

TRADE & PRICING SHEET

DIRECT-TO-WALL UV PRINTING

For interior designers, architects, general contractors and sign partners

PRINT RATES

Priced per square foot of printed area, measured as the bounding rectangle of the artwork. Trade partners receive the rates in the right-hand column.

SERVICE	RETAIL / SQ FT	TRADE / SQ FT	NOTES
Interior wall mural - standard	\$18 - \$30	\$15 - \$25	Smooth or lightly textured drywall, primed
Interior wall mural - large run	\$12 - \$18	\$10 - \$15	Over 400 sq ft, single location
Logo / brand wall	\$25 - \$35	\$21 - \$30	Small area, high value, tight color match
Glass & partition graphics	\$22 - \$32	\$18 - \$27	White ink underbase included
Tile, stone & masonry	\$20 - \$30	\$17 - \$25	Backsplash, feature tile, brick
Wood, panel & metal	\$18 - \$28	\$15 - \$23	Substrate can be printed on site or in shop
Exterior wall	\$22 - \$35	\$19 - \$30	Requires UV clear coat, weather dependent

PREP, DESIGN & ADD-ONS

ITEM	RATE	WHEN IT APPLIES
Job minimum	\$650	Applies to every booking regardless of size
Surface prep - clean & mask	Included	Standard on all jobs
Surface prep - sand & prime	\$1.50 - \$4.00 / sq ft	Raw drywall, textured, porous or previously glossy walls
Base white coat	\$1.25 / sq ft	Dark or strongly colored existing walls
Artwork & design	\$150 - \$400	Credited back on jobs over \$2,500
Digital mockup	Free	Unlimited on size & placement; 2 design rounds, then \$75
Protective clear coat	\$2.00 - \$3.50 / sq ft	High-traffic interiors and all exteriors
Travel	Free within 30 mi	\$1.25 / mi beyond, plus lodging over 150 mi
After-hours / weekend	+20%	Work outside 8am - 6pm weekdays
Rush turnaround	+25%	Booked and delivered inside 5 business days
Lift or scaffold rental	At cost + 15%	Walls above standard reach
Removal / paint-over	\$3.00 - \$5.00 / sq ft	Covering a previous mural

SAMPLE JOB PRICING

TYPICAL JOB	SIZE	RETAIL RANGE
Cafe feature wall behind counter	8 ft x 12 ft (96 sq ft)	\$1,700 - \$2,900
Gym logo wall	8 ft x 20 ft (160 sq ft)	\$2,600 - \$4,200
Nursery mural	8 ft x 10 ft (80 sq ft)	\$1,400 - \$2,400
Office lobby brand mural	8 ft x 30 ft (240 sq ft)	\$3,400 - \$5,800
Storefront window graphics	6 ft x 8 ft (48 sq ft)	\$1,050 - \$1,550
Restaurant patio wall, exterior	8 ft x 24 ft (192 sq ft)	\$4,200 - \$7,400

TRADE PARTNER PROGRAM

Who qualifies: interior designers, architects, general contractors, property managers, franchise groups and sign companies. No annual volume commitment.

What you get: trade pricing as shown above, priority scheduling, free digital mockups for your client pitches, white-label delivery with no branding on site if you prefer, and a printed sample panel for your studio or showroom.

Referral option: prefer not to mark it up yourself? Send us the client and take 12% of the job value, paid on completion.

SURFACE SUITABILITY

SURFACE	STATUS	REQUIREMENT
Primed / painted smooth drywall	Ideal	Clean and degrease only
Skim-coat and Level 5 finish	Ideal	No additional prep
Light orange-peel texture	Good	Acceptable; slight texture visible in final art
Knockdown / heavy texture	Conditional	Requires skim coat or sanding, quoted separately
Glass and acrylic	Ideal	Cleaned, white underbase applied
Sealed tile and porcelain	Good	Adhesion promoter applied
Brick, block and raw concrete	Conditional	Must be sealed and primed; image detail reduced
Finished wood and MDF panel	Ideal	Sealed surface preferred
Bare metal	Good	Degreased, adhesion promoter
Wallpaper or vinyl covering	Not recommended	Remove first, or print on new panel
Flaking, damp or unsound wall	Not accepted	Must be repaired before we quote

SCOPE & TERMS

- 50% deposit books the date. Balance due on completion.
- Printing begins only after written artwork approval. Once ink is on the wall it cannot be undone, so approval is final.
- Client supplies artwork at 100 dpi minimum at final print size, or we create it under the design fee.
- Wall must be clear of furniture and fixtures with power available within 25 ft.
- Color is matched as closely as the process allows. Exact Pantone matching is not guaranteed on textured or non-white substrates.
- We carry general liability coverage; certificate available on request.
- Interior work is warranted for 24 months against fade, cracking and delamination on approved surfaces. Exterior work with clear coat is warranted 12 months.
- Warranty is void on surfaces we advised against or that the client prepped themselves.

Ready to quote a project? Send a photo of the wall, rough dimensions and any reference imagery. You'll get a mockup and a firm number within two business days.