

MDC

INTERIOR SOLUTIONS

DIGITAL STUDIO

UNLEASH YOUR CREATIVITY

EXPERIENCE IMMERSIVE DESIGN

The Power of Custom Digital Imaging

The MDC Digital Studio is the definitive source for bold, dynamic and leading-edge commercial design solutions. We transform spaces and captivate visitors by utilizing immersive digital imagery and a diverse collection of substrates that turn architectural surfaces into unforgettable statements.

CUSTOMIZATION CAPABILITIES

- Through high-tech custom imaging, we create unique variations of proven wallcovering designs.
- Our solutions extend to large format murals, art panels, framed artwork, ceiling graphics, digitally-printed window treatments and more.

IMAGE SOURCING

- We offer the full spectrum of image development: the ability to create, source or select an image or illustration.
- Our team can even develop original graphics from scratch.

SUBSTRATES

Choose from over 20 distinct substrate and texture options to perfectly complement your design aesthetic and functional requirements. We also offer the unique capability to digitally print on our high-performance acoustic panels, allowing you to create truly custom, sound-dampening visual statements.

EXPERIENCE

Leverage our 20+ years of experience designing and implementing digital design solutions.



THE DIGITAL PROCESS, PERFECTED

Clarity, Consistency and Confidence

The MDC Digital Studio process is engineered for efficiency and transparency. We ensure our lead times are designed to align seamlessly with our standard wallcovering timelines, making the integration of custom digital solutions straightforward and predictable for every project. Your journey to a custom installation is structured into four clear, manageable stages:



1

CONCEPTUALIZATION AND DESIGN REFINEMENT

Initiate your project by selecting, creating or sourcing your imagery, including the development of original graphics from scratch by the MDC team.

2

TECHNICAL REVIEW AND MATERIAL SPECIFICATION

We confirm all project dimensions and guide your selection from over 20 distinct substrate options. A high-fidelity, 100% scale strike-off is then provided for your final approval of color and texture.

3

PRECISION PRODUCTION

Once fully approved, your custom design moves immediately into high-resolution production. Utilizing state-of-the-art technology, we ensure vibrant color accuracy and unparalleled image clarity across the entire large-format print run.

4

FULFILLMENT AND FINAL DELIVERY

Your fully realized vision is prepared with meticulous quality checks, packaged and shipped to arrive on site with predictable lead times and ready for a flawless installation.



OUR UNRIVALED TEAM

Local Expertise, National Reach

When you partner with the MDC Digital Studio, you gain access to an integrated network of creative and logistical experts designed to support your project at every phase. Our structure ensures that your vision is managed with precision, regardless of project scale or location.



DEDICATED DIGITAL COORDINATION

Your Account Executive connects you directly with a specialized Digital Coordinator. This dedicated designer acts as your central point of contact, ensuring seamless communication from the moment your vision takes shape through to final production and delivery.

ON-THE-GROUND NATIONAL SUPPORT

For projects that require local attention, you have the full backing of our established sales network. With a team of over 70 Account Executives nationwide, we offer on-the-ground support wherever your project is located, providing essential insights and physical presence far beyond your immediate location.

A COMPLETE RESOURCE

Every individual on this expanded team, from your Digital Coordinator to your local Account Executive, is a resource you have direct access to, ensuring that expert advice and site-specific support are always within reach.



Texture and Performance, Optimized



To see our full line-up of substrate options, simply scan the QR code now!

FLEXIBLE SUBSTRATES

Dive into a world of limitless design with Flexible Substrates, offering versatility for nearly any project. We provide a wide variety of material options, and our team is here to guide you in selecting the perfect one. Flexible Substrates encompass smooth, suede and art canvas finishes. These solutions include PVC-free offerings like Terralon and innovative Art Shades.

SPECIALTY EFFECTS

Unveil the magic of Specialty Effects, where artistic flair is amplified with exceptional finishes and textures. These include Bling, Prisma, Gold, Silver, Satina Pearl, Smart-Steel and Black or Copper Plate. Our expert guidance and thousands of unique images ensure image selection will be the easiest step in crafting your eye-catching custom solution.

RIGID SUBSTRATES

Explore the robust world of Rigid Substrates, where durability meets versatility across a diverse range of materials. The materials available include Acrylic, Dibond, FRP, Sintra, Magnetic System, Wood and Metal. These options are engineered for impact and offer a low-maintenance, high-style pairing every time.

HARDWARE

Discover a wide array of Hardware options tailored to elevate and safeguard your displays. This collection features a comprehensive range of solutions: Stand-Offs, Cable Suspensions, Security Hardware, Wrapped and Hanging Banner-Opened Pocket plus Cleat, French, Surface and Recessed options.

