

FLEX-display™

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Choosing Custom Banners For Your Display Needs

Banners can be used by any business to make an impressive statement. They come in standard shapes, sizes and designs. However, it is important to have custom banners and display hardware that distinguishes your business from the crowd and also gives you a lot of flexibility in terms of usage.

Let us take a closer look at custom banners and what possibilities they offer for putting together a great display.

The Importance Of Customisation In Display Hardware

Custom displays are not just about inserting your logo or text into a banner. This is something that most banner companies offer. The problem with this text and logo plug in solution is that your displays may look very similar to that of many other companies. Good [banner printing companies](#) give you a lot of flexibility and options when it comes to your display hardware and graphics.



Graphics – Design

Make sure that you select a banner company that allows you to design your graphic or artwork yourself in addition to using standard designs. This allows you to have your own unique themes or have a special theme that suits a specific purpose or event. For example, you can have the same message printed on different background pictures or designs for different events.

For banners which contain a message, the way the text is printed can make a lot of difference to the effectiveness of the message. Banners are not something that the audience will look at for a long time. So catching the attention of the audience and encouraging them to read it is an important part of the communication process.

This is especially true in large events where a lot of banners compete for the attention of the visitors. Being catchy and memorable is the key.

Printing

Good quality printing is essential for most banners. Make sure that your banner printing company is able to print the banner in great detail and true colour irrespective of size. However, not all banners need the best printing quality.

If quality is not an issue and especially for large volume printing, you can save time and money if you opt for screen printing. Your banner company should give you the option to choose from different types of



finishes and quality of printing.

Size

The maximum width that a seamless banner can have is constrained by the maximum width that the banner company can print. This need not be a huge limitation. Good banner companies will be able to produce much wider displays by printing the graphics in smaller panels and sewing them together.

The seams can be made near invisible and are not a problem because such large banners are usually meant to be viewed from longer distances. How well it is done depends on the skill of the banner printing company.

Flexibility

You may be able to make do with the standard [display stand sizes](#) for most purposes. You can also get display hardware that can be configured in several different ways. But what do you do when you need something that is non-standard?



A good supplier will be able to make changes to the standard displays to meet your special requirements without compromising on quality, strength, durability or portability.

Cleverly placed joints allow the best display stands to be configured in different ways to meet the size requirements at an event or for a particular application. To some extent these joints can be customised or the components can be reasonably modified.

There are a lot of possibilities and your banner company will be able to help you with the right solution. This type of customisation gives you a lot of flexibility and adds value to your investment.

[Custom banners](#) help grab attention, distinguish yourself from other participants at an event and also give a unique theme to your display. Banner companies differ in the amount of customization that they can handle.

You must look at the above aspects when selecting your banner printing company. Not only will customisation give your displays a distinctive look, it will also allow you to make optimum utilization of your display hardware.

Learn more about the FLEX display [banner system](#) and what we can offer your business or contact us via the form below now, we're here to help.

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