



The Wall Is the Brand.

A custom architectural wallcovering system for high-impact branded interiors. Built to commercial performance standards and to look good in a rendering.

WallForm™

Custom Architectural Wallcovering System

Paint Has a Color. This Has a Point of View.



A painted lobby wall does one job: it's a backdrop. It's neutral by design, which means it's also forgettable. A custom mural does something different: it puts brand color, pattern, and identity directly onto the largest, most-seen surface in the building.

And, it's printed to that wall's exact dimensions rather than assembled from generic panels or hung as an afterthought once the paint's dry.

WallForm is built around that idea: a custom architectural wallcovering system that carries a company's actual identity; not a decorative pattern that happens to be nearby.

Built for the Wall It's Going On.



Every installation is printed to the measured dimensions of the actual wall, not trimmed down from a fixed roll size and hoped into place. Large-format graphics can run continuously across an entire feature wall; reception, corridor, dining room, waiting area; with seams planned into the design rather than left to chance.

What that means in practice:

- **Commercial Type II performance, built for high-traffic interiors**
- **Washable, scrubbable, and stain-resistant options available**
- **Large-format coverage with long-roll options for big, uninterrupted spaces**
- **Fully custom graphics, patterns, and murals: coordinated with the actual install, not shipped blind**



Wherever the biggest wall in the room is being asked to do more than hold paint, WallForm is built for it.



Corporate Interiors

A corporate lobby wall is usually the first and largest brand impression a visitor gets. A custom mural turns that impression into something deliberate: identity, color, and pattern built into the space itself, rather than a logo bolted onto a plain wall after the fact.



Healthcare

Healthcare interiors carry a harder brief than most: calming enough for patients under stress, durable enough for hospital-grade cleaning protocols, and still recognizably branded. A commercial-grade mural built for scrubbability and stain resistance meets all three requirements without compromising on any of them.

Performance first, design second; not the other way around.

Type II construction is the specification most architects reach for in high-traffic commercial interiors regardless of aesthetic. WallForm starts from that same performance baseline, then builds the design around it, rather than starting from a pretty image and hoping it holds up.

Documentation that holds up to real scrutiny.

Selected Class A fire-rated constructions are available, confirmed by the exact product and finish selected for the project. PVC-free, recycled-content, and low-emitting options exist within the range, each with its own documentation. There's not a single sustainability claim stretched across every configuration.

One wall, one vendor, one point of accountability.

A custom mural spanning a reception, a corridor, and a dining room is one coordinated system rather than three separately sourced pieces that need to be reconciled on-site.

Built to be cleaned, not just looked at.

Washable, scrubbable, and stain-resistant options mean the mural survives the same cleaning protocols the rest of a high-traffic commercial interior is already held to.



Hospitality

Hospitality spaces live and die on atmosphere. A wall people want to sit near, and photograph before their meal even arrives, does more for a restaurant or hotel's identity than almost any other single design decision in the room.



Retail

Retail environments increasingly compete on experience as much as product. An atmosphere wall slows shoppers down and extends dwell time without a single word of promotional copy doing the work.

Performance Stays Consistent. The Experience Changes.

The same commercial-grade system carries a soft, biophilic scene meant to lower a patient's heart rate, a bold high-contrast pattern meant to make a lobby unforgettable, and a quiet, atmospheric scene meant to make a space feel calmer than the building around it.

The performance specification doesn't change between any of the three. The mood does, because the graphic is built around the space it's going into, not selected from what's already in stock.



Specifications & Compliance



Construction

Commercial Type II wallcovering



Performance

Washable, scrubbable, and stain-resistant options available



Design

Custom graphics, patterns, murals, and coordinated installation



Environments

Interior and exterior configurations available



Sustainability

PVC-free, recycled-content, and low-emitting options available within the range, product by product



Fire & Life Safety

Selected Class A fire-rated constructions available, confirmed by the exact product and finish; not a blanket rating across every WallForm option



Coverage

Commercial roll widths, with long-roll options for large, uninterrupted spaces



Best suited for

Hospitality, healthcare, corporate interiors, retail

WallFormTM
Custom Architectural Wallcovering System