

# The Art of Printed Texture

From design to profit: how to thrive  
with DIMENSE textured printing



# Why PSPs Are Paying Attention

Adding premium textures to printed surface significantly increases value perception and profit potential.

What's more, the market for digitally printed wallpaper alone is growing fast. According to a report by ResearchAndMarkets\*, the digitally printed wallpaper market was valued at USD 4.94 billion in 2024 and is projected to reach USD 12.25 billion by 2030, growing at a CAGR of 15.9%.

And that's just one slice of a much broader décor market.

\* <https://www.researchandmarkets.com/report/digitally-printed-wallpaper>

Growth is being driven by sectors where visual storytelling matters:



Retail branding : seasonal rollouts, experiential spaces, window and in-store graphics



Hospitality: boutique hotels, spas, restaurants aiming for standout guest experiences



Workplace design: flexible, branded environments for post-pandemic offices



Agency-led campaigns : short-run, high-impact visuals for specific clients or events

Each of these markets leans heavily on customization, not just in terms of color and design, but in how a space feels. That opens up interesting opportunities

## KEY TAKEAWAY

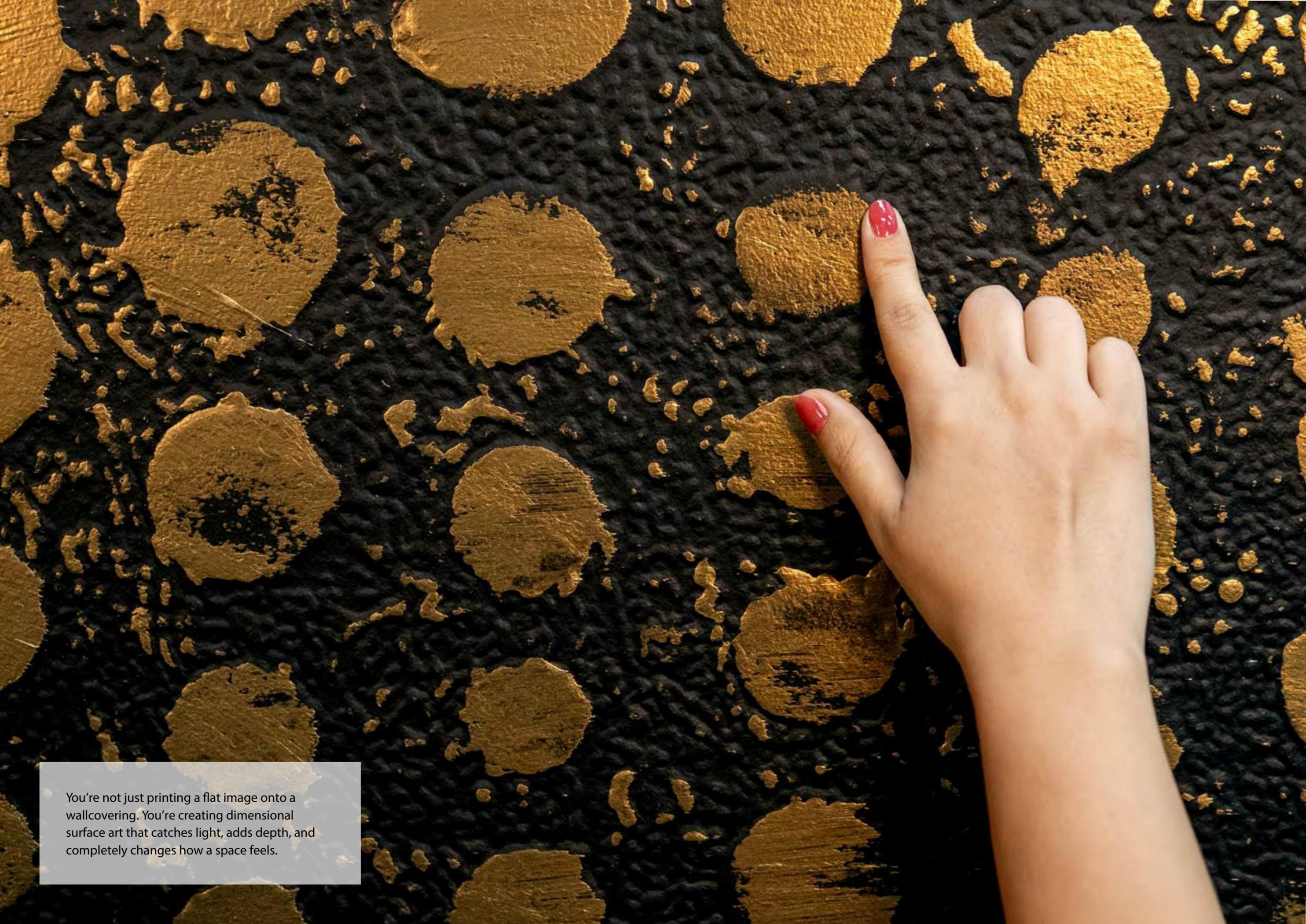
Incorporating texture into prints opens the door to higher-value work and long-term relationships with clients who care as much about design as they do about quality.

