

White Paper: Buying the right Exhibition Roll Up or Pop up Display

The market is now saturated with options when it comes to choosing portable marketing and display hardware. Roll up displays have become the fastest growing category after being dominated by the larger Pop Up displays. From a convenience and cost perspective view it is hard to beat a good Roll up display. In this document we will give a short summary of what makes good quality roll up, one that will carry your brand and products well at your next exhibition or event.

1. Display Hardware – it is hard to evaluate the quality of the hardware based just on the pictures on the Internet. If you can visit the supplier it could be time well spent. If not the weight gives you some indication as to its quality build, as too thin aluminium will not make for a lasting product. If it is very light it could also indicate that the manufacturer has used a cheap spring. Does the product come with any form of warranty and is it sold by a company that has been in business for more than a year? Visually you also have to decide if you want a standard looking unit or a sleeker model suitable for a more upmarket brand.
2. Quality of Graphics – Quality graphics sit flat without any significant edge curl once the unit has been up for approximately 30 minutes in standard room temperature. In our view the best printable materials for achieving a flat display is printable polyester ideally with a block out layer to stop show through of the post. Cheaper material like vinyl or laminated paper prints tends to get an excessive edge curl also referred to as the “Canoe Effect”. Laminating the prints also adds another layer that may cause the print to not sit flat in the display unit by adding tension, as cheap laminates tends to shrink. In general we would recommend either UV print or Solvent print for best longevity and performance, staying away from any form of water based printing.
3. Quality of print – Most printers today delivers reasonable print quality but not all will give you an accurate representation of your corporate colours. Only a production house that is ICC compliant will render your corporate colours in CMYK according to industry standards. Ask your supplier if they create their own ICC profiles in house and if they are ICC compliant.
4. Visit your supplier – If you are about to place a significant order our final advise would be to visit your prospective supplier. You want to make sure that you are buying the product from someone that is actually is a manufacturer and has the necessary experience to cater inline with your expectations. If, after reading this, you still have some questions please feel free to give us a call on 1800 606 682 or send us an email us at info@displaytoday.com

Contact us today 1800 606 682