

DIGITAL PRINT GETS HAPTIC:

BIG IMPACT ANNOUNCES 2.5D TEXTURAL PRINTING - IMAGINATION YOU CAN TOUCH

Eindhoven, the Netherlands (5 May 2017) – Big Impact, the digital print innovator and market leader, recent inventor of the sustainable wallcovering Walltex Biovate, pushes the boundaries of (pr)interiors again with its launch of Haptic 2.5D Textural Printing, elevated printing technology allowing for full-color designs to reach new heights; your eyes will WOW at what your fingers can touch. The visible and tactile elevations create embossed effects for interior applications that are customizable and at production speed.

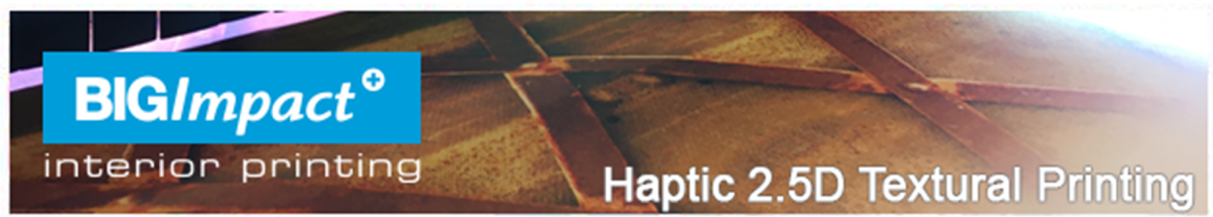
Marc Schoenmakers, Director Big Impact comments, “When Durst showed me a lab sample at the end of 2015, I thought, this is the next step.” After innovating through 18 months of field trials, and starting to operate the first machine commercially worldwide, Big Impact is proud to initiate the exclusive launch of a technology that will revolutionize printed interiors. This unique on-demand printing capability sets a new standard in design, allowing for true textural design freedom.

A brand new canvas for your imagination. Big Impact’s Haptic 2.5D Textural Printing for vertical application is of the highest quality; it is UV resistant, waterproof, fire resistant, and emits no VOCs. Such technology is ideal for contract and residential projects. Big Impact’s new machine has all of the advantages of digital print: designs are scalable in size, use the full color spectrum and gradation of hues, while maintaining the flexibility of printing each project on demand, making it possible to create ‘yournique’ projects for every customer. Big Impact welcomes and encourages its customers to innovate with them; new applications are regularly realized through collaborative efforts!

This freedom and control is only limited by the imagination. Mimicry and optical illusion transcend to a new level with this tactility. The haptic aspect of the print brings life to surfaces! Imagine printing a brick wall where each and every brick has dimension and uniqueness, even animal skin looks and feels real when envisioned with Haptic 2.5D Textural Printing. Wood grains, the look of woven or knit textiles, crocheted lace, and tiles can now go far beyond the industry standard of flat printing on textured substrates. A corporate logo can be printed directly into a design. Reproduction artwork has never before tricked the eye in such a manner; the brushstrokes are as exact as the original! This is an exciting time to discover all of the potential applications embracing such innovative technology.

Director of Big Impact, Marc Schoenmakers, partnered with Durst, the manufacturer of the machine, to develop the Haptic 2.5D Textural Printing technology, “In order for us to develop the technology for commercial realization, we had to combine our vision with the technical knowledge of the manufacturer. Now we are proud to be the first in the market to share 2.5D design freedom with forward thinkers like architects and interior designers for retail and hospitality.”

See, and feel, numerous examples of Haptic 2.5D Textural Printing by Big Impact at the market launch during MoOD – Meet only Original Designs – in Brussels, Belgium 6-8 September, 2017.



Interviews and high resolution photos available on request.

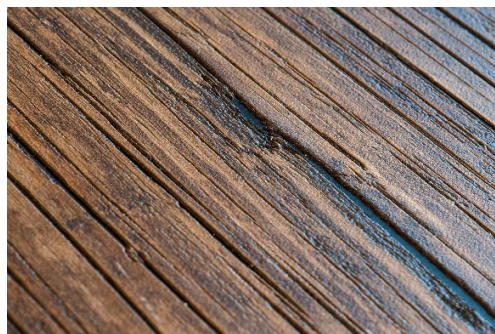
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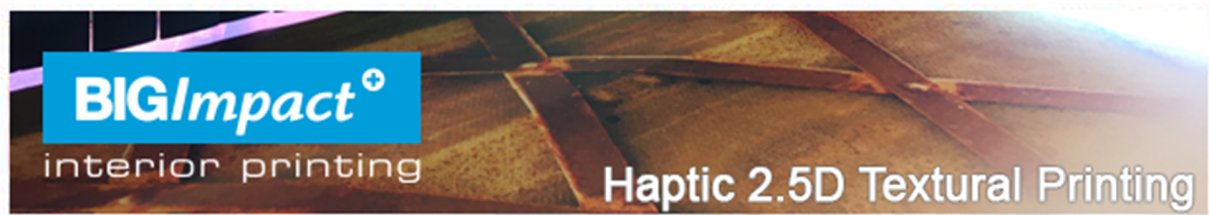


Marc Schoenmakers



Haptic 2.5D HS





About Big Impact

Founded in 2000, Big Impact, a specialist with more than 25 years of experience in supersize (media) printing and interior printing, offers high-end applications for professionals engaged in the work and life of tomorrow: project designers, converters, retailers and decorators, as well as suppliers in the textile industry, painting and finishing companies, all working together toward an innovative future. Big Impact is operational 24 hours a day, 5 days a week, employs 55 people, and produces approximately 1 million square meters of digitally printed products per annum.

Connect with Big Impact on social media: [Facebook.com/Blinteriorprinting](https://www.facebook.com/Blinteriorprinting) and www.linkedin.com/company/10402091

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