

WHITE WALL

Gallery Quality. Custom Made in Germany.



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REVOLUTIONARY:



PPE Show Special Inside

Discover the world
of WhiteWall.com

PhotoPlusExpo - Booth 140



WhiteWall: The Highest Standard for Pro-Grade Photo Printing

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 optimizing 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 unrivaled 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 favorite products and making them even more versatile. We do this for demanding clients who have an eye for detail and 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.



Our ultraHD Photo Print – the highest resolution for razor sharp details

- 

Exact custom formats
- 

Ready-to-hang
- 

From 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 is to be better today than yesterday, with a plan to become even better tomorrow.”
WhiteWall.com



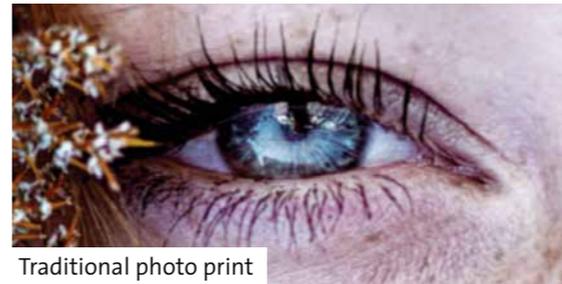
PhotoPlus Expo Highlight:
ultraHD Photo Print

ultraHD Photo Prints: WhiteWall is revolutionizing the quality of image reproduction.

Twice the resolution for razor sharp images.



ultraHD Photo Print



Traditional photo print

WhiteWall is taking image quality to the next 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 unrivaled 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 onto photo paper. Minimized production variation allows for even more consistent accuracy. WhiteWall achieves an even bigger dynamic range, increased maximum density, and unrivaled sharpness – without pixelation. You can order ultraHD Photo Prints on Fuji Crystal DP II or mounted under 1/16 or 1/8 inches thick acrylic glass.



ultraHD Photo Print on Fuji Crystal DP II

Extremely crisp details and
a high dynamic range



ultraHD Photo Print Under Acrylic Glass

An ultraHD photo print mounted
under 1/16 or 1/8 inches thick acrylic glass





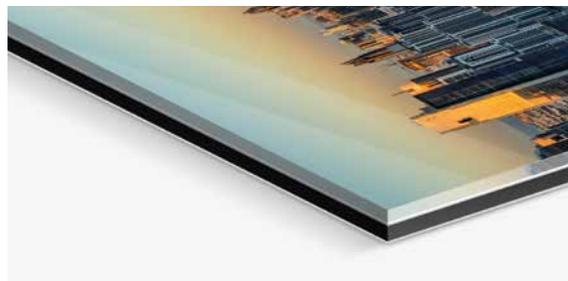
© Bolia.com

Acrylic Glass and Poured Resin: Luminous Colors and Fascinating Depth

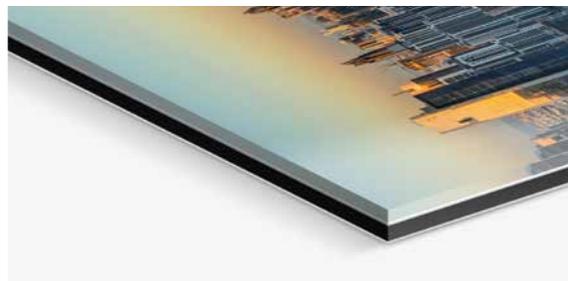
High resolution for sharp details

The Original Photo Print Under Acrylic Glass with 1/8 inches glass is our bestselling gallery-quality product. Choose 1/16 inches for a more understated effect or 1/4 inches for maximum impact. Brilliant colors 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

distracting reflections, featuring brilliant and well defined colors 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 1/16 inches of acrylic. Original Photo Print Under Glossy Acrylic Glass Brilliant, glossy acrylic glass in three thicknesses: 1/16, 1/8, or 1/4 inches.



