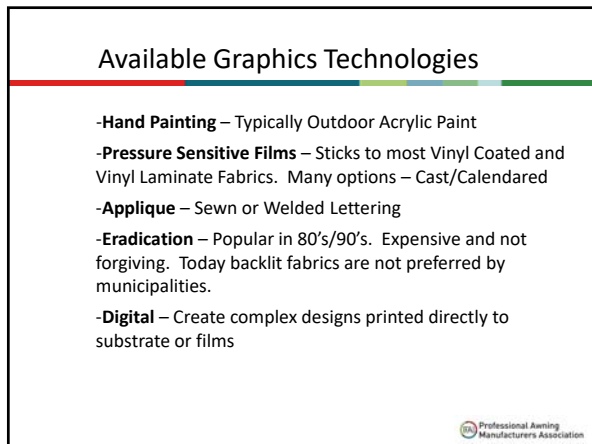




1




2



3

Digital Print Options

- Purchase Machine, software & dedicated computer.
- Work with Local Print Service Provider (PSP)
- Work with National Awning/Print Company



Professional Awning Manufacturers Association

4

Factors to Consider for Digital

- Does it make financial sense to invest in a machine?
- Initial investment: \$20,000+ for 64"
\$80,000+ for 126" (Up to \$500,000)
- Need dedicated space in shop
 - Clean, dust free space. Fabrics need to be 100% Clean. No dirt or residue can be on the fabric.
- Need qualified employee to run machine
- Is it best to work with a PSP?
- Roll to Roll machines require 3" core for the fabric
- Be Careful with Silicone residue on the fabric from the sewing machine.

Professional Awning Manufacturers Association

5

Factors to Consider for Digital

What Other Markets to Supplement Awning Work?

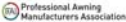
- Banners
- Wall Graphics
- Displays
- Museum Graphics
- Events
- Retail
- Colleges

Professional Awning Manufacturers Association

6

Available Awning Fabrics


- *Solution Dyed Acrylic
- *Solution Dyed Polyester
- *Vinyl Coated Polyester
- *Vinyl Laminates



7

Digital Technology

- *Solvent
- *Eco-Solvent
- *UV
- *Latex

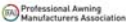




8

SGS Graphics on Acrylics/Polyester

How it works

- Digital Image is printed on 3M Film
- Fabric is placed on 5'x10' SGS Table
- Film is placed over the Fabric
- Lid is closed and a combination of heat And pressure adheres image to fabric



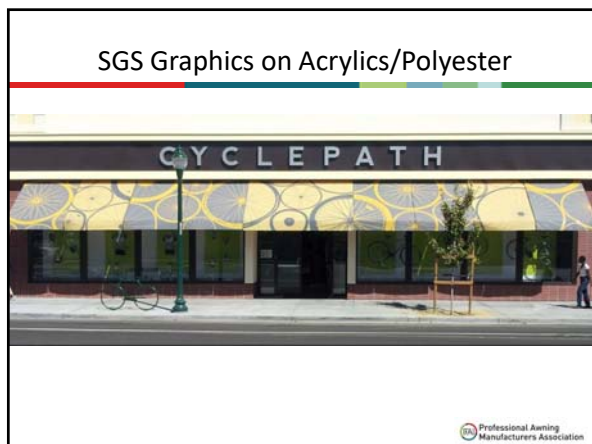
9



10



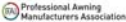

11



12


Solvent/Eco Solvent

Good Adhesion to Vinyls
Inks are durable
64"- 197"
(Most Common in 64")
Bad smell in shop
Need a good Ventilation System
Not particularly Eco-Friendly
*Some Hospitals/Schools ban the use of Solvent/Eco-Solvent




13

UV Printing





Technology uses UV/LED Light to Cure ink directly after printed to fabric
Some issues with Ink Flexibility on certain machines.
Very Good Print/Image Quality
Some odor after printing
64"-197" wide



14

Latex

Most Eco-Friendly – No Smell
*Water Based Inks
Adhesion is more surface oriented. When applied correctly, the graphic can last 3+ years outdoors.
Recommended to apply Liquid UV Lamination over graphic
64" – 197" Wide



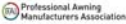
15

Life Expectancy of Images

-There is no universal answer. Each circumstance is different:



- *Quality of the Print
- *Was an over-laminate used?
- *Exposure
- *Location – Desert SW vs. Midwest

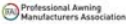
-Most manufactures state 3-4 years is typical with a UV Laminate



16



Life Expectancy of Images

Laminate	No Laminate
	



17

Life Expectancy of Images



18

Tent Structure



Professional Awning
Manufacturers Association

19

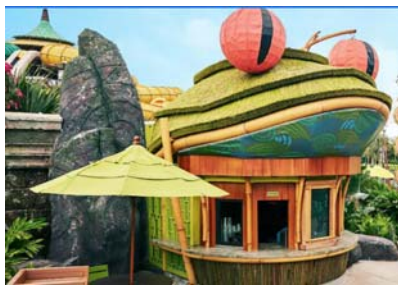
Digital Awning



Professional Awning
Manufacturers Association

20

Theme Parks - Digital



Professional Awning
Manufacturers Association

21

Digital Awning



Professional Awning
Manufacturers Association

22

Race Awning



Professional Awning
Manufacturers Association

23

Digital Awning



Professional Awning
Manufacturers Association

24

Digital Awning



Professional Awning
Manufacturers Association

25

Shade Structure



Professional Awning
Manufacturers Association

26

Event Structure



Professional Awning
Manufacturers Association

27

Event Structure



Professional Awning
Manufacturers Association

28

Shade Structures



Professional Awning
Manufacturers Association

29

Digital Pole Banners



Professional Awning
Manufacturers Association

30



IFAI

Questions?



31

Anthony Pappalardo
Sales Manager – North America

apappalardo@dickson-coatings.com



32
