

INTERNAL USE ONLY

Pop Up and Roll Up display Launch Notes

Codes and sizes

Roll up 175 micron - FNIFL000175

914mm x 30m

1067mm x 30m

1270mm x 30m

Pop up 315 micron - FNIFL000315

914mm x 20m

1067mm x 20m

1270mm x 20m

The FAB's are:

- 175 micron product is 215 microns once coated and the 315 is 355 microns. As you can see this is a very thick coating which helps with the colour reproduction and also makes the final application very rigid.
- Polyester base and good thickness means no curl.
- Very vibrant colours including a very dense black. Tests have shown this to be the most dense black out of all of the roll/pop up films.
- Very fast drying time.
- The tri-laminate base product is a white front and back with a light blocking silver middle. There are a number of customers who are used to the grey back side and will have the impression that a white back has a lower opacity. This is not the case due to the centre silver layer. These films have 98% opacity so are very good at blocking out any light show through.
- The tri-laminate base film is not just three layers bonded together to form the base, but instead three hot liquid layers of polyester polymers are extruded through slits and slowly cooled down and bonded together as they plasticise to form a single solid sheet of polyester. The polyester can therefore never delaminate compared to bonded films that could potentially, especially on the edges and corners.
- One product for dye and pigmented inks on Thermal and Piezo printers.

Compared directly to the Regulus product here are the differences (please take care how you use this information):

- The Regulus is a white back with a grey coating on the back side. This can be scratched off relatively easily and looks tired quite quickly if taken up and down too many times.
- The Regulus roll up film is a PVC which is much softer and can curl easier. The thicker film is a Polyester but not as rigid as the Isca product.
- Blacks are not as dense and the colours are not as vibrant.

The Cotech grade has a very dark grey back, but is of older base and coating technology.

- There is one product family that works **only** on Thermal printers with dye based inks. Light stop Roll up 125 microns, Light stop Pull up 200 microns and Light stop Pop up 300 microns
- There is another product family that works on Solvent printers. Light stop Roll up 125 microns, Light stop Pull up 200 microns and Light stop Pop up 300 microns

The Kentmere Opal Jet has the market share:

- Opaljet 300 is for dye based inks, Opaljet 300 P is for pigmented inks with Piezo printers. RRP is 914mm x 20m - £173.80 for the Opaljet 300. RRP is 914mm x 20m - £195.71 for the Opaljet 300 P. These would be comparable with the Isca Pop Up film.
- Opaljet 125 is for dye based inks, Opaljet 125 P is for pigmented inks with Piezo printers. RRP is 914mm x 30m - £177.76 and £210.34 respectively.
- Opaljet 125 SV is for eco and full solvent printing. RRP is £177.76 for a 914mm x 30m roll.

Sihl and Ilford have produced a film before in a gloss finish but have not been successful.

Application description

Pop-up Display:

Pop-up displaying material is the preferred choice for presentations on exhibition panels used at fairs, trade shows etc. After lamination with a textured finish laminate (Deep Crystal, Sandtex, etc) these displays are mounted onto the Pop up frame work with adhesive or magnetic strips. Main requirements in this area are high opacity, high whiteness and mechanical robustness of the media combined with photo-realistic images i.e. pictures with brilliant colours and medium to high resolution. By using a direct printable film and single side lamination, the possibility of the paper splitting is taken away compared to an alternative method of encapsulating printed paper with a 'Stop Light' backing and 'Deep Crystal' laminate. Failures have been seen when encapsulating paper as the edge is cut flush to enable seamless panel mating, but this exposes the paper inside leading to possible failure.

Single drop Roll-up displays:

There are two versions of this application a single drop which is mounted onto the frame work and needs good, although less, rigidity as a standard Pop-Up display and a second one that rolls up into itself. Lay flat characteristics are essential so there is no side curl on the media. High impact presentation graphics for promotions, welcome banners or general advertising, can be made using a Roll Up Display film, for longer term applications a laminate can be applied for increase protection.

Datasheets

The data sheets for these products are on our website

<http://www.sourcepaper.com/datasheets/Isca%20GA%20175u%20%20Roll%20up.pdf> for the roll up and <http://www.sourcepaper.com/datasheets/Isca%20GA%20315u%20Pop%20up.pdf> for the pop up.

Background reading

<http://bannerstands.colour-graphics.co.uk/>

<http://www.exantia.co.uk/>

<http://www.inphi.net/products.htm>

http://www.exantia.co.uk/category_listing.php?cat=3

<http://www.displaysignsdirect.co.uk/prod1.asp?ID=156> - takes a while to load but shows how a pop up stand works.