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Due to technological progress, today we can create high-quality banners using state-of-the-art digital printers. Indoors banners and outdoor banners can be produced. When printing outdoors banners, we need to use special inks, that protect against water and weather. Banners may be designed by you and produced by specialists, according to your design, or you just allow media banner specialists to fully create it, from the design, to printing and installation. When finished, banners are delivered trimmed and seamed, and eventually installed by banner specialists. Different banner sizes and types can be created, according to where they would be used.

As the market is extremely competitive, companies today use media banners as means of advertising. High-quality banners may attract peoples attention and increase profits. Carefully selected image quality and dot control are important in these large-format graphics. As the two big banner categories have different purposes, they bear different characteristics: outdoors and indoors dedicated banners use different banner materials and display various degrees of matte and gloss finishes.

One can choose from different types of media banners, according to their usage: frontlit, backlit, block-out, mesh banners, etc. Each category has different features. For example, frontlit banners are usually flame-retardant and with very good UV stability. The textile strength needs to be high enough. Another category of banners are mesh banners. They are outdoors dedicated, for sport competitions, for wrapping windows and fences, etc. Mesh banners use a material with a strong polyester base fabric, displaying a high-quality image and good dot control. As a drawback, mesh banners have a lightweight substrate and do not resist very well against the wind.

One can choose from employing one-sided or two-sided banners. The main characteristics of two-sided banners are the ability to block the light and also having full opacity, because of a polyester block-out layer that are composed of. Unique systems for banner material are available with some companies.

Wide-format digital printing uses various inks, depending on the target: there are Eco-solvent inks, solvent inks, UV-IV curable and screen inks. Water based ink-jet printing is also an option, creating opaque roll-up graphics at costs that are low. This type of ink has several advantages, such as sharp image definition, high contrast, flexibility and scratch resistance. They are normally used for indoors posters and billboards.

The unique patented system that Soyang uses revolutionizes the display of the [banner material](#), offering a lightweight easy to use alternative.

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