

BIG PICTURE

THE BUSINESS OF WIDE FORMAT

Welcome to the Future:
Connected Print for Packaging

Soft Signage Trends

15 Innovative Wraps

VINYL FLAIR

BE *flexible* Le

Soft signage adjusts to a plethora of applications, from tradeshows to retail to the stage.

BY KELSEY JOHNSON AND ANYA RAO



Looking for reduced shipping costs, installation time, and storage capacity? Of course you are. Print shops are always searching for ways to save money, time, and space, and why shouldn't you in this extremely competitive market? So, what's the secret sauce? Soft signage.

Once dominated by screen printers, digital PSPs now have increasing opportunities to enter the soft signage market and offer new approaches to old signage and display needs. You've been utilizing fabric for banners and tradeshow booths for years, but with the boom of interior décor, textiles, and print-on-demand, the sky is the limit for soft signage applications.

"Besides the impact soft signage has had on tradeshows, it's also being specified more for corporate and retail environments," says John Whitt, president and CEO of Just Vision It, a dye sublimation print provider that specializes in soft signage.

Soft signage also allows for enhanced creativity by print service providers to match the requests of every client, who are frequently asking for unique signage to capture their customers' attention. Here, you'll see several ways that soft signage can be used to punch up a project and add more than just the average visual elements.





AHEAD OF THE GAME

Gamers appreciate bold and beautiful graphics when they are playing the latest version of a video game. Just Vision It (JVI, justvisionit.com) in Lone Jack, Missouri, translated that desire for impactful graphics onto fabric for two gaming industry clients. JVI is a wide-format, dye sublimation printing company specializing in custom fabrication of soft signage, apparel, home interiors, tradeshow booths, event marketing, and SEG framing systems.

JVI's client, Legendary Wolf Games, a recently opened gaming store in the Oak View Mall in Omaha, Nebraska, wanted to draw customers to the new store, cover up existing wall treatments, and have an easy way to swap out wall graphics for special store events.

JVI used a DGI Fabrijet FT-3204X dye sublimation printer to image huge graphics featuring popular video game characters and the store's logo onto Fisher Textiles GF 4017 Soft Knit fabric. The silicone edge graphics (SEG) were attached to a SEG modular system to hold the wall graphics taut on the frame. The frames stick out less than 3/4 of an inch

from the wall, so the graphics appear flush and don't cut into the store's 3400 square feet of space.

The store features four enormous graphics ranging in size from 10 x 12 feet to 10 x 20 feet. JVI also created nine wall stickers, some as large as 40 x 60 inches.

JVI recently printed the tradeshow booth graphics for another gaming client, Jasco Games, a designer and publisher of games. Jasco was looking for simplified setup and teardown of their booth for the annual Gen Con gaming convention, which draws more than 60,000 attendees and 500 vendors in Indianapolis. The 20 x 40-foot booth previously took a dozen people two days to set up. Soft signage graphics printed by JVI and installed on a modular framing system allowed the Jasco booth to be set up in four hours by six people.

JVI used their DGI Fabrijet FT-3204X to print Jasco's tradeshow booth graphics onto Fisher Textiles GF 4017 Soft Knit fabric. The 200 linear feet of SEG fit onto the lightweight aluminum RexFrame SEG modular system to hold the booth graphics, which included a large, 3D aerial banner hanging 22 feet over the booth and vertical signage panels.