

# The Opportunity of Using Fabric for Your Signs and Graphics



Fabric is a hot product in the visual communications industry. Using graphics printed on fabric - also called textile or soft signage - is an interesting and cost-effective way for companies to reach their audience in many places and have amazingly vivid graphics.

Whether the challenge is getting people to attend

an event, introducing a new product or service, driving traffic to a trade show booth, branding a corporate office or drawing attention for a grand opening, fabric signs and graphics are ideal for helping your business or organization create the professional look you need for your brand.

## Introduction to Fabric

If you own or operate a business, you are probably aware of the endless material options for signage and visual graphics. In addition to vinyl, wood, aluminum, acrylic and glass to name a few materials, dye sublimation and direct-to-fabric printing create digitally printed fabric signs and visual graphics that have vibrant color, smooth gradations and rich black that results in sharp, brilliant images.



FASTSIGNS® provides a wide range of options for using fabric. Whether you need fabric displays and visual graphics for your trade show exhibit, wall graphics for fine art prints in your lobby or banners for your event, we can meet your custom signage needs.

## Did you know?

Fabric provides a professional look for flexible, functional and fabulous signs and visual graphics.



## 7 Reasons You Should Use Fabric Signage

1. **Seamless look.** The flexibility of fabric takes graphics to the edge.
2. **Rich color.** Vibrant hues make a memorable impression.
3. **Lightweight.** A cutting-edge alternative to metal frames and heavy graphics.
4. **Easy to ship.** Folds up to fit in small packages and arrives wrinkle-free.
5. **Washable.** Many fabrics are machine washable and durable.
6. **Convenient.** Simple to carry, install and transport.
7. **Sophisticated.** Fabric banners look smooth, elegant and professional.



**FASTSIGNS®**  
More than fast. More than signs.®

## Quick Fact

Pop up fabric flags, banners and portable displays are easier for travel than traditional signs.

## 6 Tips on Ways to Use Fabric Signage

Let your imagination run wild with all of the incredible ways you can use fabric signage to meet your needs. With custom fabric graphics transforming trade shows, stadiums, campuses, lobbies, events and retail locations, think about all of the possibilities for your business using fabric as the material for your visual communication messages.



FASTSIGNS empowers you with 6 tips from the experts on ways to use fabric signage and visual graphics to reflect your brand and communicate your business:

1. **Corporate events.** Transform any venue with photo quality fabric banners and flags. Use fabric for awnings, exhibit graphics, displays, wall coverings and more.
2. **Trade shows and conventions.** Decorate your big show with richly colored fabric murals, exhibits and displays. Use fabric for table covers, stage designs, directional and sponsor banners, awards and photographic backdrops.
3. **Seminars and presentations.** Use lightweight, freestanding fabric frames to shape your message.
4. **Unique wraps and sizes.** Sophisticated fabric drapes and fabric wraps can be used for architectural displays, office furnishings, table throws and wall backdrops.
5. **Promotional items.** Fabric includes custom sizes for memorable fabric mouse pads, ties and other promotional products with your brand messaging featured.
6. **Showrooms.** Use eye-catching fabric prints for point of purchase displays and flexible retail environments.



## Fabric Signs and Visual Graphics FAQs

At FASTSIGNS, we understand that determining if fabric signs are the right choice for you means research and fact-finding. Below are some of the most frequently asked questions our consultants receive to help you as you take a closer look at using fabric signs and graphics.

### Q. What are fabric signs and visual graphics?

A. Fabric is a term that means any material used for sign and graphics - commonly known as cloth or textile. The term printed fabric predominantly describes the outcome of an advanced dye sublimation printing process that is utilized in the creation of fabric signage.



**Q. What types of fabric options are available?**

A. Polyester-based materials, cotton, cotton/polyester blend and nylon. Use polyester for banners, flags, displays, backdrops and décor elements. The benefit of 100 percent polyester is the fabric accepts color more easily during the printing process. Use cotton/polyester/nylon for wearables.

**Q. What types of signs and graphics can fabric create?**

A. Banners, flags, displays, backdrops, décor elements including fine art prints, wall paper, key chains, mouse pads, table covers, tents, ties, wearables and much more.



**Q. Do fabric signs and visual graphics cost a lot?**

A. FASTSIGNS provides custom fabric signs to meet the needs of your budget. While fabric signs typically cost more than traditional static signage, the benefit of reusable graphics that ship and store affordably is a wise investment for your business.

**Q. What do fabric signage and visual graphics typically look like?**



A. The look of your signs and visual graphics depends on your choice of fabric. Fabric may be poly-poplin, poly-satin (silk-like finish) or banner soft. Satin has a shine and is best for banners and backdrops. Banner soft is thicker than satin and material is fire rated.

Fabric can be single-sided, double sided, sheer or opaque.

**Q. Does fabric wrinkle?**

A. Over time, fabric may wrinkle and fold lines will appear if stored or folded for a long period of time. However, wrinkles are not permanent. If it's not possible to store fabric display set up, a travel steamer will remove wrinkles.

**Q. What special finishes are available?**

A. Fabric can be stain resistant, fire retardant and can be mounted with lightweight, custom shaped frames to transform an exhibit environment or event venue.

**Q. How can I get started with fabric signs and visual graphics?**

A. Consult with FASTSIGNS to learn more about how you can use fabric for your signs and visual graphics; visit [www.fastsigns.com](http://www.fastsigns.com) to locate a center near you.