AN INTRODUCTION TO FLEX FACE SIGNAGE

What is Flex Face Signage?

Flex Face Signage is a type of system that is typically used for outdoor sign applications such as retail parks, shop fronts and other large customer facing signage. The name ‘flex face’ derives from the primary feature of the system; a tensioned flexible PVC banner substrate that stretches across the face of the sign to create something that resembles the skin of a drum. Flex faces are commonly referred to as “skins” within the industry.

The main benefits of using flex over rigid materials and media is scalability and safety. You can print on a much larger scale with PVC as opposed to acrylic or composite panels. Additionally, you can ‘weld’ PVC prints together to create an even larger print that is seamless once installed - something that cannot be achieved with rigid substrates.

Within the signage industry there are leading brands such as ‘The SignComp System’ these are guaranteed against blowout which should be a great comfort in times of inclement weather conditions and high winds. Another benefit of using flex is that transportation to site and stocking of printing media is far easier due to its ‘flexible’ nature. SignComp clip system installation is a breeze with no need for rods, hooks or eyelets - you simply attach the famous black clip to the printed/decorated skin and click into the frame.

The boxes themselves are made from aluminium and are extremely robust and durable. With different depth profiles available within the range and internal structures to compliment them, it is common for external flex signage to be in situ for decades with the skin alone being changed as and when required if the client has a rebrand and decides to update the content.

The Different Types of Flex Face Signs

Flex Face signage can come in both illuminated boxes and non-illuminated frames, depending on your requirements. We look at each type and their differences below:

Illuminated Frames

Flex Face Light Boxes are the deeper of the two systems with the extra depth facilitating the installation of internal illumination to light up the decorated skin from behind. With the PVC skin material specifically manufactured to be translucent, you can easily illuminate the signs graphics, allowing you stand out from the crowd.

Whereas square or rectangular ‘box’ systems are usually the preferred choice, there are other flex systems that can also be manufactured to create many other shapes, including lettering, to make your project stand out from the crowd.

Flex Face Light Box signage allow the system to be mitred and to wrap around the corner of buildings to give a seamless finish.

Our LED’s installed within the flex face system typically last 60,000 to 70,000 hours with a minimum guarantee of 5 years.

The digitally printed PVC skins are printed with day/night print quality to ensure the signage looks as effective during the day as when illuminated at night. This involves multiple passes of ink onto the PVC skins to give the best finish during both day and night. If the client prefers a complete block-out and illuminate the letters or logo part only then this is achieved during the same print process adding no additional cost.

All our skins come with the addition of a liquid lamination to protect the skin against adverse weather conditions and to enhance the longevity of the colours printed.

Key features of the lightbox systems:

- Completely outdoor and weather resistant – Water resistant guaranteed against blowout.
- PVC substrate material perfect for larger scale signage and ease of transportation.
- Light but very robust aluminium profiles for longevity of your signage.
- Custom shapes, sizes and metal colour finishes possible.
- Illuminate your signage with energy saving, environmentally friendly LED modules.

Non-Illuminated Frames

Non-illuminated fascia frame system are also extremely popular, and consists of only 2 elements, the frame and the clip-on cover. The non-illuminated system is much slimmer with a depth of only 30mm and is fixed straight to the wall. This type of flex sign is extremely robust, in fact it is the strongest in the SignComp range. Non-Illuminated flex signs have been used all over the world, in a wide range of applications, from airports through to football stadiums – a perfect solution for a large-scale sign that does not require illumination.

Key features of the non-illuminated systems:

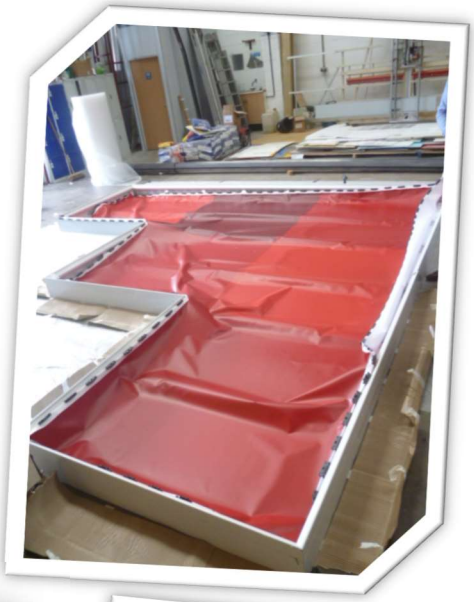
- Completely outdoor and weather resistant – Water resistant guaranteed against blowout.
- PVC substrate material perfect for larger scale signage and ease of transportation.
- Light but very robust aluminium profiles for longevity of your signage.

Where can Flex Face Signs be Installed?

Flex Face signage systems are predominantly for outdoor use, but of course, can be used internally too. With a variety of robust profiles, they are extremely versatile and highly suited for use in the following areas:

- Retail Parks
- Universities
- External Shop Fronts
- Mobile Units
- Sports Stadiums/Facilities
- Airports, Train Stations and Bus Stations
- Public Attractions
- Large Building Projects

design | service | solutions



SIGNS NOW UK LIMITED

design | service | solutions

design | service | solutions

design | service | solutions