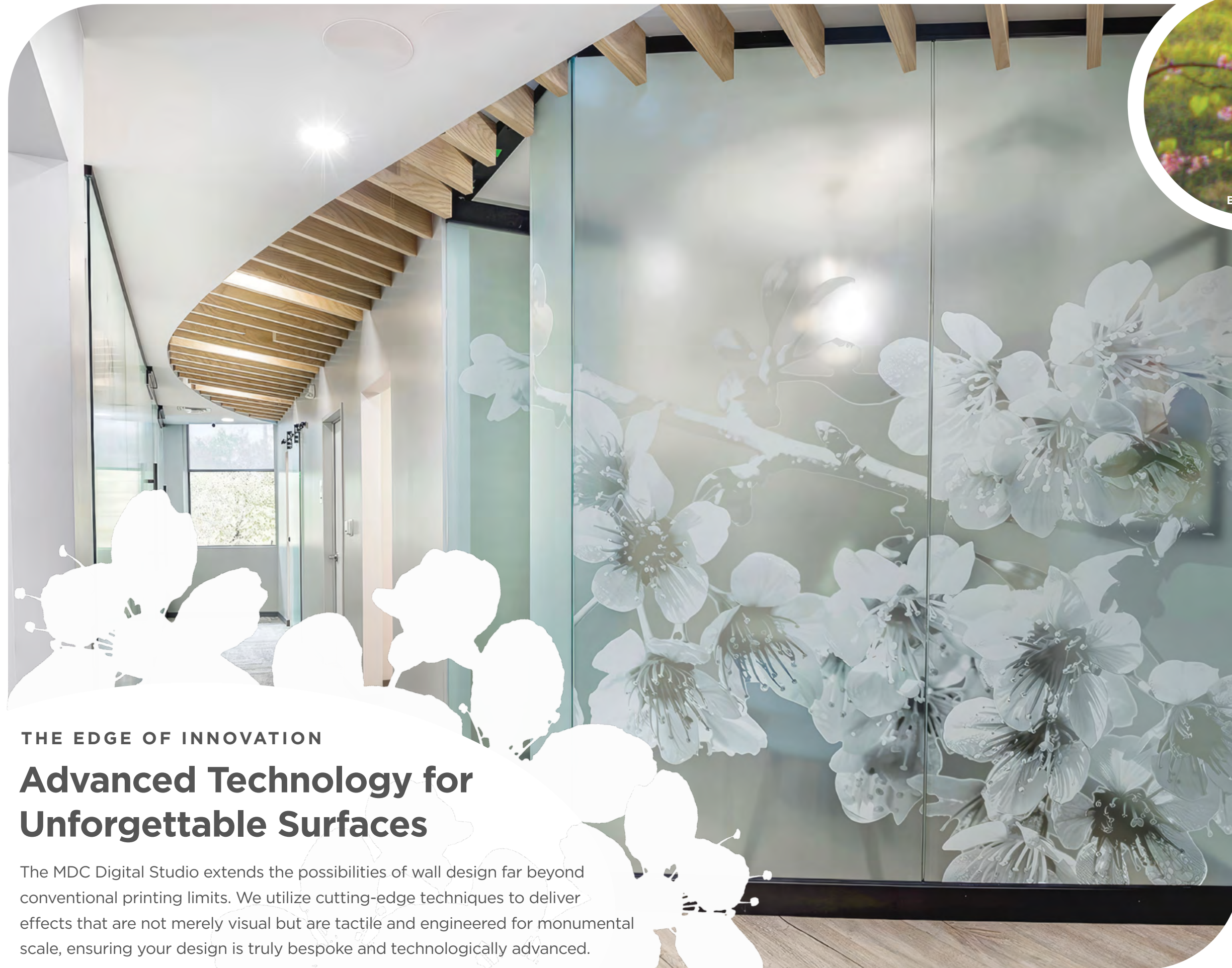


SCALABLE VISION

From Single Concept to Seamless National Implementation

For brands with a multi-location presence, the challenge is not just stunning design but impeccable consistency. The MDC Digital Studio is structured to facilitate seamless national rollouts, ensuring that your unique wallcoverings, from critical brand colors to substrate textures, are uniform across every site. We offer a single, centralized source solution for production, delivering the logistical precision and brand fidelity that is visually demonstrated in these photos from our national Puttshack collaboration.





THE EDGE OF INNOVATION

Advanced Technology for Unforgettable Surfaces

The MDC Digital Studio extends the possibilities of wall design far beyond conventional printing limits. We utilize cutting-edge techniques to deliver effects that are not merely visual but are tactile and engineered for monumental scale, ensuring your design is truly bespoke and technologically advanced.



BEFORE

AFTER

ULTRA-SCALING

We have mastered the technical challenge of reproducing high-resolution imagery at virtually any size. Our process ensures that when your design is expanded for a monumental installation, clarity, depth and detail are preserved, eliminating any concern over loss of fidelity or pixelation.

HAPTIC PRINT TECHNIQUES

Go beyond flat graphics with surfaces that engage the hand as well as the eye. We employ specialty print techniques, using advanced coatings, varnishes and specialty toner, to create a raised texture, pattern or relief effect that can mimic textures like wood, fabric or fine brushstrokes.

SPECIALTY FINISHES

Our range of advanced finishes includes spot-applied specialty coatings, as well as the application of metallic foils, to provide distinct, sophisticated tactile and visual elements—from a soft-touch matte to a high-gloss sheen.



CONSCIOUS DESIGN

Performance Meets Environmental Integrity

A commitment to sustainable materials is foundational to modern design. The MDC Digital Studio ensures that your vision does not require compromise, offering a curated selection of high-performance substrates that minimize environmental impact without sacrificing durability or aesthetic quality.

HIGH-PERFORMANCE

We proudly feature leading PVC-free alternatives, ensuring your installations contribute to healthier interior environments while meeting the most stringent project specifications.

SUSTAINABLE SUBSTRATES

Our top-tier sustainable options include Terralon, Duralon and JET-TEX, each recognized as an industry standard for eco-friendly digital decor. We also offer digital printing on Zintra, a premium acoustic solution composed of recycled content and entirely Red List Free. These substrates provide reliable, premium performance for all of your custom design needs.

A RESPONSIBLE CHOICE

By selecting from our comprehensive assortment of sustainable options, you align your project with a sophisticated, responsible approach to commercial interior design.

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MDCWALL.COM

400 HIGH GROVE BOULEVARD

GLENDAL HEIGHTS, IL 60139

847.437.4000