Original Photo Print Under Glossy Acrylic Glass
Brilliant, glossy acrylic glass in three thicknesses: 1/16, 1/8, or 1/4 inches



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



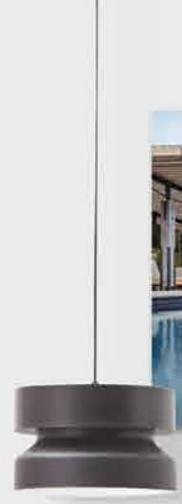
Photo Print Under Poured Resin
Brilliantly glossy mounting with a natural look.

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, crisp details and vibrant colors, and it is backed with aluminum 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 colors



© BoConcept

Images on Aluminium: Robust and Beautiful in Any Size

Durability for your photo or digital print

As a foundation for photos, aluminum combines stability and 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 with a 7-color printing process, fine art ink is applied directly onto the white surface of the composite material, resulting in durable prints with clear colors.

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 aluminum sheet, where it is safely sealed. For excellent durability, brilliant and vibrant colors 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 ultra-thin UV protective film with a matte or glossy finish.



Direct Print On Aluminum Dibond
High-quality 7-color printing, suitable for bathrooms and sheltered outdoor areas



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



Direct Print On Brushed Aluminium
Metallic look for unique images



HD Metal Print (matte or glossy)
Intense colors on sophisticated aluminum surface



Photo: EyeEm

Canvas or Textile Prints on Stretcher Frames: Paint-like Effect for Artistic Photographs

A three-dimensional look and maximum color saturation

Our Canvas On Stretcher Frame with a matte or glossy finish provides a particularly authentic look for portraits. 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 colors that last. All canvas and textile prints can be wrapped on stretcher frames 1/16, 1/8 or 1/4 inches deep.



Canvas, matte
Our classic canvas



Canvas, glossy
Refined look with a glossy surface



Textile Print, matte
Textile look with a matte surface



Textile Print, glossy
Textile sheen with powerful colors

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-color printing with brilliant colors 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 the 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 a 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-colored MDF boards and sealed with a ultra-thin protective film. We use matte or glossy premium photo papers for brilliant colors that last.



