Graphics and Window film comparison

Wall Graphics Solutions

1. Rafa Canvas Graphics

Why Choose Rafa?

Premium seamless wall graphics with a high-end finish that transforms large spaces into immersive branded environments.

Rafa Canvas is a polyester wall covering that delivers vibrant, large-format graphics without the visible joins associated with traditional wallpaper. It is particularly effective for feature walls, corporate branding, retail environments and curved surfaces.

Advantages

✓ Seamless appearance with no wallpaper joins
✓ Excellent for large-scale graphics and branding
✓ Consistent colour across the entire print
✓ Works well on curved walls
✓ Professional, premium appearance
✓ Reduced risk of edge lifting compared to traditional wallpaper

Considerations

✗ Typically higher cost than standard wall graphics
✗ Requires quality artwork due to large print size
✗ Generally intended as a longer-term installation
✗ Wall preparation is important for best results

Rafa Canvas Examples





Rafa canvas installation



2. Wall Art

Why Choose Wall Art?

A flexible and cost-effective wall graphic solution that delivers vibrant branding and visual impact while accommodating complex wall layouts and architectural features.

Produced in-house using our Mimaki UV printing technology, Wall Art graphics are printed onto vinyl and installed in sections. This makes them particularly well suited to walls with sockets, switches, signage, radiators, door frames and other obstructions, where installation flexibility is important. The UV printing process produces rich colour, sharp detail and excellent durability, making it an ideal solution for both branding and decorative applications.

Advantages

✓ Cost-effective compared to seamless wall-covering solutions
✓ High-quality UV printed graphics with vibrant colours and sharp detail
✓ Flexible installation around wall features and obstacles
✓ Easier to replace individual sections if damage occurs
✓ Suitable for a wide range of wall sizes and project budgets
✓ Produced in-house for greater control over quality and lead times

Considerations

✗ Visible panel joins may be noticeable on close inspection
✗ Less seamless than Rafa Canvas graphics
✗ Surface imperfections in the wall may be more apparent depending on the material selected
✗ Large photographic designs may not achieve the same premium "single-piece" appearance as Rafa

Wall Art Examples





3. Wall Wrap

Why Choose Wall Wrap?

A highly versatile graphic solution that can create anything from immersive full-wall environments to bespoke cut graphics and feature branding.

Wall Wrap systems use high-resolution printed vinyls to transform interior and exterior spaces with stunning visual impact. Suitable for application on a wide range of surfaces, including brickwork, concrete and other textured materials, Wall Wrap can be used to create fully immersive wall graphics or more selective branding elements where complete coverage is not required. Its flexibility also makes it an excellent choice for logos, lettering, complex shapes and designs that need to work around architectural features, fittings or wall obstructions.

Advantages

✓ Creates immersive full-wall environments and feature spaces
✓ Ideal for logos, lettering and complex cut graphics
✓ Suitable for challenging surfaces including brick, concrete and textured walls
✓ Can be used for both full and partial wall coverage
✓ Flexible around sockets, switches, doors and other wall features
✓ Suitable for internal and external applications
✓ High-impact solution for branding and storytelling

Considerations

✗ Surface texture can influence the final appearance on some substrates
✗ Complex cut shapes may require additional installation time
✗ Large photographic designs may not achieve the completely seamless appearance of Rafa Canvas
✗ Installation requirements vary depending on wall condition and surface type

Wall Wrap Examples

Wall wrap shown to the right across folding doors





Window film

4. Contra Vision®

Why Choose Contra Vision?

Advertise on glass while preserving visibility from inside the building.

Contra Vision is a perforated one-way window film that allows graphics to be viewed externally whilst maintaining outward visibility from the inside during daylight hours. It is widely used for branding, advertising and privacy applications.

