



BIGraphics, Inc Newsletter

What Can You Do With Adhesive Vinyls?

February/2010

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Contact Us

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Product Spotlight: Adhesive Vinyl

Clear Calendared: 3.5 mil optically clear, intermediate gloss calendared vinyl, removable adhesive, designed for flat surfaces, great for backlit and frontlit applications, gloss and matte calendared overlaminates available, indoor and 1-3 years outdoor use with an overlaminate

White Calendared: 3.4 mil translucent intermediate matte calendared vinyl, permanent or removable adhesive available, designed for flat surfaces, great for posters, signs and backlit applications, gloss and matte calendared overlaminates available, indoor and 1-3 years outdoor with an overlaminate

Cast: 2 mil premium gloss white opaque film, designed for fleet and vehicle graphics, ideal for rivets and complex and compound curves, repositionable with long term removability, Avery or 3M brands available, matte and gloss cast overlaminates available, 3-5 years outdoor use with lamination

Busmark: 3.4 mil flexible white opaque removable vinyl, good resistance to scuffing, tearing and abrasion, designed specifically for bus signs, 2-3 year outdoor use with lamination

Solution Showcase

Case Study: Backlit Vinyl Sign Faces

We provide vinyl graphics to many customers, to be used as faces for backlit signs. We can print double strike (double the ink coverage to prevent washed out color when lit) on translucent white or clear calendared vinyl, with a gloss cast vinyl laminate (to reduce shrinking and extend the life of the print).

We have had customers with concerns about the color being consistent in daylight and when lit. We have been able to provide



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Testimonials

"As you know, the amount of work between our two firms over the last few months has been considerable and the chance for oversight, mistakes and missed deadlines has been high. BIGraphics has made every deadline, every custom piece, and every change to an order happen correctly. I want you and your team to know how much I appreciate their hard work - makes my job easier and further confirms my decision to go with BIGraphics for our graphic programs."

-Jarrod

customers with a set of graphics, one on clear vinyl and one on translucent white vinyl, that they can apply to the sign face to meet this requirement. By mounting the clear vinyl directly to the sign face, and applying the white vinyl directly over the clear, customers can achieve consistency of color any time of day. Please be aware that this process requires extreme precision in mounting, in order to attain the best possible results.

Request a [quote](#) for this product.

Helpful Hints

Color Management

BIGraphics is able to receive many file formats from our customers in order to get your jobs into production. If the colors in your art files are critical, please provide us with a hard copy proof, a Pantone color value, or a Vinyl Spot Color to match to. These are the 3 most effective ways to ensure you get the color you are expecting. Even though we are using CMYK printers, providing us with CMYK values to match to will not guarantee the results you are looking for.



It is relatively easy for us to replace colors in vector art files, so if you know you will have critical colors, we would recommend trying to use a vector program (Illustrator, Corel, sign programs) to create your artwork. If you need to use a raster art program (Photoshop), please provide an unflattened file so that we can isolate each color in order to change the values.

We are always happy to provide pdf proofs of your job at no charge to the customer. Please be aware, however, that a pdf proof is for content only, and will never serve as an accurate color proof. We also offer hard copy proofs for a fee.

Everyday Value

Calendared Vinyl

This product is great for inexpensive indoor and short term (1-3 years) outdoor signs and posters. Because it is weather-resistant, it can hold up against the elements. It is also a good option for vinyl decals and can be contour cut to any shape. Calendared vinyl can also be mounted to many substrates, such as foam boards, styrene, PVC, plexi, and



coroplast, for any number of promotional applications. It can also be mounted directly to the wall, as seen in the picture to the right. This large decal was mounted directly to the wall using calendared vinyl with removable adhesive.

[Request a quote](#) for vinyl prints.

Special Offer

Contour Cut Vinyl Decals

Now through February 28, 2010, we will waive the set up charge (**\$50 minimum value**) on contour cut vinyl decal jobs.

Artwork must be provided in vector format.



Please use discount code VD0210 when placing your order.

[Request a quote](#) for this product.

Did You Know?

We Can Also Print On Vinyl Wallcovering

We are able to print your custom design on textured or smooth vinyl wallpaper. The creative possibilities are endless; patterns, murals, corporate identities. This product is not adhesive, so you will need to use wallpaper paste for installation.



[Request a quote](#) for this product.

BIGraphics News

Open House A Success

Thank you to everyone who attended our open house on January 27th. You all helped to make it a very successful event. For those of you who were not able to make it, please let us know if you would like to stop by for a tour at your convenience. We are always happy to show guests around the shop.

If anyone has a topic that they would like covered in an upcoming newsletter, please email it to allisen@bigraphicsinc.com. We are open to suggestions, and would like to cover topics that you might be interested in or

have questions about. We look forward to hearing from you.

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