Direct Print On Wood
A natural, rustic look



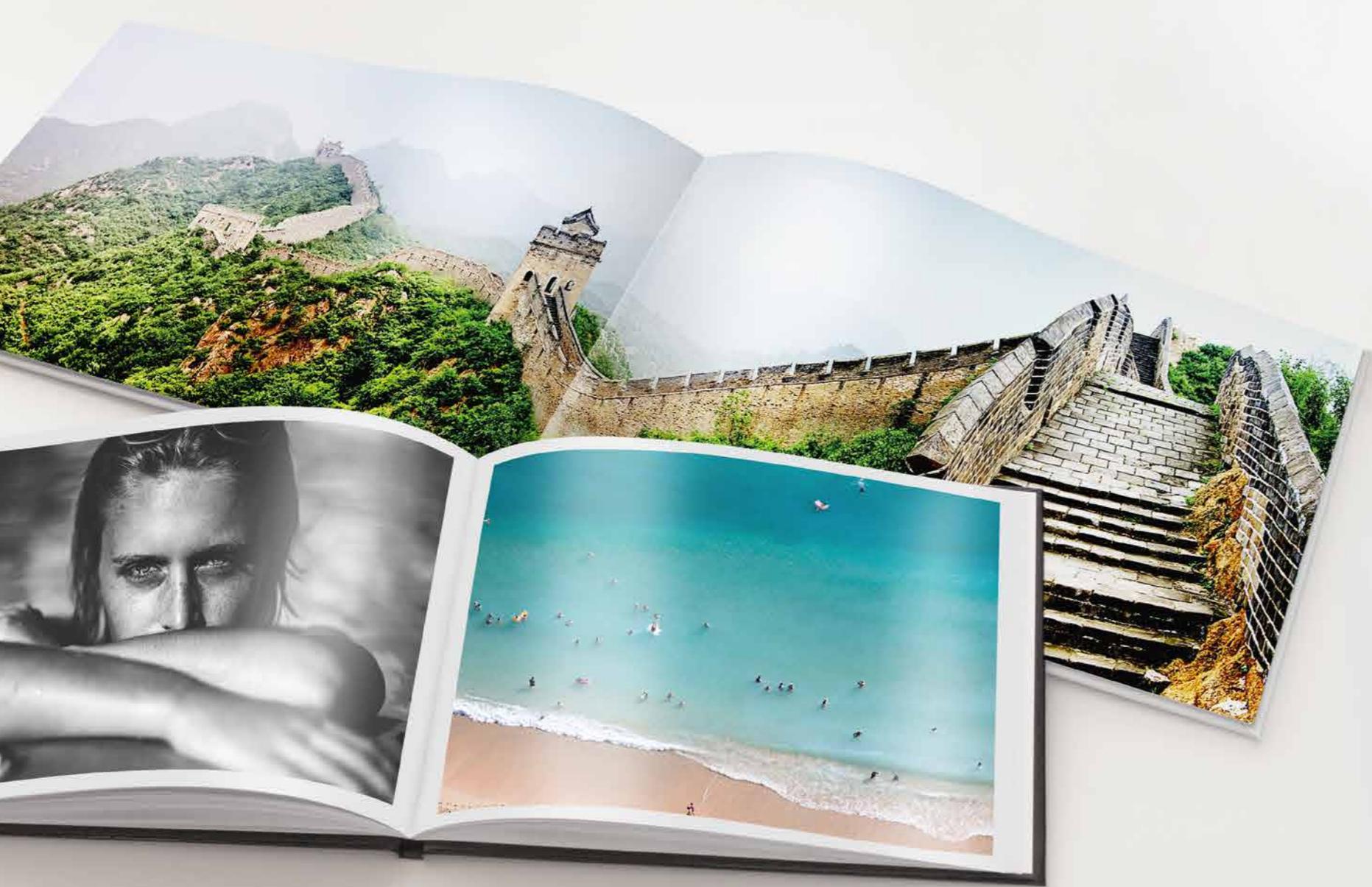
Direct Print On White-Primed Wood
White primer provides a brighter appearance



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



Photo Print On Wood (MDF)
A sophisticated, anthracite-colored material



Durable and Sophisticated: Premium Digital Print Photo Books

Bundle Your Memories into Photo Books from WhiteWall

Individual design options

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

Our Premium Digital Print Photo Book is especially popular, owing to the high-quality printing and choice of papers ranging from 170 g/m² to 250 g/m² with silky, glossy, matte and uncoated matte finishes.



Digital Print Photo Book

A large selection of covers and papers



Paper Selection

Premium papers for sharp details and vibrant colors

The Finishing Touch: The Perfect Frame for Your Picture

A wide range of frames for different printing options



Aluminum ArtBox



Solid Wood 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 colors and materials. The Aluminum 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.

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 ArtBox 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 CONVENIENT ONLINE ORDERING



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 the help of integrated image optimization, WhiteWall guarantees gallery-quality results for sizes of 47 1/4 x 35 3/8 inches. It doesn't get any smarter than that.



