



Popular Sign and Banner Applications for Point-of-Sale Graphics

Although it may seem like a daunting task, choosing the right sign and banner supplies are critical to producing effective POS displays that meet requirements for image quality and durability. Below is a tip sheet that outlines the most promising types of POS applications and provides advice on what sign and banner supplies to use for the creation of high-quality POS applications.

Roll-Up Displays

Although there are various types of media that can be used for these portable display systems, it is critical for the material to feature an opaque substrate with a block-out layer to prevent show-through. Materials used to construct roll-up displays should also be flexible for portability.

Another key factor to consider with roll-up displays is edge curl, which looks unprofessional and diminishes the message conveyed on the sign. Since vinyl, fabrics and other soft substrates are prone to edge curl, an opaque film that lies perfectly flat should always be used. Common product constructions for roll-ups include 8 mil block-out polyester film, polypropylene or vinyl banner materials with block-out films.

When it is time to laminate the roll-up display, thinnest laminates are the best choice. Not only does lamination change the image gloss level of the roll-up display, but it also adds durability. Use liquid coatings, very thin pressure-sensitive adhesives or hot melt laminates.

Fabric Signs

Fabric signs have experienced a recent increase in popularity because they are more environmentally-friendly than vinyl materials and feature a softer look and feel.

Dye sublimation processes present the best avenue for POS fabric applications. The sublimation process allows the inks to become part of the fabric – translating into increased durability, as well as the richest color and the softest texture.

For best results, dye sublimation should be performed on white or light-colored surfaces that are specialty-coated or polymer-coated to accept inks. Sublimation conditions vary depending on the heat transfer press being used; so optimal temperature, pressure and dwell time conditions should be based on individual heat presses.

Dye sublimation papers used for high quality sublimation transfers are designed to print a wide gamut of vibrant colors, while enhancing the release of ink during the sublimation

process. These specialty media choices also help to produce optimal results and ensure product quality by lowering ink use and expense.

The downside of dye sublimation is that it requires special printing and heat transfer equipment. In cases where a print shop may not have this specialized equipment there are direct print textile materials available for both standard solvent inkjet and aqueous inkjet printers. There are a wide variety direct print textiles ranging from very sheer fabrics to heavy flag material. There are even some adhesive back textiles that offer a uniquely soft look and feel for a number of mounted POS display applications.

Pop-Up Stands

Pop-up stands are no longer just for tradeshow; offering a great solution for in-store environmental graphics or display back drops. The final construction of pop-up stands should target a composition of 20 mils thick, which generally consists of an opaque backing layer, imaging layer and textured laminate.

When constructing a pop-up stand, the panel should be both heavy enough to stand firm in the framing and durable enough to be rolled up and shipped to retail outlets.

Backlit Displays

As with the opaque displays, sign makers should use matte to textured, lustre finishes for the construction of backlits, which are commonly imaged on polyester or polycarbonate-based films. Polycarbonates are reverse printed and then viewed through the film or from the non-print side. Polycarbonate films are available with a textured finish on the viewing side of the film.

Polyester backlit films are also becoming increasingly popular among users of solvent printers. There are four parameters to consider when producing graphics for light projection displays: calculation (amount), location (where), application (how) and duration (longevity). This information will determine the best methodology for producing the graphic.

Semi opaque materials present the ideal form of media for POS displays because they ensure that there is enough translucency for the graphic to look great under the reflective lighting on the retail floor. The best choices for in-store backlit displays are white films or polypropylene media that offer 90% opacity. Films that feature 40% to 50% opacity are preferred options in lower light environments.

For more information on sign and banner supplies from InteliCoat, call 1-800-628-8604 or email jchagnon@intelicoat.com. You may also view a clip from our POS Products and Applications webinar on the InteliCoatTech YouTube channel at <http://youtu.be/HICPU9dAF8>.