

Published based on [Be A Connoisseur When It Comes To Banner Materials](#)

Be A Connoisseur When It Comes To Banner Materials

Banner material has some characteristics which vary according to the purpose of the banner, its hanging place (outdoor or indoor banner) and its size. The material a company selects to put its message on is very important. Usually the best choice is a heavy weight vinyl technically known as PVC. The hanging of the banner can be facilitated by the use of grommets. Large banners are made of a special mesh material that allows the wind to pass without damaging the material.

The following characteristics are to be kept in mind when selecting a banner material:

1. Flexibility

Although banners shouldn't be folded the flexibility of the material is very important. The high-flexibility of vinyl makes it a very popular material which can be seen anywhere.

-Smoothness

The smoother a surface is the better the print. For decorated banners this feature becomes irrelevant as it refers only to printed banners.

3. Material thickness

Outdoor banners mainly are supposed to be durable. The high-quality, heavy duty banner substrate is the best solution for this. Heavier fabric is less likely to be torn by the wind.

4. Opacity

When companies have their banners printed on both sides the opacity of the material should be considered. An opaque material will not allow one side's graphics to be visible on the other side.

5. Hue

The vinyl banners color may vary from bluish white to yellowish white. In outdoor advertising, for example, the bluish white material is generally preferred.

These technical tips are familiar mainly to connoisseurs, but the requests companies usually make are concerned with the flexibility of the material for long-term mechanical stability; the resistance to scratches, punctures, wrinkles and folds; the weather resistance and the reinforced heat-seamed edges and grommets.

Advertising by banners is no longer just one of the most economical ways of marketing a company's product. The advice of a professional is necessary when choosing the banner material, the design, the message and the quality of the print. The quality of a banner is quickly transformed in positive feedback on the part of the audience.

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

You can also find this article published on [Be A Connoisseur When It Comes To Banner Materials](#), and on the tag pages [Advertising](#), [banner](#).