

Wilsonart x You Frequently Asked Questions

Q: What is Wilsonart x You?

A: Wilsonart x You (WxY) is a service from Wilsonart that allows designers to create one-of-a kind laminate designs using proprietary Wilsonart custom processes, with as little as one sheet minimum order.

Q: Where would I use Wilsonart x You?

A: Wherever you want to create unique effects, such as on signage, custom furniture and retail fixtures. WxY is especially useful for incorporating corporate logos and graphics into a design scheme. And for putting a personal touch on a very special space.

Q: How do I order Wilsonart x You Laminate?

A: Start with your local Wilsonart distributor. Each laminate order must go through a local distributor. Because Wilsonart is not a direct seller of laminate, the Wilsonart x You team cannot answer pricing questions. However, the department CAN assist in finding and getting set up with the correct distributor for your project.

Q: Can I send any artwork to the Wilsonart x You department for production?

A: Not exactly. There are many different types of image files, and not all will work for custom printed laminate. There are many factors to consider such as resolution, image size, color, and clarity. Vector based files are preferred (Adobe Illustrator) for logos, artwork and illustrations. Photographs need to be no less than 100DPI at the full, finished size. Submit files by DVD or CD or via the Internet using “Dropbox” or “Hightail”. You can also email files (under 6 MB) to WilsonartxYou@wilsonart.com. If you have specific questions about your artwork, please reference our online [artwork formatting guidelines](#).

Q: Is a custom printed design available over any Wilsonart pattern?

A: No. While our custom designed laminate can mimic Wilsonart’s standard laminate patterns, the replications are not an exact match, and are therefore discouraged. If you are looking for something specific, contact the Wilsonart x You team at 254-207-6001 to discuss options that may be available.

Q: How can I know if my image is going to look like what I want?

A: The Wilsonart x You team will always send ONE free sample for approval. The samples are pressed laminate representations of the exact final product. The sample size is limited to roughly 15"x19."

Q: How soon will I receive my sample?

A: Some of that depends on receiving good artwork. If the artwork is ideal and in keeping with the Wilsonart x You requirements, samples are often produced in 2-3 days. The sample is then sent via overnight delivery to you.

Q: After I order the product, how long does it take until I have it?

A: The standard lead time of custom printed laminate is 2-3 weeks after receiving the PO from the distributor, and signed confirmation of sample color and layout approval. It's important to note the lead time does not begin upon receiving the initial artwork.

Q: Is digitally printed laminate different from normal Wilsonart[®] Laminate?

A: While a custom image is achieved via a different process, there is no surface or performance difference between Wilsonart's traditional laminate and digitally printed laminate. Each product passes NEMA testing, and shares the same workability. Please note that postforming properties meet NEMA standards, but are not identical to standard Wilsonart postforming capabilities. You can find details on the Wilsonart x You [tech data](#).

Q: Is 5-foot laminate available?

A: Yes, digitally printed laminate sheets are available in 3, 4 and 5-foot widths.

Q: What finishes are available?

A: WxY is available in High Gloss (01), Textured Gloss (07), Fine Velvet Textured (38), Matte (60) and Crystal (90) finishes. Premium finish upcharges apply for High Gloss, Textured Gloss and Crystal finishes.

Q: Why is Wilsonart x You more expensive than traditional high pressure laminate?

A: Customized laminate is essentially a one-of-a-kind, hand-made product. Because of the additional time and processing required to produce each sheet, the product is more costly to make. Still, in most cases, it is a less expensive alternative to other customized or hand-rendered processes that are available in the surfacing industry.