



The PVC Banner Material Buyer's Guide



PVC Buyers Guide

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What Makes a Great Banner?

PVC banner material is a staple of the super wide-format printing industry, serving advertising campaigns around the world. PVC substrates are used for printed adverts on banners, billboards, building wraps, truck-side adverts, tier dressing, and other display systems from Leicester Square to local shopping centres.

Consumers usually pay little attention to the banner substrate itself, focusing instead on the printed imagery. This is how it should be, but banner materials matter a great deal for people involved in the printing business.

This guide is for businesses who need to purchase PVC banner material; either switching away from existing suppliers or buying banner substrates for the first time on a new job for a customer. The weight, feel, durability, and quality of the banner material will all impact the final printed result and will affect your customer's satisfaction with the print job.

Finding the right banner material (and supplier) helps you:

- Run your department more efficiently
- Get jobs out the door on time
- Minimise returns
- Cut back on overtime and waste
- Achieve high quality print runs each time

The Endutex group, of which Endutex UK is a part, is one of the world's leading suppliers of PVC substrates. Combining technology, specialised know-how, and experience gathered over more than four decades, Endutex Coated Technical Textiles provides sophisticated and high-performance solutions in PVC, acrylic, and PU (polyurethane) coating for different applications up to 5 meters wide.

Founded in 1970, Endutex is now recognised as one of the leading producers of technical textiles. It focuses on the production of polyurethane, PVC, acrylic, and silicone-coated textiles.

We care about quality. We care about price. We care about delivery. We care about making your job easier and helping you deliver fantastic products for your client each and every time.



Who This Guide Is For

This guide is written for anyone involved in the wide-format printing industry.

Most of our customers operate grand or super-wide format machines on multiple print platforms, with widths between 3.2m and 5m. Most need a diverse range of printing substrates and coatings. This guide will outline the different options available to you and explain how to make the right media decision and secure the service you deserve.

If you have any questions while reading this guide, please don't hesitate to get in touch by phone on **+44 (0) 1767 677100**, or email us on **sales@endutex.co.uk**



How to Choose the Right Banner Material

How do you choose the right type of banner material for your application? Price is an important factor, but from a production point of view, this isn't the only or even the most crucial consideration.

Cheap material isn't cheap if it comes with a higher-than-average level of returns, wastage or production errors. Cost should be competitive and reflect the value and durability of the material.

Let's look at price determinants first, then go on to explore other factors, including the types of banner material, finishing, fire safety, availability and customer service.

Price

What goes into determining how much a banner actually costs you? There are the costs of operating machinery, utilities, and labour, of course, but these are stable overheads unrelated to the cost of the material itself, so we won't deal with them here. Direct costs include the material, delivery, and the time needed to wait for delivery. Indirect costs encompass returns, failure and downtime.

Material

Types of material are dealt with below, but a higher quality base cloth and print surface will affect the quality, strength, and machine runability as well as the final material cost of the product. Price will also vary based on whether the substrate is designed for frontlit, backlit, blockout or mesh applications and its fire rating. When working with a supplier such as Endutex UK, you will have a wide range of materials to choose from, each available in a variety of sizes to suit your client's requirements.



Delivery

The physical cost of delivery will vary from supplier to supplier. Sometimes, it will depend on whether the item is currently held in stock or has to be ordered in. The time required to wait for delivery is also a cost factor. Longer lead times require greater advance planning and come with a greater risk of delivery errors. At Endutex UK, we offer next-day and same-day deliveries for any product held at our warehouse in Cambridgeshire.

Returns

The price of returns should also be factored into the total cost. On rare occasions when things go wrong, what return and replacement policy does the supplier offer? In particular, who pays the cost of sending the item back?

Before placing an order, read the terms and conditions carefully and determine if there are any hidden costs that will increase the real-term price of the order.

Hidden Costs: Failures & Downtime

Failures and downtime are costs that very few suppliers will be happy to talk about openly, but they can quickly increase the cost of your banner production over time. Failures can't entirely be eliminated, but the risk can be greatly reduced by choosing a supplier with a well-established reputation for quality and a transparent supply chain. This will allow you to verify the quality of the material before ordering. Failures and downtime can also be minimised by avoiding the cheapest materials, which could be more susceptible to issues during printing.

