

Why Synthetics Should Be Used For P.O.P Applications

When choosing a Point-Of-Purchase (POP) signage substrate, it is best to consider the following:

- How long should the signage last?
- How durable does it need to be?
- Will it come into direct and constant contact with customers or store personnel subjecting it to additional wear, tear or fingerprinting?
- Will it be indoors or outdoors?
- Do you need to utilize both sides of the substrate for printing, or will it be backlit?
- Will it be mounted or framed?
- Will it be a stand-alone piece that requires a sturdier material?
- What is your budget?
- How will it be printed?

There are individual products made for each use of POP signage. Having an answer for all of the above will ensure you will select a product that will provide optimum results.

Synthetic substrates are often chosen when you need a more durable material that will also allow for bright, eye-catching prints. There are several options available including styrene, rigid vinyl in both white, clear and colors; polycarbonates, polyesters and lenticular films.

Each substrate has its advantages over the others. **This chart will give you a “quick reference guide” to help you choose the right material:**

	PVC	HIPS	PC	PET	Lenticular
Opacity	*	* to ***	*	*	NA
Durability	*	*	***	***	NA
Tear Resistance	*	*	***	**	NA
Heat Resistance	NR	NR	***	***	NR
Recommend for Backlit	NR	*	***	**	NR
Easily Die Cut	***	*	***	*	*
Good for indoor	**	**	***	***	**
Good for outdoor	*	*	**	**	NA
Value	*	*	***	***	***
Variety for colors	***	**	*	NA	NA

Notes

HIPS can be custom ordered as dead white

HIPS can be ordered as translucent

PC can be ordered with UV protective coating for outdoor durability.

3 Star Rating

* Good

** Better

*** Best

NA Not Applicable

NR Not Recommended



Understanding the performance needs of your finished goods as well as the print method and any post –processing requirements is the best way to consistently choose the right material and understand just how valuable making a synthetic choice over a paper choice might be to your overall success.

Today's synthetic films are offered in a greater variety of printable surfaces, colors, finishes than ever before. Contact a Tekra graphic film specialist to gain valuable knowledge and discuss your entire project from application, print-method, substrate coating needs and post processing needs. Ask for samples and specification sheets to determine which synthetic will fill your need. You will find that a greater value is worth the difference in initial cost when switching from paper to plastic.