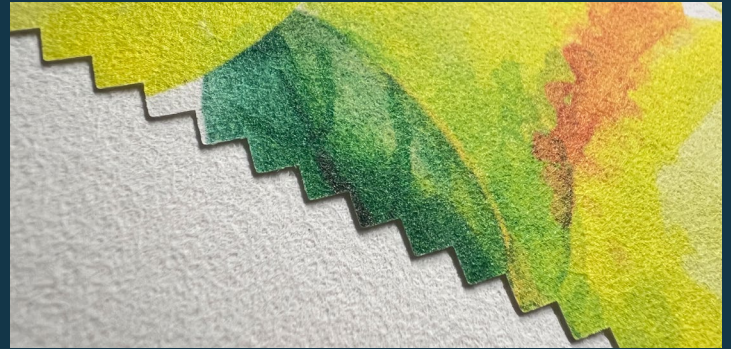


COLLABORATION, CONSISTENCY, CONSTRUCTION CRITICAL FOR CREATIVE COMPANY



For companies of all sizes, it can be tricky to source printable fabrics that are compatible with existing equipment, while also meeting a customer's creative vision. One Montana-based creative digital printing studio is aiming to bridge some of the existing gaps among the interior design and architecture communities and a stable of artists eager to showcase their luxury wallcovering and architectural element designs. TVF has been a trusted partner since the company launched in 2021.

Customers of the digital printing studio work in the hospitality, commercial, and residential design and architectural sectors. The co-founder is a third-generation textile printer whose career has revolved around the digital printing world, which is different than her father and grandfather, who mainly used traditional printing methods like rotary screen printing.

"My focus and my dad's focus towards the end of his career was really on the digital landscape and understanding how digital printing technology impacts textiles and how we can develop textiles specifically for that print medium," the co-founder says. "For me, I became obsessed with the technology and that's what has pushed me to have a career in this field."

Where does TVF fit into such a creative workflow? For creative, digital printing focused companies, TVF's knowledge, collaborative approach, and extensive textile selection are critical to understanding the factors that determine the look of a finished product.

When it comes to fabric, the cofounder adds:

"I would say it's a combination of consistency and construction. Those are the two most important variables. With digital printing, consistency is everything. If you don't have a consistent product from your supplier, you're going to have to change your profiles all the time. Your color is going to be inconsistent, inaccurate a lot of the time. It's just more headaches for you really if you're a printer," the cofounder continues. "Construction, I would say, it would be number two because the way that the fabric is constructed really can inform the print clarity, what type of characteristics you're able to focus on and achieve. If something's a looser weave, you're not going to get as much detail – it might not work in as many applications. So, having something that's really designed to be printed on makes all the difference."

The print studio offers multiple textile wallcovering options to customers, including [6.5 oz. Polyester Biscayne Wallcovering](#) from TVF. Aesthetically, Biscayne simulates the traditional crepe look. It is OEKO-TEX compliant, features a PET polyester backing, and is compatible with UV, latex, and eco-solvent inks to showcase highly-detailed images, patterns, and a virtually unlimited color palette when printed. Printing wallcoverings on a textile substrate adds warmth, complexity, textures, and lines making wallcoverings an efficient, effective, and high-impact way to transform a space.

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The print studio cofounder, whose background includes working in textile development and marketing, says the mission can be summed up as democratizing design. "Once I realized how difficult it was for artists and designers to have access to this technology... it really changed a lot of how I think of the entire industry and how we've set up our studio. I know that there's these types of printers all over the United States, but when I was would talk with artists, they would talk about how they couldn't find anybody to print their work. They had to go to the UK, they had to go to Pakistan, they had to go to different places where I'm like, there's definitely a printer for you in your backyard."

[Contact us](#) to learn more about 6.5 oz. Polyester Biscayne Wallcovering from a TVF team member or to request a sample.