

Case Study of Monomeith Designs (Collection #1)

1. Testimony of experience
by Penny Maskell
2. Description of Process
by WW





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To Whom It May Concern,

Wilding Wallpaper offered a professional service from start to finish. My aim was to produce a unique, high quality collection that rivalled anything offered by the leading European wallpaper producers. With Wilding Wallpaper's expertise I believe that was achieved.

It was an exciting and rewarding experience to be involved in the whole process, from prepress, to the mixing of individual colours, through to despatch.

I know I can rely on Wilding Wallpaper for their high standards and efficiency.

I do not hesitate to recommend their services.

Sincerely,

A handwritten signature in blue ink that reads "Penny Maskell".

Penny Maskell
Monomeith Designs



Case Study of Momomeith Designs (MD) Wallpaper Collection #1

Wilding Wallpaper was very pleased to work with Monomeith Designs. The object was to produce a unique range of handcrafted designs that rivalled anything on the market today. The information below provides some insight into how that was achieved.

In this case, MD wished to produce an on-going collection (WW produces designs for one-off projects, or on-going collections.)

Step 1

Penny Maskell and William Wilding met to discuss project concept, market conditions and the work involved in producing a collection to a high standard. This discussion included:

- the number and type of designs to be produced
- how to prepare designs efficiently and effectively
- material types, background colours and minimum orders
- foreground colour mixing, screen-printing and trimming
- production of samples and tailor-made sample books
- pricing and terms of trade including turn-around and despatch
- record keeping and communication design
- potential sales, marketing and distribution

Step 2

Once we had settled in principle on the terms of our agreement, we spent a little time developing our relationship through the production of an indicative sample from design to installation. We did this in order to determine if a business relationship between us would be viable.

In the process of producing the sample we defined product, pre-press and printing capacities. This included raw materials, design media and design repeat sizes and styles to suit the medium.

It moreover enabled us to set design and production standards, consider important matters of installation, maximise efficiency, get a feel for the medium and enjoy the process.

Step 3

Having earlier settled upon premium wallpaper base-paper milled in Scandinavia for high-end English firms aiming to break into the US market, and having also discussed minimum background colour runs, colour tolerances, and quantities of wastage created in the process, we had the background colours locally mixed to order.

They were then personally authorised at the lab and locally printed

Step 4

'The MD Collection #1' consists of five designs on three background colours in a total of 16 colourways.

MD provided samples of each foreground colour in each colourway. They recognised that the background colours on which the foreground colours were printed would effect how the foreground colours appeared to the eye.

Having earlier overseen technical aspects of the artwork relating to the process, having authorised the artwork for print, and having prepared and exposed screens on site, WW mixed and matched the colours by eye on site to MD's satisfaction in approximately three stages.

Step 5

Samples of the final designs in duplicate were authorised by MD and WW. They were then archived by both parties for future reference.

The wallpapers then went into production.

The agreed upon quantity was produced for both hanging display and samples for distribution. The samples for distribution were placed in leather-bound books tailor made to size and colour, and debossed with company logo etc.

Step 6

Pricing and general terms of trade were negotiated with WW's and MD's individual business objectives in mind.

Step 7

Records were kept throughout the production process. Ink codes were created and updated through the sensitive colour mixing process. Design codes articulating key aspects of each design were established and attached to each piece of artwork, each sleeve protecting the artwork, each screen, each colour, each printed roll, and each aspect relating to administration.

The Idea was to establish not only consistency in production and ordering in order to control quality and maximise efficiency, but to infuse the essence of the brand into the core of the brand.

Step 8

Discussion was held regarding where and how to sell the products. Consideration was given to eliminating potential disputes, internet marketing (including art direction and written copy), wholesale and retail sales, in addition to the past, present and future place of wallpaper in the many general and niche wallpaper markets.

WW

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