



Latex Media Application
Guide

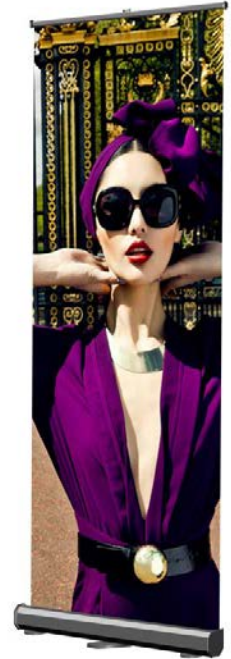




Choosing the Right POP Media... Lightweight Roll-up and POP-IN Solutions

Choosing the right roll up display film is a matter of balancing cost and durability.

Compare the products here. You'll be sure to find the media that suits application.



Did You Know...

POS vs POP

Point of Sale (POS) displays are a specialized form of sales promotion found near, on, or next to a checkout counter (the "point of sale"). They are intended to draw the customers' attention to products.

A Point of Purchase (POP) display is marketing material or advertising placed next to the merchandise it is promoting. These materials will highlight the product and draw the customers' attention to it, which is important in a retail store crammed with similar products.

BEST CHOICE FOR LIGHTWEIGHT DURABLE SOFT SIGNAGE

TRITEX7

Light weight matte hybrid banner



TRITEX7 is a very unique product. Slightly softer than polypropylene but with much more strength and durability, TRITEX7 is virtually tearproof. Use this low cost solution for all of your banner needs. For best results, print with latex or UV platforms.

- Hanging Flags
- Posters
- Maps & Architectural Plans

BEST FOR PRODUCTION DURABLE INDOOR/OUTDOOR BANNERS

LAPP

Everyday matte latex/uv polypropylene



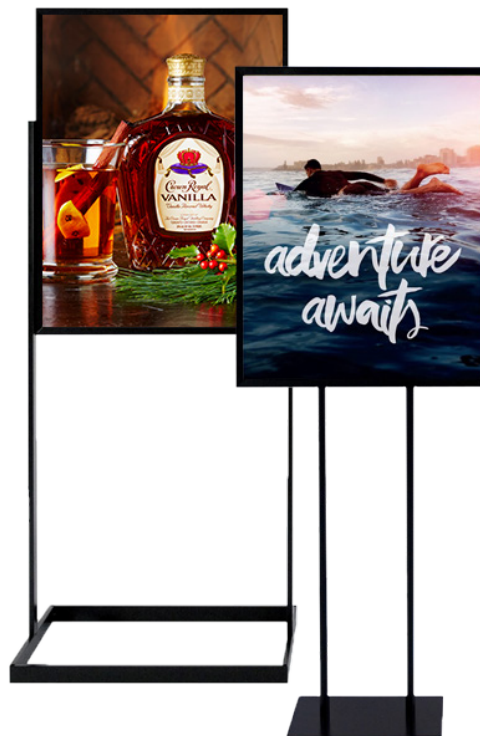
High quality and low cost makes QM-LAPP your #1 choice for general poster/banner advertising. Matte water resistant finish, apply any Que Media laminate for a complete, tear free finished product.

- General Poster/Banners
- POP Display
- Outdoor Posters



More...

Trade Show and POP-IN Display Film Solutions



BEST FOR PREMIUM ROLL UP DISPLAYS

HDSB

100% PET silver back display film



This lightweight stay-flat film has a silver blackout backside that allows your design to really pop. Smooth, non-glare finish to eliminate any unwanted reflection. HDSB is waterproof and tear resistant, making for a very durable display.

- Roll-up Displays
- Curl Free Signage
- 100% PET

BEST FOR SHORT TERM BLOCKOUT ROLL-UP BANNERS

WRPPBO

Hybrid matte blackout stay-flat polypropylene



Smooth, matte porous top coating will not only allow for heavy ink saturation with aqueous inks but works extremely well with latex and UV inks producing vivid graphics. The blackout layer keeps your display bright with no wash-out. The perfect solution to short-term trade show displays and posters.

- Window Application with Mounting Adhesive
- Durable Posters
- Trade Show Display
- Economical

BEST FOR LOW GLARE DURABLE ROLL-UP DISPLAYS

SUBRG

Hybrid textured satin grey back blackout film



SUBRG's rich, anti-glare texture will show exceptionally well in banner stand applications. The dark gray back will keep your images bright with no wash-out. Designed to lay-flat, this hybrid film is a cost effective option over PET film.

- Roll-Up Banners
- Indoor/Outdoor Signage
- Poster POP
- Movie Posters & Product Spotlights

BEST FOR RIGID POP-IN/POP-OUT DISPLAYS

SPOP

Hybrid satin anti-scratch semi-rigid blackout grey back film



With it's perfect blend of rigidity and flexibility for easy handling, this Pop film can be laminated for increased protection but is not necessary. Strong enough for multiple display insertions without breaking, tearing or chipping. 100% block-out.

