional photographic prints, we continue to offer the premium product, the Original Photo Print on Wood in two varieties, now also available in the format of your choice. The prints are laminated onto natural pressed wood or on anthracite-coloured MDF boards and sealed with a super-thin protective film. We use matte or glossy brand-name papers for brilliant colours that last.



Direct Print on Wood
A natural, rustic look



Direct Print on White-Primed Wood
White primer provides a brighter appearance



Photo Print on Pressed Wood
A natural material with a layered look



Photo Print on Wood (MDF)
A sophisticated, anthracite-coloured material



“The best photo book of all time in my opinion.”

Robert Lebeck

Bundle Your Memories into Photo Books and Photo Calendars from WhiteWall

Individual design options

WhiteWall offers a wide range of Photo Books with a variety of soft and hard covers that can also be printed upon request, canvas covers that are pleasant to the touch, and premium real leather covers.

Our Premium Digital Print Photo Book is especially popular, owing to the high quality printing and choice of papers ranging from 170 g to 250 g with silky, glossy, matte and uncoated matte finishes.

There is also plenty of room for individualisation when it comes to our Photo Calendars. The choice of

semi-matte and glossy papers ranging from natural paper to textured paper allows you to select the look you want for your calendar. The calendars are available from A5 (148 x 210 mm / 5.8 x 8.3 in.) to A2 (420 x 594 mm / 16.5 x 23.4 in.) format as well as in square shape. A range of designs allows you to customise your calendars, which can be edited online using our software. Add individual text for a more personal touch. Crisp details and colour fidelity at a high resolution are guaranteed with our premium digital printing. Nothing but the best for your photo calendar.



Digital Print Photo Book
A large selection of covers and papers



COMING SOON
Photo Calendar From A5 to A2, and in square and panorama formats



Four high-end papers for your photo calendar

The Finishing Touch: The Perfect Frame for Your Picture

A wide range of frames for different printing options



Aluminium ArtBox

Some pictures demand more focus and a personal touch. In other words, they need the perfect frame! Our range includes more than 80 models in various colours and materials. The Aluminium Standard Frame is a traditional changeable frame with a straightforward look. Gallery Frames are for pictures mounted on aluminium Dibond or under acrylic glass. Our Passe-Partout Gallery Frame is a sophisticated classic when it comes to putting additional focus on the image.



Solid Wood ArtBox

The Floater Frame is a contemporary frame featuring a gap between the picture and the frame. The Solid Wood ArtBox is a precisely manufactured frame with surprising visual depth. Or choose our Aluminium Art-Box for a cooler look. The wooden Shadow Box Frame is a work of art in and of itself: an extra deep wooden frame for your most special photographs. In addition to mounted prints, other kinds of prints can also be framed, including wrapped canvas or textile prints.

More info: WhiteWall.com



Gallery Frame
Numerous frames, printing & mounting options to choose from



Taken with an iPhone 6s
Photo: EyeEm, @YangCaoArchitect

Smart Photography, Cleverly Produced

WhiteWall makes the most of Smartphone photos

At home, on the go, at the beach, or on a mountaintop, there are great sights to capture everywhere. And thanks to ever-improving cameras on smartphones, we can take unique photos at any time. At WhiteWall, even snapshots can become noteworthy works of art. With our app, have your photos framed, mounted

under acrylic glass, printed on canvas, or mounted on aluminium Dibond. With the help of integrated image optimization, WhiteWall guarantees gallery-quality results for sizes of 120 x 90 cm. It doesn't get any smarter than that.



Original Photo Print Under
2 mm Acrylic Glass / 60 x 80 cm

Original Photo Print Under
2 mm Acrylic Glass, 40 x 60 cm

Original Photo Print Under
2 mm Acrylic Glass, 20 x 30 cm

Photo: EyeEm, @YangCaoArchitect



We reserve the right to make changes and correct errors. The featured piece "Untitled" by Peter Funch is available on LUMAS.COM. Dog photography: Klaus Dyba, True Dogs, Avensow GmbH, Ernst-Reuter-Platz 2, 10587 Berlin, Germany.

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20%
DISCOUNT*

YOUR CODE:
PHOTOKINA2016

**Redeem your gift
certificate online or
in one of our stores.
WhiteWall.com**

* Not valid for ultraHD Photo Prints. Shipping not included. Valid until 3 October 2016.
Exclusive offer for new customers. Can only be redeemed once.
Cannot be combined with any other promotions.