



## **Choosing Sign and Banner Supplies for Eye-Catching POS Displays and Graphics**

There are many different media choices available for the creation of POS displays and graphics, making the selection of sign and banner supplies seem like a challenge. Below is a brief overview of the various media options, including a detailed list of the corresponding InteliCoat products.

Regardless of what media you are looking for; consider universal choices that work across a variety of printing technologies. In shops where multiple printing technologies are used, universal products like the ones offered by InteliCoat can bring in one SKU that works across all platforms. This allows for reduced inventories and production flexibility.

### **Photobase Papers**

Ideal for in-house graphics, proofing, POS graphics and photo reproduction, photobase papers are becoming an increasingly popular media option for POS displays and graphics because of their excellent image quality and photorealistic results. When choosing among photobase papers, look for options featuring 2-sided polyethylene sealed sheets (encapsulated), as well as archivability and instant dry times.

#### *Magic Products*

Siena 200 & 250 L & G

### **Solvent / Eco Solvent Photo Papers**

A common media choice for the creation of in house and POS graphics, solvent and eco solvent photo papers are a cost effective option for high resolution, short-term applications. To ensure high photographic resolution, choose media options that feature an ultra smooth surface.

#### *Magic Products*

GFPHOTO

GFPHOTO 240

Total Photo M

### **Latex Saturated Papers**

Latex saturated papers have become a cost-effective choice among sign and banner supplies. The added durability and high versatility of latex saturated papers make them the ideal choice for backlit graphics, wall murals, outdoor advertising and POS displays.

#### *Magic Products*

GFIOP 140/212

Poster MAX 212

### **Photo Films**

Photo films are an ideal, cost-effective alternative to white films. Although there are several options available for photo films, choices featuring water-resistance and instant dry time are great solutions for POS graphics, especially in the beverage industry.

*Magic Products*

Palermo SPF

### **Backlits**

Polyester backlit films are becoming increasingly popular among users of solvent printers because of their ability to create high resolution, eye-catching displays. By investing in backlit films, sign makers gain the ability to produce lightbox graphics for retail and POP venues.

*Magic Products*

SBL-7

DMBL5

### **Clear Film**

Featuring great black densities, clear films are becoming an increasingly popular option for a number of POS applications, including lightbox graphics, window graphics, color overlays and screen positives. When choosing among the wealth of options, look for clear films that provide water resistance for added protection in busy retail venues and POS locations.

*Magic Products*

DMCF4

Novara CF

SCF-7

### **Banners**

There are many banner media options available for the production of retail and POP display stands and indoor/outdoor promotional banners. When choosing among the plethora of options, look for durable strength, universal banners. Additionally in today's eco-conscious world, consider recyclable media.

*Magic Products*

PPM7, PPM7 PSA

VSF

TB9

DMPB10 C2S

### **Block-out Films**

Specifically designed for retractable banner stands, block-out films present a great choice among sign and banner supplies. Look for universal choices that feature an anti-curl layer for added stability and durability on the busy retail floor. Additionally block-out films with bright white printing surfaces enable added color pop.

*Magic Products*  
POS PRO+ 200

### **Repositionable Products**

Repositionable media choices fill a market niche for the creation of short-term promotional banners and graphics, as well as window graphics for a wide variety of venues. It's extremely important to choose repositionable options that print full bleed, won't shrink with heat and prevent edge curl.

*Magic Products*  
STICK 2

For more information on sign and banner supplies from IntelliCoat, call 1-800-628-8604 or email [jchagnon@intelicoat.com](mailto:jchagnon@intelicoat.com). You may also view a clip from our POS Products and Applications webinar on the IntelliCoatTech YouTube channel at <http://youtu.be/HICPUs9dAF8>.