

## More on the Benefits of Fabric Panels

No longer limited to the world of fashion, large format digital fabric printing is producing everything from casino gaming table tops to elegant banners to corporate flags to well, the possibilities are virtually endless. Indeed, fabric offers unique advantages over vinyl, paper, canvas or hard signage. It begins with sheer beauty and continues with durability that won't crack or fade like vinyl and other materials. What's more, fabric's flowing movement catches the eyes of passersby and that attention-getting motion is vital in a busy trade show environment where attendees are inundated with buying options.

Fabrics come in many different textures and opacities. Twill, for example, is one of the most popular choices because it is durable, wrinkle-free, and lightweight with a smooth opaque finish. Cameo, on the other hand, has the look of suede, while Luster fabric has a textured surface that's slightly shiny. There are also satins and lightweight velour, among others, from which to choose. Regardless of the fabric, this material offers consistently crisp and clear images that enhance an exhibitor's message with elegance.

## Backgrounder: More from SGIA's Denise Breard

Breard says the use of fabric in trade show and exhibit displays is on the rise because it offers a different look and feel. Fabric has a flowing emotion with vibrant colors that makes it stand out in the crowd. It's about the ambiance, she says. Fabrics allow you to project a mood, be it fun and energetic or sleek and modern. That's because of the variety of fabric choices. Breard says fabric also offers more versatility in exhibit design. Aluminum frames and tensioned fabric can be used to display overhead banners that command attention in an underused space above the booth, Breard says. Exhibitors can also display fabric banners in a framing system, mount them on a wall, support them with display poles, or even use wire to suspend them from the ceiling. Anything you can do with vinyl you can do with fabric—and more.

Breard says fabric also offers another advantage over vinyl, canvas, paper and wood: safety. Fabrics used in trade show displays are flame retardant. This is a critical issue in today's convention centers and exhibit halls where the National Fire Protection Association (NFPA) has set strict standards for flammability. However, Breard notes that while unimaged fabric is NFPA-approved, you should check with your printer to make sure that their processes will meet the same standards for the final imaged product.

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