- Trade Show Booths
- High-End POS
- Pop-In Display



Double Sided Printing for That Perfect Look and Feel

- Economical and Tear Resistant for Durability
- Good Rigidity for Easy Handling
- All of Que Media's Midas products are compatible with Latex and UV print systems



BEST FOR DOUBLE SIDE PRINTED DURABLE BANNERS

LABOB2S

Hybrid matte double-sided blackout film



This smooth, double sided Latex printable media shows exceptionally well in banner stand & window mounted signage applications. Perfect for double sided window mounted graphics when paired with QM-WINDOWMT. Excellent stay-flat qualities.

- Sun Blocking Signage
- Roll-up Banners
- Indoor/Outdoor Mounted Signage
- Double Sides Latex Printing

Need Printed Samples?

See, touch and feel our entire wide format print media line. Give us a call for more details.

(951) 808-9443





Self Adhesive for Various Mounting Applications

BEST FOR INDOOR/OUTDOOR GLOSS MOUNTED DISPLAYS

PGSAV

Professional gloss vinyl w/ permanent adhesive



PGSAV is your best option for everyday use. Its bright white surface provides the brightest color graphics and its improved double-side PE coated liner makes for easier installations. The solvent acrylic adhesive provides longer term adhesion. This product is sure to be your go-to for most mounted jobs. Economically priced to stay ahead of your competition.

- Floor Graphics
- Flexible or Mounted Signage
- Trade Show Graphics

BEST FOR INDOOR/OUTDOOR MATTE MOUNTED DISPLAYS

PMSAV

Professional matte vinyl w/ permanent adhesive



Matte 4.5 mil white vinyl with clear, permanent pressure sensitive adhesive is designed for solvent, UV and latex-based inkjet printing. This good quality, budget-friendly film can be used for promotional grade graphics, such as signs, decals and POP displays.

- POP Display
- Flexible or Ridged Mounted Signage
- Decals

BEST FOR INDOOR/OUTDOOR BUBBLE FREE MOUNTING

PGBFV

Professional bubble free vinyl w/ removable adhesive



PGBFV has a heavy stay-flat coated liner and air egress technology allowing for easy application and removal. Solid grey, removable adhesive to block-out anything under the graphic and add color "pop." Use on windows or any smooth mounting surface. This product works extremely well with all print and cut systems.

- Window Display
- Decals
- Rigid Board
- Easy Installations

BEST FOR PERMANENT MOUNTING APPLICATIONS

LAPPAD

Everyday matte latex/uv polypropylene w/ permanent adhesive



High quality and low cost makes QM-LAPPAD your #1 choice for general mounted advertising. Low glare finish and highly tear resistance. Use with a Que Media laminate for ultimate durability.

- Mounted Posters
- POP Display
- Outdoor Mounted Displays

BEST FOR FLOOR AND COUNTER ADVERTISEMENTS

TASQUE

UL410 (SA34033) matte anti-slip white vinyl w/ high tac adhesive



Matte textured 6 mil white vinyl with clear high tack adhesive is designed for Eco-Solvent, UV and Latex-based inkjet printing. This high quality, budget-friendly film can be used for promotions such as, floor graphics, table surfaces and POP displays. Up to 1 year outdoor durability & 3 year indoor durability.

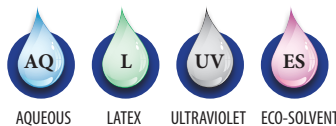
- Floors
- Table Tops
- Counter Displays

QUEs & As

Q: Are any of Que Media's products compatible with other printer inks systems?

A: Yes, many of Que's products are cross platform compatible. Take a look at the ink icons to the right. These icons will appear throughout this guide to all media that applies.

Identifying Media Ink Sets:





Canvas, Textiles, and Photo Papers for that Perfect Look and Feel

- Soft signage, roll-up banner displays, backdrops, flag, and artist displays.
- Eco friendly fabrics - 100% recyclable polyester.
- All of our fabrics are woven at our factory under the highest quality conditions.

Compare:

Fabric

Roll-up banners, hanging fabric banners, trade show displays, and durable flags.

Canvas

Museum galleries, home decor, and photographic reproduction.

BEST FOR LIGHT WEIGHT DURABLE SOFT SIGNAGE

PFL

Light weight matte WR coated fabric



This versatile ultra light 100% polyester fabric can be used for many different applications. With a consistent, tight weave pattern, PFL has the special ability to resist feed bunching. PFL can easily be recycled, making it an eco-friendly printing solution.

- Indoor/Outdoor Hanging Flags
- Decorative POS & POP Displays
- Roll-Up Banners
- Soft Signage

BEST FOR MEDIUM WEIGHT DURABLE SOFT SIGNAGE

PFH

Heavy weight matte WR coated fabric



This heavy 100% polyester fabric can be used for many different applications, and with a consistent, tight weave pattern, PFH has the special ability to resist feed bunching. Graded heavy weight fabric at 300 Denier, PFH can easily be recycled, making it an eco-friendly printing solution.