Material

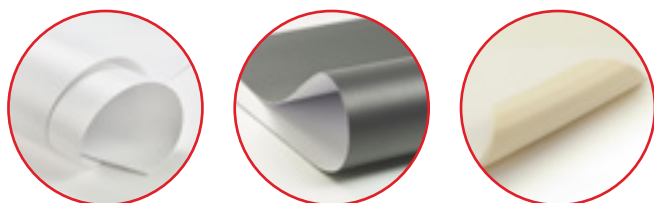
Choosing your banner material is not always straightforward because the substrate depends on the banner format you will need. Within each format, there are typically several substrate choices. The industry standard is PVC, but you can also get polyester canvas banners and even polyethylene or PET banners in some formats.

The two main types of advertising banners are frontlit and backlit varieties, so let's examine these first. Then, we'll briefly examine some other commonly used types of banner.

Front Lit & Back Lit Banners

What is the difference between a frontlit and a backlit banner, and when might either type be used?

Front Lit Banners



They are designed to be mounted with lights pointing at the front of the banner or lit ambiently. Substrates will vary in opacity and durability.

Advantages of Front Lit Banners

- Available with a matt finish to reduce reflection
- Welding hems and or eyeleting will depend on the final application and the quality of the substrate
- Works well with large and grand banner formats, making frontlit media perfect for roadside billboards, sports stadium advertising etc.
- Semi-coated and knife-coated materials can be stretched and used for more extended periods without losing tension

Front Lit Banner Substrates

Frontlit banners use a composite PVC-coated polyester scrim cloth. There are a variety of custom compositions that give varying durability.

More details and technical specs can be found on our website, but some of our most popular substrates are:

- Print PA
- Pro 450 GSM
- Pro Eclipse 450 GSM (White / Black)
- Print LM Print 440 GSM

Print compatibility: UV, eco-solvent, latex

Back Lit Banners



Backlit Banners are designed to be lit from either the back or the sides of a Lightbox.

Their substrates are specially designed to have high light transmittance characteristics. Quality control is of paramount importance. Poorly woven base cloth can create issues that are only visible in the print once illuminated. The material should be rolled rather than folded to prevent bruising, which presents as dark lines in the material when illuminated.

Advantages of Back Lit Banners

- Backlit banners can be used outdoors or indoors
- Well suited to large exterior Flex Face applications as well as exhibitions, airports, stations and instore POS
- Knife coated materials allow for multi-layer print for Block-out and enhancement purposes

Back Lit Banner Substrates

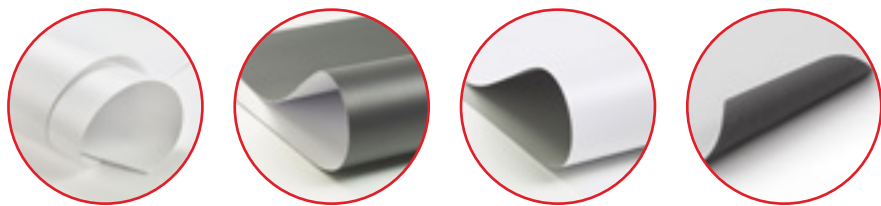
A variety of substrates from 450 - 500 GSM in weight with fire ratings. Our backlit substrates have unrivalled fade resistance combined with excellent tear and tensile strength. See our website for full technical data.

Our most popular substrates are:

- Back EX 450 GSM
- Back HX 500 GSM

Print compatibility: UV, eco solvent, latex

Blockout Banners



Blockout banners have the advantage of not letting light through, whereas frontlit and backlit media do. Blockout substrates are typically heavier and require an even, smooth surface on both sides. These media are great for large double-sided event banners, lamp post applications and window displays.

Blockout banners usually cost more than other PVC banners due to their more complex construction. There is also the option of using a frontlit banner with a black back, which can be lighter than a standard Blockout banner. This can be especially useful when being used in outdoor event branding applications.

- Pro Blockout 610 GSM
- Pro Eclipse 450 GSM (White / Black)

Print compatibility: UV, eco-solvent, latex

Mesh Banners



Mesh banners, due to their porous construction, have greater wind resistance than other banners and are popular choices for outdoor advertising in exposed conditions.