# The Solution...

At this point, you might be wondering: what kind of technology allows me to deliver this kind of high-value work without overhauling my business?

That's where DIMENSE comes in.

DIMENSE is a roll-to-roll digital printing technology that does something fundamentally different: it produces texture and color in a single step, by controlling the surface structure of the material with structural ink and heat, rather than building up layers of ink, making it easier than ever to create bespoke dimensional surface prints, on-demand.



You're not just printing a flat image onto a wallcovering. You're creating dimensional surface art that catches light, adds depth, and completely changes how a space feels.



## Lead with Value

### Selling the Vision

- A DIMENSE wall can turn a reception area into a branded experience.
- Textured print can complement interior lighting and layout, making a space truly special.
- The same design can be applied to panels, ceilings, walls, and more, transforming an entire space.

Clients will often ask for wallpaper. You should offer them a transformation.

Clients want to be shown what's possible, to take their ideas to the next level.



## Show, Don't Tell

### *Using Samples Effectively*

No matter how good your pitch is, DIMENSE needs to be touched. Samples are your strongest sales asset.

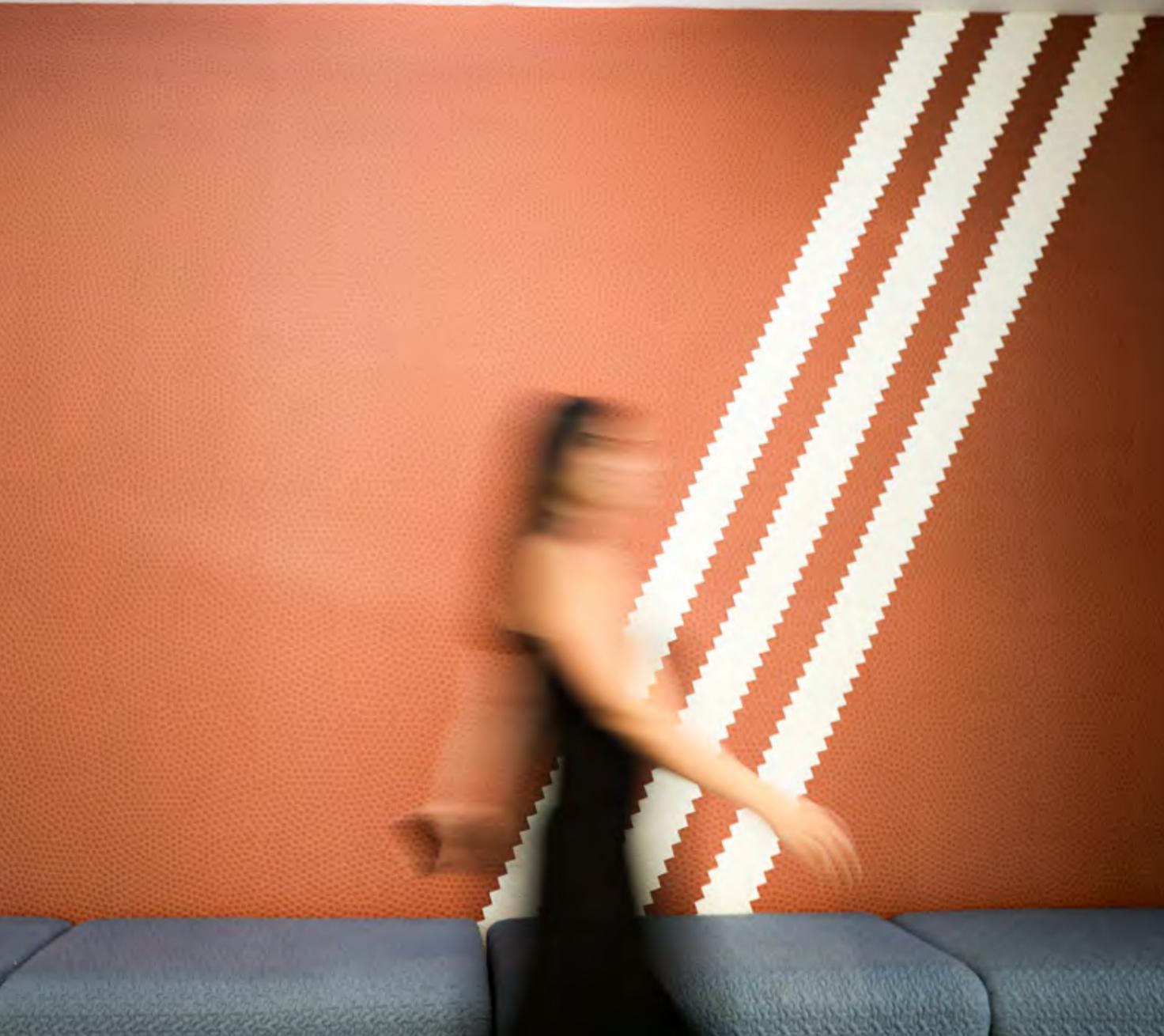
- Always bring real samples to meetings. Don't rely on PDFs or photos.
- Curate your sample set to match the sector: retail graphics, hospitality features, creative panels.
- Include both raw samples and application photos to tell the full story.
- Prepare a DIMENSE sample that can be handed out casually and is easy to carry.

No matter how good your pitch is, DIMENSE needs to be touched.

# Transform Texture with Painted Embossing

After printing emboss-only designs, you can paint over the raised surface to create rich, hand-finished effects. This process turns textured output into true dimensional art. It's ideal for custom décor, fine art, and limited editions.





