



VISION
GRAPHICS
LOOK GOOD. BE SEEN.

One Surface.
Two Statements.

DualSheenTM
Matte + Gloss Finish System



THE IDEA

Contrast Is the Cheapest Luxury in the Room

Every finish decision in a space is really a decision about attention. What the eye lands on first, and what it's allowed to rest on after. For decades, getting that contrast meant combining two different materials: a gloss panel seamed into a matte wall, or a laminate insert set into a painted surface. More coordination. More seams. More things that age differently.

DualSheen removes that trade-off. It's a single graphic system that carries both a matte field and a high-gloss accent: printed, not assembled. So, the contrast lives within a single continuous surface rather than being stitched together from two.

The result is a wall that behaves like two materials and installs like one.

HOW IT WORKS

Built In, Not Bolted On

DualSheen applies a controlled gloss layer selectively across a matte base. The same finishing principle used in premium packaging and label design, engineered here for wall-scale, high-traffic architectural use. Gloss is placed exactly where an architect wants the eye to land: a logo, a headline, a brand mark, a pattern accent. Everything else stays matte: quiet, non-reflective, and resistant to showing fingerprints, scuffs, or glare under overhead lighting.



Because both finishes are produced on one substrate in one process, there's:



No Visible Seam
between finish
zones



One Installation,
not two coordinated
material trades



**One Maintenance
Profile**
for the entire graphic



Full Design Freedom
the matte/gloss split follows your
artwork, not a preset pattern book

This is more than a texture chosen from a swatch. It's a technique applied to your design.

WHY ARCHITECTS SPECIFY DUALSHEEN

Visual hierarchy, built into the material.

Gloss draws the eye first; matte lets everything else recede. That hierarchy is normally created through lighting design, signage callouts, or layered materials. DualSheen builds it directly into the wall.

Contrast without added complexity.

One substrate to spec, one install to schedule, one care guide to hand to facilities: instead of reconciling two different material call-outs for a single design intent.

Performance where it's needed most.

Matte zones resist glare under fluorescent and LED lighting and hide the everyday wear of a high-traffic lobby. Gloss zones stay concentrated on focal points, so the "shows every fingerprint" downside of an all-gloss wall never spreads across the whole space.



Approved where it matters.

DualSheen has been used and approved on architect-specified projects; it is a concept material and a buildable one.

On-trend, not experimental.

Contrasting finish pairings, matte fields set against glossy accents, are one of the defining commercial interior moves of the moment. DualSheen gives architects a way to execute that specification with a single, warranted graphic system instead of piecing it together on-site.

APPLICATIONS

Wherever a wall is asked to do more than one job: inform and impress, brand and blend in; DualSheen is built for it.



Lobby Graphics

The first thirty feet of any building sets an expectation. A lobby graphic with both finishes in play gives that first impression depth and movement without needing a second material or a bigger budget.



Brand Statements

When a brand statement is the whole point of the wall, finish becomes part of the message. Gloss on the words that matter most, matte on everything supporting them: legible, deliberate, unmistakably premium.



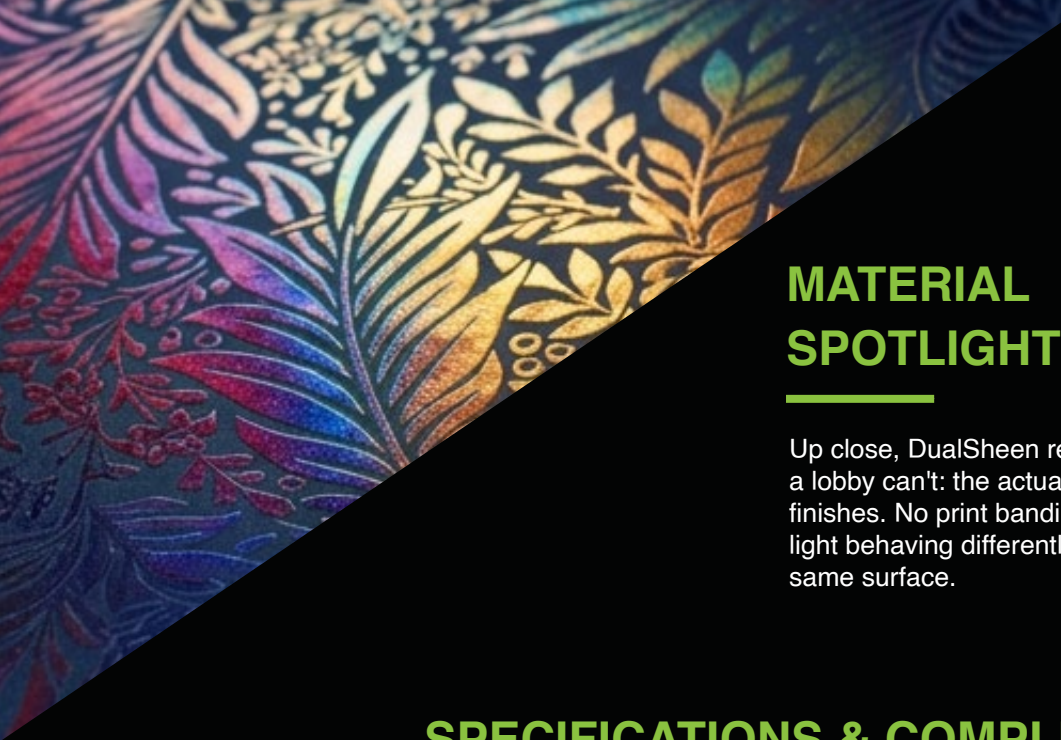
Feature Walls

A feature wall's job is to hold attention in a space people pass through quickly. Controlled gloss on the focal element, whether it's a mark, a pattern, or a single word, does that without turning the whole wall into a mirror.



Retail Environments

Retail lighting is unforgiving: full gloss washes out under fluorescents, whereas full matte can feel flat next to merchandise. DualSheen lets a retail brand keep shine exactly where it should be (hero displays, brand marks) without losing legibility everywhere else.



MATERIAL SPOTLIGHT

Up close, DualSheen reveals what a photograph of a lobby can't: the actual transition between finishes. No print banding, no visible edge: just light behaving differently, inches apart, on the same surface.

SPECIFICATIONS & COMPLIANCE



Finish System

Integrated matte field with selective high-gloss accent, single substrate



Design Flexibility

Custom artwork allows matte/gloss placement to follow your design, not a fixed pattern



Fire & Life Safety

Compliant substrate options available for commercial specification



Field Record

Used and approved on architect-specified commercial projects



Maintenance

Single care protocol across both finish zones; no mixed-material upkeep



Best Suited for

Lobbies, feature walls, brand environments, retail interiors

Ask for the finish that does two jobs.

DualSheen is manufactured, printed, and installed through Vision Graphics' national network: one point of contact from concept to install, on a system built to spec.

Talk to your Vision Graphics rep about specifying DualSheen for your next project.



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