Mesh banner material can be purchased in a variety of sizes, from 1.37m width rolls up to 5 m. Machines without a mesh kit will require a material that has a release liner to prevent ink passing through the material and onto the machine. As a general rule of thumb smaller machines tend not to have a mesh kit so narrow widths tend to be available with a liner.

- Speaker Mesh 210 GSM
- Strip Mesh 270 GSM
- MS40 330 GSM
- MS74 320 GSM

Print compatibility: UV, eco-solvent, latex



Finishing

Your choice of banner material is also influenced by the type of finishing required. Over time, the polyester support cloth in banner material shrinks, causing edge curls. This can be prevented by hemming the banner. In some applications, or due to the availability of finishing equipment, it may not be possible to hem the banner. In these cases, a semi-coated banner will resist edge curling longer than a laminated banner. Similarly, a knife-coated banner will resist edge curl longer than a semi-coated banner. To avoid edge curling entirely on a banner without a hem, a PET product can be used, which contains no support cloth, for example, in a roller banner cassette.

Fire Safety

Fire safety is an extremely important consideration for both indoor and outdoor banners. Endutex UK offers a range of Banner substrates that are B1, M2 and EN13501 fire safety rated.

Stock & Availability

Your choice of banner may often be determined by the stock and availability your supplier holds of the required substrate. If your customer requires printing at short notice, supplier reliability becomes paramount. What stock do they hold of different substrates, and are they able to offer a viable plan B if your first choice is not available? The amount of stock a supplier holds is not the be-all and end-all, but it pays to verify a supplier's material supply chain before you establish an ongoing relationship.

Stock and availability move our discussion away from physical banner material and onto considerations of supplier choice and customer service. In the next section, we will introduce our way of working, explain how we can fulfil a wide spectrum of customer requirements, and explain why you can depend on our range of banner substrates.



Working with Endutex UK

At Endutex, we are a veteran in the world of banner material suppliers. The business group of which Endutex UK is a part, which includes our international headquarters in Portugal and subsidiary branches in Spain, Germany, Poland, Czechia, the USA, and Brazil. It is the largest specialist digital print media supplier in the world. Our stock and experience ensure that you get the right material for the application on time so you can concentrate on producing print that brings back your customers again and again.

Advantages of Working with Us

Our market position, stock profile and level of industry expertise create a strong proposition for working with us as a supplier. We have one of the best ranges of PVC banner material from all manufacturers and have established a reputation for quality with print businesses of all sizes around the world.

Most customers report consistent results over time, but there is a lack of quality issues and ease of use for all our banner materials. Consistent quality gives our customers complete faith in working with our materials. We also place a great premium on customer satisfaction and service delivery, never losing focus on personalised, individual service.

The advantages of working with us can be summarised as:

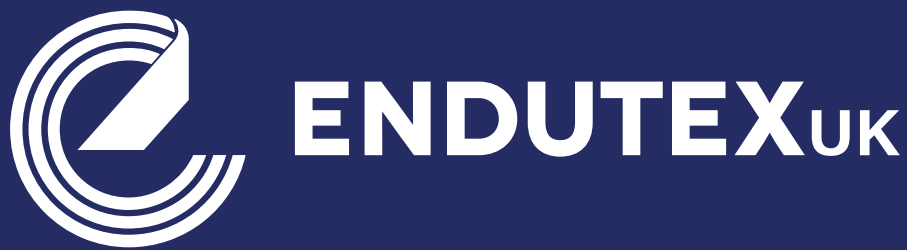
- High stock levels
- Competitive prices
- Sustainable product supply
- Reliable quality
- Fast turnaround
- Low freight cost
- Media that works with a wide range of profiles

Knowing that you can rely on a product reduces the risk of issues in production. We don't expect customers to place trust in us based on the strength of our word but on the reliability of our service delivery and our available inventory.

We can advise on the most appropriate substrate for your project. We can supply material rapidly when a rush job comes in and we can help you find a solution when you don't have time to hunt around.

Quick Access Customer Service Links

Thank you for downloading this e-book. To request a sample or for a free quote, please get in touch by phone, email or through social media.



Graphics Media for Professionals

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