Advantages

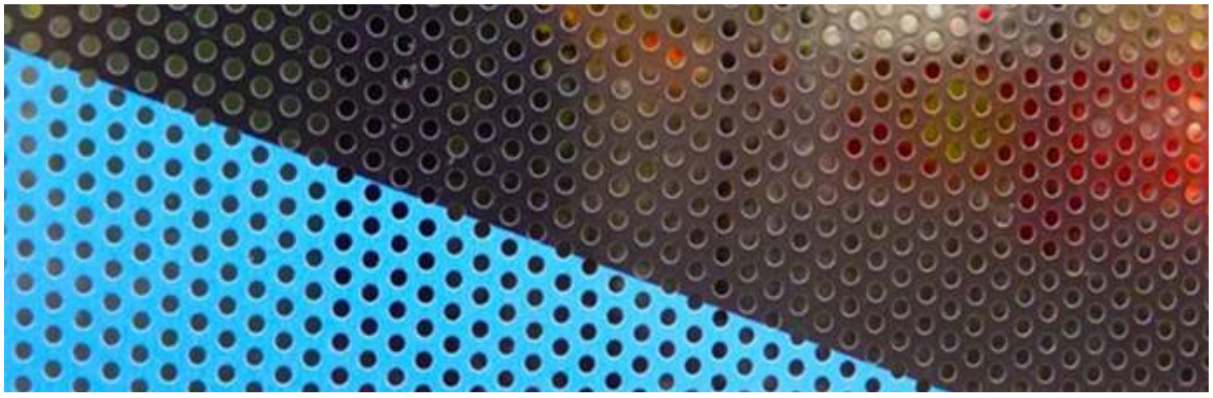
✓ Large-scale branding on glazing
✓ Maintains views from inside during daylight hours
✓ Provides daytime privacy
✓ Allows natural light to enter the space
✓ Creates a striking external appearance

Considerations

✗ One-way effect is dependent on lighting conditions
✗ Privacy is reduced at night when internal lighting exceeds external light levels
✗ Visibility through the film is slightly reduced
✗ Less suitable for close-up viewing

Contra Vision Examples

Material



Street view and inside view of contra vision



Street view of Contra Vision



5. Printed Frost

Why Choose Printed Frost?

The perfect balance between privacy, branding and natural light.

Printed frost combines the elegant appearance of etched glass with custom printed graphics, logos or patterns. It offers privacy while maintaining a light,

open feel. EPL Films' frosted films are often used for manifestations, privacy screening and decorative glazing.

Advantages

✓ Professional and sophisticated appearance
✓ Maintains natural light transmission
✓ Enhances privacy without feeling enclosed
✓ Ideal for incorporating logos and branding
✓ Excellent for meeting rooms and offices

Considerations

✗ Graphics are more subtle than opaque vinyls
✗ Less privacy than a fully opaque solution
✗ Printed areas may have reduced visibility at distance

Printed Frost Examples





6. Print to Clear vinyl

Why Choose Print to Clear?

A sleek and modern glazing solution that adds branding and visual interest while maintaining maximum transparency and natural light.

Print to Clear vinyl allows graphics, logos and imagery to be printed directly onto clear film, creating a clean, contemporary appearance without significantly obscuring the glazing. Unlike frosted graphics, the transparent areas remain fully visible, making it an excellent choice where branding is required but openness and visibility need to be maintained.

Advantages

✓ Maintains maximum light transmission and visibility through the glass
✓ Creates a modern, premium appearance
✓ Ideal for logos, branding and decorative graphics
✓ Preserves the open feel of a space
✓ Suitable for both internal and external glazing applications
✓ Can be combined with white ink printing to create striking visual effects

Considerations

✗ Offers little to no privacy compared with frost or opaque graphics
✗ Graphics can be less prominent depending on lighting conditions
✗ May be harder to see on highly reflective glazing
✗ Not suitable where screening or visual separation is required

Print to Clear Vinyl Examples





7. Opaque Window Graphics

Why Choose Opaque Graphics?

Maximum privacy and bold visual impact.

Opaque vinyl graphics completely block visibility through the glazed area and can be produced in virtually any colour, shape or design. They are ideal where privacy or strong branding is required.

Advantages

✓ Complete privacy
✓ Strong, bold branding opportunity
✓ Large range of colours and finishes available
✓ Excellent durability
✓ Highly visible from distance

Considerations

✗ Blocks light and visibility through glazed areas
✗ Can make spaces feel more enclosed
✗ Less suitable where transparency is desired

Opaque Graphics Example



Requirement	Best Option
Highest-end wall finish	Rafa Canvas
Most impactful wall transformation	Wall Wrap
Most budget-friendly wall branding	Wall Art
Best for walls with fixtures and obstructions	Wall Art
Best for textured surfaces (brick/concrete)	Wall Wrap
Maintain outward visibility through windows	Contra Vision
Daytime privacy with external branding	Contra Vision
Professional office privacy	Printed Frost
Maximum privacy	Opaque Window Graphics
Branding while maintaining transparency	Print to Clear Vinyl
Best for meeting rooms	Printed Frost
Best for external advertising	Contra Vision
Strongest branding impact on glass	Opaque Window Graphics
Best balance of branding and openness	Print to Clear Vinyl

Window Graphic Type	Privacy Level	Visibility Through Glass
Print to Clear Vinyl	Low	High
Printed Frost	Medium	Medium
Contra Vision	Medium-High (Daytime)	High from Inside
Opaque Window Graphics	High	None