

Applications

There are distinctive groups which can be defined to find the correct process needed to make a final application.

Indoor:

Posters (un-laminated and encapsulated).
Photorealistic.
Graphical signage (POP, mounted advertising/information panels).
Floor graphics
Pop- Up displays.
Single drop Pop-up displays.
Banners.
Backlit.
Decal (stickers).
Proofing.
Fine art.
CAD.
GIS.

Outdoor:

Graphical signage (mounted advertising/information panels).
Billboards.
Fleet graphics.
Banners.

INDOOR:

Posters:

This type of application combines all media usable for productive and affordable printing with different requirements. In this way ad agencies and in-house marketing executives are supported in providing marketing, promotional, and other communications products and services in order to meet clients' requirements for a broad array of printed materials that must be produced fast and in small to medium quantities. This can mean production and refinement of samples and test market materials, low cost non photographic paper display/advertising material. The cost of this application is normally kept low as it is for short term, or non harsh environment use. A low value finishing process, for instance, encapsulation is used to give extra protection.

Photo-realistic:

Photo-realistic posters come as they are: close to the appearance of classic silver halide photographs. Wherever such an appearance for advertising and display material is required the high quality, high brilliance, edge sharpness and soft gradation of these media guarantee photo-quality images with millions of colors and smooth, subtle skin tones.

Graphical Signage (POP, mounted advertising/information panels):

The use of digital printed identification signs or maps, for clear directions and information to help reduce chaos for example at exhibitions, conventions, in large buildings etc. High impact graphics are also produced in this way including text or to be their own applications as with trade show

booths, POP (as below). Vinyl and paper media gives you the solutions you need to capture attention with brilliant, visible and legible graphics and text.

In department stores, super-markets, exhibition halls etc. attention has to be essentially created within a short period of time. POP displays have to be smart, attractive and effective no matter whether they are presented hanging above the sales rooms or displayed at the shelves. Anything falling short all three features can be a waste of money. Media for POP-displaying purposes support quick information at one glance thanks to being quickly printed at reasonable resolution.

Floor graphics:

Floor graphics are rapidly growing in popularity: Put your message right at the customer's feet. You'll find floor graphics for example at retail outlets and gas stations. A specialised removable adhesive back side and an anti-slip face laminate are the key to this high impact, slip-resistant, durable and easy-to-remove floor design. There are short term (up to 4 weeks) and long term applications (measured in years) which are satisfied with specific face film and adhesive characteristics. For longer term applications, paper is not an option as a printable media, so a transfer process would be used. Paper is used for short term applications, however a minimum 5mm laminate boarder is left around the image to stop water penetration.

Pop-up Display:

Pop-up displaying material is the preferred choice for presentations on exhibition panels used at fairs, trade shows etc. After lamination with a textured finish laminate (Deep Crystal, Santex, etc) these displays are mounted onto the Pop up frame work with adhesive or magnetic strips. Main requirements in this area are high opacity, high whiteness and mechanical robustness of the media combined with photo-realistic images i.e. pictures with brilliant colors and medium to high resolution. By using a direct printable film and single side lamination, the possibility of the paper splitting is taken away compared to an alternative method of encapsulating printed paper with a 'Stop Light' backing and 'Deep Crystal' laminate. Failures have been seen when encapsulating paper as the edge is cut flush to enable seamless panel mating, but this exposes the paper inside leading to possible failure.

Single drop Roll-up displays:

There are two versions of this application a single drop which is mounted onto the frame work and needs good, although less, rigidity as a standard Pop-Up display and a second one that rolls up into itself. Lay flat characteristics are essential so there is no side curl on the media. High impact presentation graphics for promotions, welcome banners or general advertising, can be made using a Roll Up Display film, for longer term applications a laminate can be applied for increase protection.

Banner:

Banners include everything from lamppost flags, trade show decorations, event announcements and in-shop advertisement. Depending on where your banner is presented, reinforced PVC, polyester banner, fabric or non-woven fabric can be the medium of choice to make it a successful marketing tool. A number of characteristics are satisfied from ability to be welded to give large area covering (PVC), to eyelets for fixing, water resistance and double sided printing.

Back lit:

Back lit signage comes in the form of point-of-purchase displays, airport signs, trade show exhibits, hotel lobby displays, shopping mall ads and directories, and more. Illuminated pictures create an exceptional attractiveness. It is very popular to use inkjet process for this with reverse and front print grades available in different thickness' and options of water resistance for high humidity use.

Decals:

Decals offer an effective way to position your business or product squarely in the public's eye. They are ideal for enhancing windows, screens or cars and other vehicles with custom decorative markings. Having their own self adhesive backing, decals offer the flexibility to be mounted wherever and whenever needed.

Proofing:

'The same image as the final print' is the main goal with this application. The aim is to get as close as possible to what the final version will look like. Optimal colour graduations, sharpness and neutral background are key characteristics to reach the high standards needed in the final proofing activity.

Fine art:

Reproduction or creation of new works of art, the options are many. Canvas reproduction, wedding or other special occasion photographs can be printed to give an 'old world' effect. Strong and vibrant colours are achieved with a decorative effect of canvas to give a mock 'work of art'. Other papers are also available to give subtle colour effect of other embossed effects. Premium quality is the first priority with this application as the final product commands a premium price tag.

CAD:

Computer-Aided-Design and related processes, which include technical single or multicolor drawings, require excellent line definition, fast drying and aging resistance.

GIS:

Applications summarized under geographical information systems which display maps, surveys etc. Media used for printing in this application have to guarantee edge sharp print image and aging resistance together with a convincing area fill in color printing.

OUTDOOR:

Graphical Signage (mounted advertising/information panels):

The use of digital printed identification signs or maps, for clear directions and information to help reduce chaos for example at exhibitions, conventions, etc. High impact graphics are also produced in this way including text or without text mainly for advertising. Vinyl and paper (if laminated with water proof films, or outdoor paper is used), gives you the solutions you need to capture attention with brilliant, visible and legible graphics and text.

Billboards:

Billboards are the „oldest“ way of advertising. Look for their effectiveness along busy streets and roads, at train and subway stations or bus stops: Wherever you go, you find posters pasted onto billboards, which are frequently changed to have broad impact. Optimized outdoor media allow direct pasting and result in bright posters with high opacities even when in contact with high water levels.

Fleet Graphics:

Fleet marking and graphics on trucks, busses or other vehicles as application include corporate identification, advertising, and special promotions for short term use. In the city, mass transit buses and minivans are increasingly wrapped with advertising messages. Most, if not all, of these graphics use a vinyl substrate and a vinyl over laminate. Vinyl is excellent for these applications because it expands and contracts with the change in temperatures and the seasons.

Banner:

Banners include everything from lamppost flags, event announcements and special advertising promotions. Depending on where your banner is presented, reinforced PVC, polyester banner fabric or non-woven fabric can be the medium of choice to make it a successful marketing tool. A number of characteristics are satisfied from ability to be welded to give large area covering (PVC), to eyelets for fixing, water resistance is a must for outdoor without lamination and double sided printing.