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## **Design Pool, LLC. and Chroma Imaging Partner to Expand Design Options for Print on-Demand Interior Products**

Today Design Pool, LLC announced a new partnership with Chroma Imaging, adding another option to make customization accessible and easy for interior designers and architects. Any pattern from the entire Design Pool library can now be printed directly on the many products offered by Chroma Imaging.

Based in Herndon, Virginia, with another location in Kissimmee, Florida, Chroma Imaging is a design and production company specializing in large format printing and custom visual solutions. They excel at creating unique visual communications for their customers, no matter the timeframe or budget.

Through this partnership, Chroma Imaging now offers any Design Pool pattern from their online library of over 500 designs, on a wide range of products. Products include PVC-free, plasticizer-free and phthalate-free wall coverings and murals. This permanently removeable, self-adhesive wallcovering has a unique 3-ply technology that hides wall imperfections. Their easy to apply and remove flooring is both textured matte vinyl backed with fabric and semi-rigid polyester-based substrate with a specially-formulated slip-resistant for dimensional stability and strength, and coated with a clear adhesive. Wall Accents reflect anybody's individual style that are sure to inspire and impress. They have the ability to print on canvas, acrylic, clocks, wood, glass and more. Finally, the wide range of products they can print on give Chroma Imaging the ability to create any kind of custom fabrication. Their team is excited to work to bring any vision to life.

Felix Wijaya, CEO and Co-Founder of Chroma Imaging, is excited to expand their business by joining forces with Design Pool to bring the power of digital printing to the interior design market. "I first learned about Design Pool through an article in a magazine and was amazed by their extensive pattern library. Once we connected, we saw many possibilities to offer their patterns to our existing clients and opportunities to expand our print on-demand expertise to a new market. We are very excited for the opportunities this partnership brings."

Kristen Dettoni, Design Pool founder and CEO, is thrilled about this new partnership. “After my first conversation with the Chroma Imaging team, I knew they would be a great partner. They are passionate about printing and helping their customers grow and promote their businesses. I am so excited to combine our specialties to bring more print on-demand possibilities to interior designers and architects.”

Design Pool is located in East Hampstead, New Hampshire. They connect interior designers, architects, and product designers with manufacturers using the latest print-on-demand technology. They offer a comprehensive resource of patterns designed by experienced textile designers and available for licensing. Clients benefit from a wide range of designs for products and projects that can be produced sustainably with low minimums and less waste.

Chroma Imaging has two locations, one in Kissimmee, Florida and the other in Herndon, Virginia. They are a full-service graphic design and production company specializing in large format printing and custom visual solutions. Their strength is finding solutions for visual communication needs, whatever the timeframe and budget.

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