# Positioning DIMENSE as a Creative Differentiator



## EMBO DESIGN MIDDLE EAST

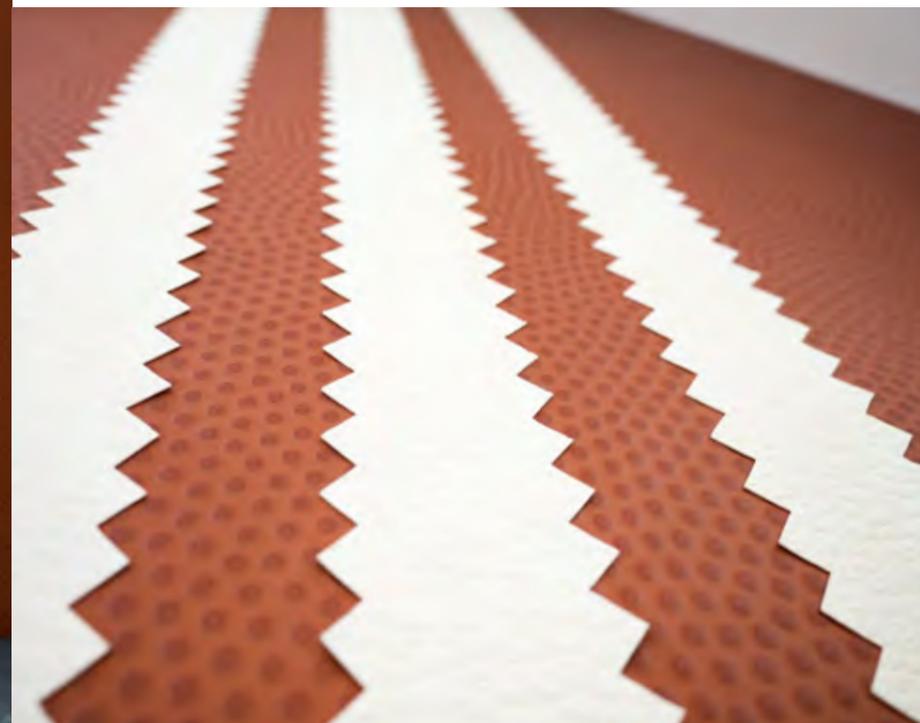
EMBO is a commercial interior décor studio that produces immersive brand spaces for retail, offices, and hospitality clients, with over 100 projects completed using DIMENSE.

### Why DIMENSE?:

DIMENSE is a perfect solution that allows EMBO to differentiate our service offerings with unique texture and creative results that designers can't find elsewhere.

### Approach:

- Meet designers and architects and share DIMENSE samples.
- Present DIMENSE as art to inspire creative professionals.
- Understand DIMENSE deeply to shape solutions that exceed the designer's original vision.
- Offer signs, windows, and more alongside wall décor.



*“When someone calls our material wallpaper, we tell them it’s not wallpaper - it’s art.”*

- Rotem Dimri, Founder & CEO, EMBO Design



# User Stories

*Different starting points. Same breakthrough technology.*

Every PSP brings something different to the table - a unique client base, workflow, or creative goal.

These three case studies show how DIMENSE has helped PSPs succeed on their own terms: whether through brand elevation, new product launches, or integrated commercial décor projects.

# Creating Unique Spatial Experiences



## ROCOCO DÉCOR EUROPE

Rococo Décor is a wallpaper manufacturer that launched a personalised wallpaper brand for high-end hospitality and residential, as well as collaborations with artists and furniture brands.

### Why DIMENSE?:

The hospitality industry was rapidly shifting to eco-friendly operations, with a need to create unique and beautiful spaces. DIMENSE was the only solution that could achieve both.

### Approach:

- When presenting quotes, always include personalized samples for each client.
- Quickly gain trust from interior designers and architects by introducing reference clients.
- Exhibit at trade shows and open galleries in collaboration with furniture brands to attract new clients.



*"I always immediately turn clients' ideas into a sample. This is the quickest way to close a deal."*

- Lidija Čavlović, Director, ROCOCO Décor

# Adding DIMENSE Technology to the Creative Arsenal



## PCI GRAPHICS NORTH AMERICA

PCI Graphics is a digital provider of custom graphic solutions, serving trade shows, corporate environments, events, and museums with high-quality, tailored visual applications and installations.

### Why DIMENSE?:

PCI Graphics is always seeking the latest technology and was looking for ways to stand out from competitors, while also responding to growing requests for custom texture options.

### Approach:

- Make proposals tied to market needs and trends, such as the shift to soft surfaces for acoustic dampening in office spaces.
- When approaching a project, offer ideas that help clients create a multi-faceted environment.