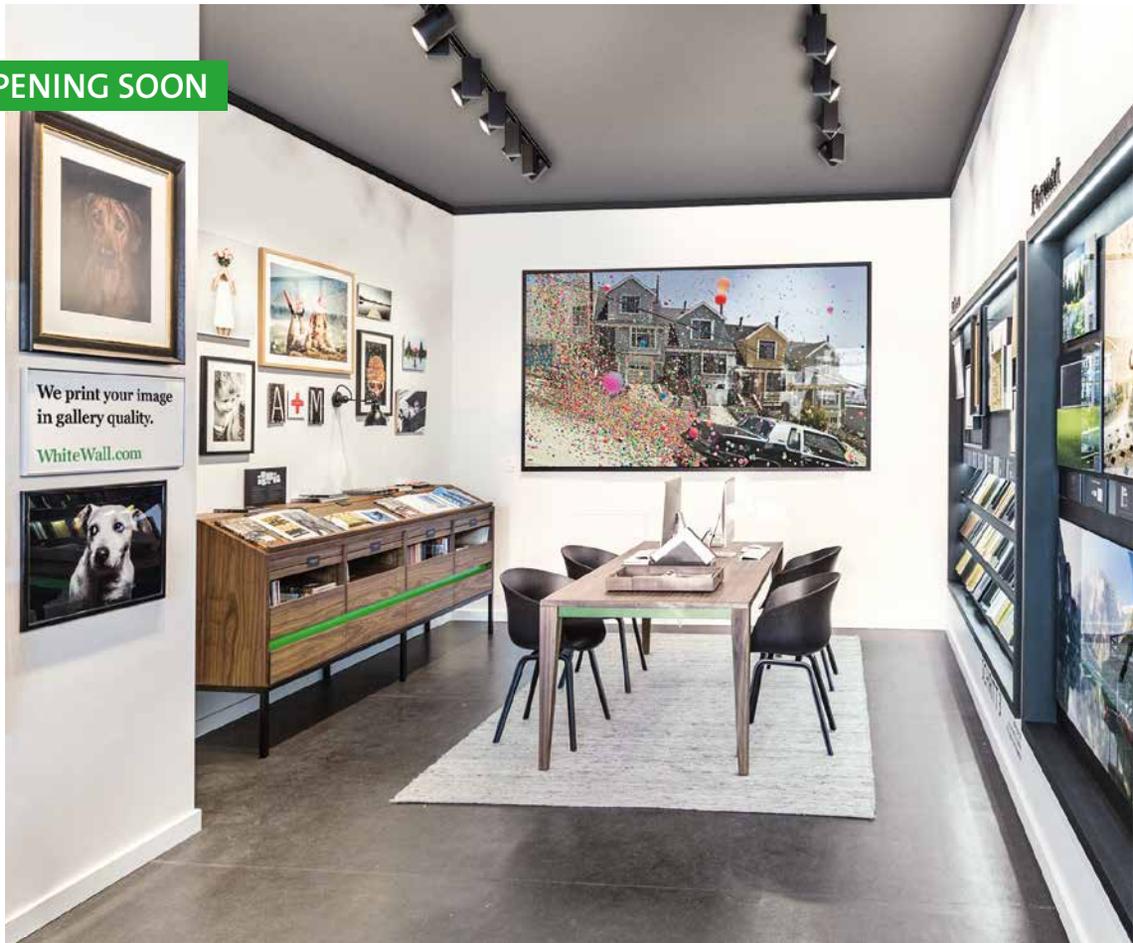
Original Photo Print Under
1/16" Acrylic Glass / 23 5/8" x 31 1/2"

Original Photo Print Under
1/16" Acrylic Glass, 15 3/4" x 23 5/8"

Original Photo Print Under
1/16" Acrylic Glass, 8 7/8" x 11 13/16"

Photo: EyeEm, @YangCaoArchitect

OPENING SOON



© Avensio Photo Art, Inc. dba WhiteWall, 2016. All rights reserved. Pictured: "Untitled" by Peter Funch available at LUMAS.COM
Dog photography: Klaus Dyba, "True Dogs".

WhiteWall Store New York | 474 West Broadway | New York, NY 10012 | NewYork@whitewall.com

SHOW SPECIAL

20% off
your order

CODE*:
PPEXPO2016

Redeem your
code online
or in our store.
WhiteWall.com

* Not valid for ultraHD Photo Prints. Shipping not included. Valid until 10/31/2016.
Exclusive offer for new customers. Can only be redeemed once.
Cannot be combined with any other promotions.