

# DOWNTOWN STATION

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CERAMICSTEEL SURFACE IMAGING

PolyVision<sup>®</sup>  
a steelcase company



## ENHANCING PUBLIC SPACES

For more than 50 years, PolyVision has been mastering the ability to print on CeramicSteel. In hospitals, schools, transit spaces, pedestrian walkways and interior corridors, Surface Imaging has opened up endless opportunities to integrate art and imagery into architecture. The lasting durability of Surface Imaging on CeramicSteel enhances the environment's ability to inspire, assist or convey information.

### Translation:

Captivating Marrakesh  
Marrakesh is more than just a city. It is a pearl polished by history and its tradition of hospitality which, for centuries, has known how to welcome visitors.

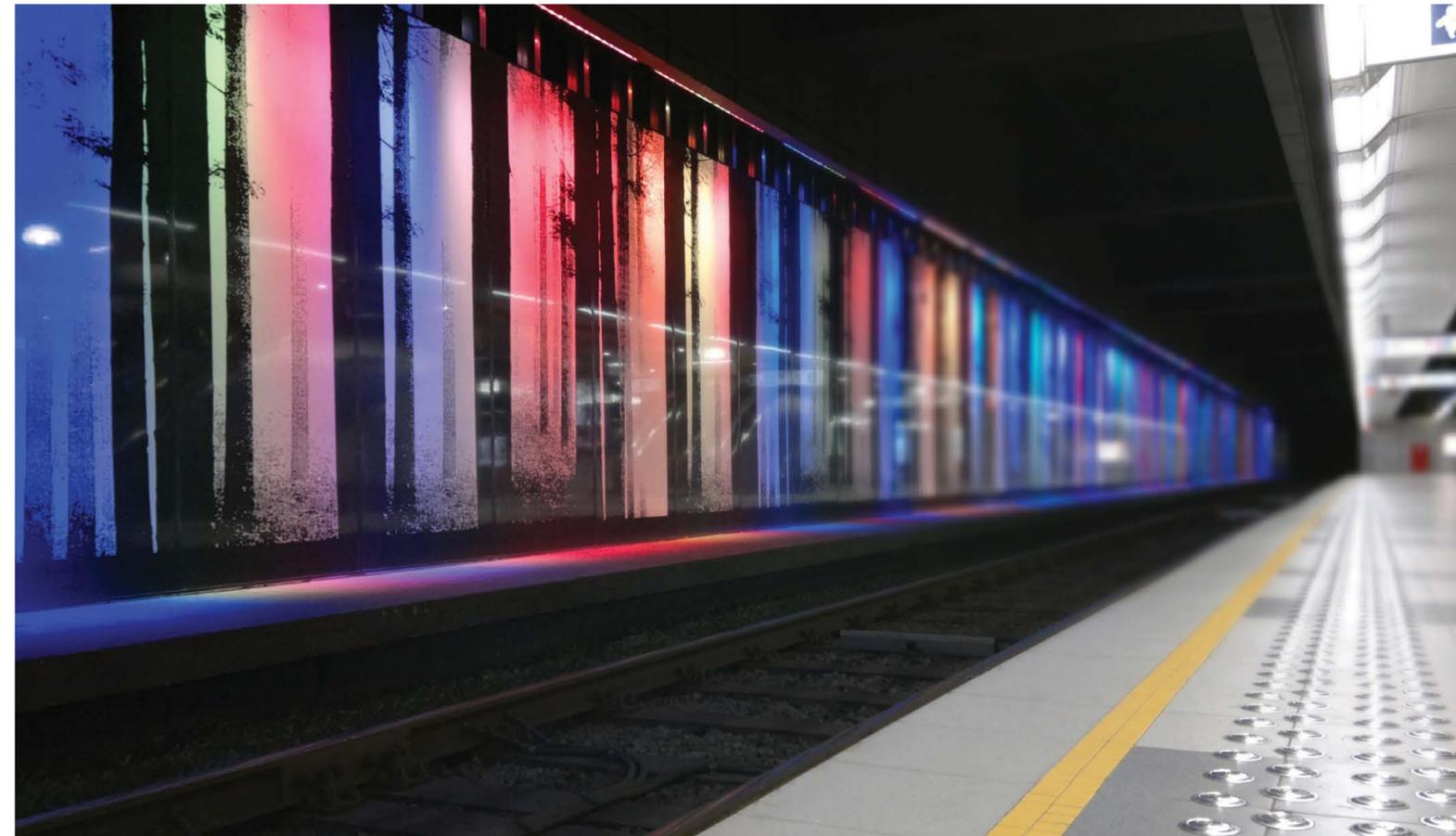
## TRENDS

With urban renewal and renovation growing at a rapid pace, modern architecture continues to evolve. An increasing number of public spaces are being transformed from once-bleak, anxiety-inducing spaces to enticing environments that offer visually appealing, fully engaging experiences.

Cities all over the world are supporting the visual arts in their communities—attracting visitors, contributing to the vibrancy of public spaces and improving community identities.

In a similar way, healthcare facilities are converting cold, sterile spaces into warm, inviting environments in an effort to promote health and healing. Research suggests that nature themes and figurative art in healthcare facilities help reduce anxiety, pain and stress in patients, while also providing a sense of comfort and safety.

**There are countless possibilities for infusing art and design into the surrounding architecture. Whether displaying wayfinding or artistic expressions of nature, local culture or history, PolyVision Surface Imaging on CeramicSteel connects individuals to their surroundings.**





## ADVANTAGES AND PROCESSES

### Advantages of PolyVision Surface Imaging

In airport corridors, transit, healthcare and corporate spaces, Surface Imaging on CeramicSteel provides a tough, long-lasting solution for transforming public surfaces. Images are applied and fired in the range of 700 – 900 °C (1292 – 1652 °F) into the CeramicSteel surface, resulting in a durable product that is colorfast and will not scratch over time. Customizable graphics make it easy to communicate a wide range of messages, while durability in both the CeramicSteel and the graphics make Surface Imaging suitable for a variety of spaces.

**Aesthetics:** customizable graphics

- Imagery
- Identity
- Symbolism
- Communication
- Wayfinding
- Emotion

**Durability:** both surface and image

- 20-year limited warranty
- Scratch and abrasion resistant
- Colorfast
- 99% recyclable
- 100% inorganic materials

**Utility:** fit for demanding environments

- Graffiti resistant
- Cleanable
- Bacteria resistant
- Chemical resistant
- Fire resistant

### Digital Printing Process

PolyVision's Surface Imaging capabilities have advanced with technology. State-of-the-art digital printing and ceramic inks combined with the trusted durability of CeramicSteel produce custom work with shorter lead times, ideal for projects with unique images.

### Screen Printing Process

PolyVision's semi-automatic flat table screen printing process yields durable artisanal products. This handcrafted product is ideal for large batch sizes, repeatable patterns and text ranging from single to multicolor jobs.

### Getting Started

Our staff will walk you through the process, ensuring that you choose the method that best fits your project. Call or email the sales office closest to you.

# PolyVision®

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Environmental Policy: PolyVision strives for continuous improvement in all areas of environmental stewardship—responsible use of raw materials and natural resources, design processes, and operation of all facilities – to protect, replenish and restore the communities in which we live and serve.

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