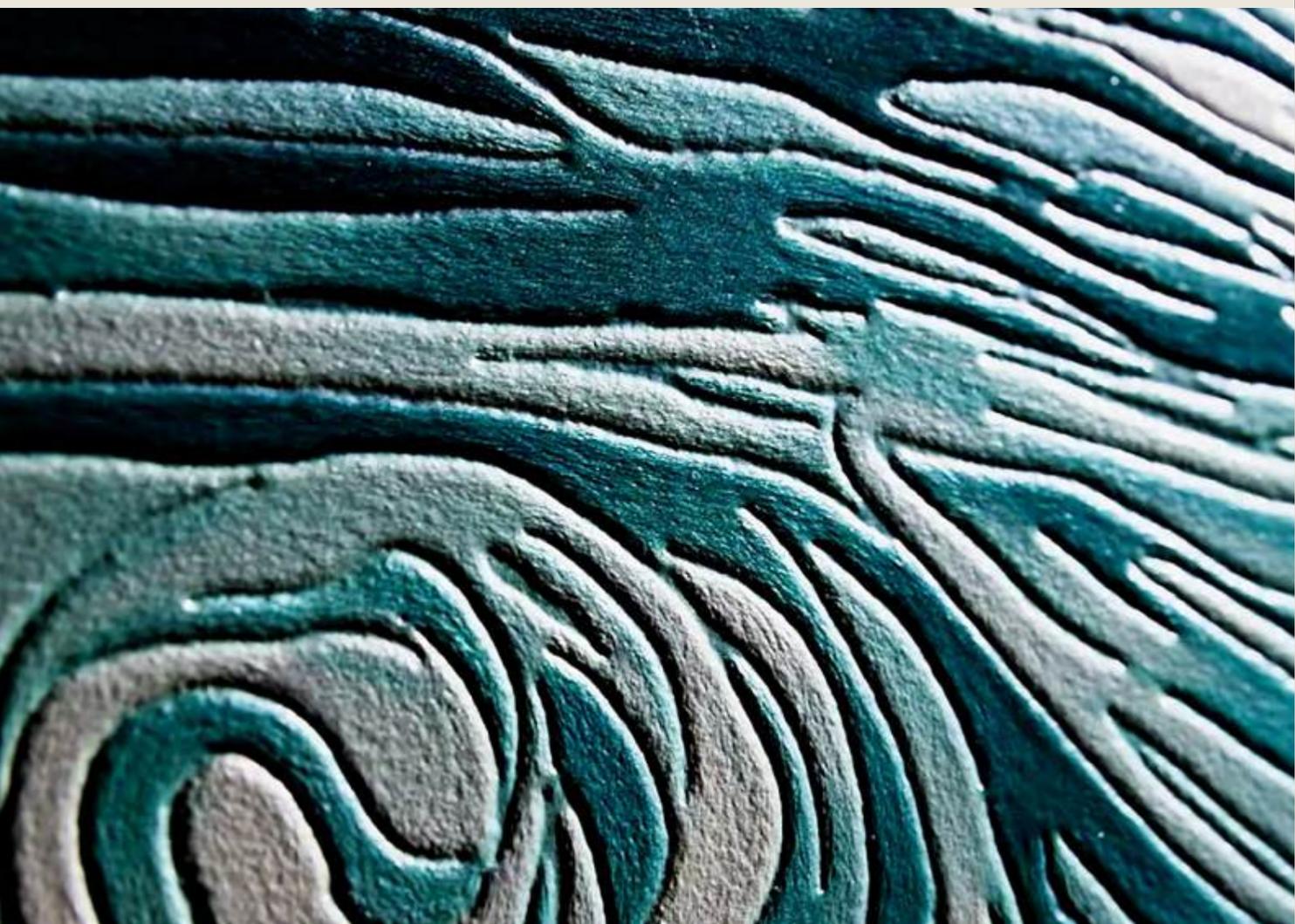


*"DIMENSE output is totally different and game changing. It's the next thing for our industry."*

- David Ashton, President, PCI Graphics



What Are You  
Waiting For?



Do Your Next  
Move

Feel the Dimense difference yourself