- Decor Faux Canvas Prints
- Indoor/Outdoor Hanging Flags
- Decorative POS & POP Displays
- Soft Signage

BEST FOR HEAVY WEIGHT DURABLE SOFT SIGNAGE

LAPFS

Super heavy weight matte latex/uv fabric



This versatile super heavy weight 100% polyester fabric can be used for almost any application. Low-light settings, indoor matte POP or faux canvas gallery prints. LAPFS has a rich weave pattern that looks and feels expensive but has an economical price. Water and scratch resistant.

- Faux Canvas
- Indoor Matte POP
- Roll-up Banners



More Canvas...

BEST FOR INDOOR/OUTDOOR MATTE CANVAS REPRODUCTION

SATCAN

Professional satin solvent coated polyester/cotton canvas



SATCAN is a 35% Cotton / 65% Polyester blend that is a stretchable, crack-resistant canvas. Unlike most solvent canvas products, SATCAN provides a consistent satin printing surface that allows for extremely wide color gamut, rich black densities, while still offering the traditional artist's texture look and feel.

- Great for Indoor Gallery Wrap
- Backdrops & Signage
- Photo Reproduction

BEST FOR ARCHIVAL FINE ART REPRODUCTION

POLCAN

Archival grade matte WR coated polyester/cotton canvas



Exceptional quality canvas for the most discerning printer. Compare it to any competitive matte canvas and you will find our POLCAN is truly OBA free and acid neutral which translates to true archival quality. The matte coating accepts heavy ink loads for rich color gamut, true blacks and skin tones. Finish it with liquid laminate for a crack free gallery wrap.

- Museum and Gallery
- Home Decor
- Photographic Reproduction

BEST FOR FAUX CANVAS REPRODUCTION

HVFC

Everyday matte WR coated polyester/cotton canvas



HVFC is a polyester-cotton blended canvas created specifically for the decor market. A low-cost option that delivers exceptional print quality partly due to the extraordinary white point and high DMAX value. Use spray fixative or spray lamination on any matte coating for true crack resistance when stretching.

- Best for Indoor Decor Prints
- Framed Photography, Signage, Backdrops and Murals
- Ideal for Photographic and Art Prints

BEST FOR GLOSSY PHOTO REPRODUCTION

SGLP9

Professional gloss photo paper



This is not like the "standard" solvent photo papers on the market. SGLP9 is a true, professional grade (RC coated), high gloss photo paper that produces exceptional results. This 250 gsm photo paper is the perfect weight and can be used with any eco solvent, latex and UV print systems.

- Photo Reproduction
- Gallery and Artist Renditions
- Wedding Photography
- High-end Posters



Choosing the Right Banner Offers Long Term Solutions

For Indoor/Outdoor use. Durability and finishing are the two key factors to consider when choosing banner material. Scrim banner is very durable, but also very heavy. For a lighter weight option, consider switching to our PET non-woven (IQBANNER for an extremely durable solution.

BEST FOR DURABLE EVENT DISPLAYS

WRTYK

Dupont matte WR instant dry tyvek
Tyvek® is a registered trademark of Dupont



Que Media Tyvek® by Dupont® is durable, tear resistant and extremely lightweight. Ultra smooth surface for HD graphics and rich color gamut. Our coating is formulated specifically for high speed print systems and is approved for the HP PageWide XL. Super fast dry times to keep up with the output of these new print systems.

- Posters & Presentations
- Lightweight Banners
- Trade Show & Event Displays
- POP & Retail Display

BEST FOR INDOOR HANGING BANNERS

IQBANNER

Recycled matte nonwoven PET



Super lightweight, durable banner made from pressed recycled PET fibers. Great for hanging banner displays and anywhere you would use a heavy and expensive coated scrim banner.

- Hanging Banners
- Roll-Up Displays
- Eco-Friendly Installations

BEST FOR MATTE LIGHTWEIGHT DURABLE RECYCLABLE BANNERS

WRMNWF

Durable matte nonwoven fabric



Consider using WRMNWF instead of expensive coated scrim banner. Made from pressed polyester fibers, this ultra strong, ultra light product can be rolled, folded, grommeted, sewn and best of all, recycled. The price point is typically half of what you would spend on a coated scrim allowing you to walk away with higher profit.

- Scrim Banner Alternative and "Green" Printing
- Indoor POP Signage
- Roll-up and Hanging Displays

BEST FOR GLOSS LIGHTWEIGHT DURABLE RECYCLABLE BANNERS

GLNWN

Durable gloss nonwoven fabric



Consider using GLNWN instead of expensive coated scrim banner. Made from pressed polyester fibers, this ultra strong, ultra light product can be rolled, folded, grommeted, sewn and best of all, recycled. The price point is typically half of what you would spend on a coated scrim allowing you to walk away with higher profit.

- Indoor POP Signage
- Roll-up and Hanging Displays
- Best for Scrim Alternative and "Green" Printing

Need Printed Samples?

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Compare:

Scrim Banner

All scrim banner contains a polyester fabric center with PVC adhered to both sides. Most common and durable for both indoor and outdoor use, and can be sewn, grommeted, or fastened with banner tabs.

Non Woven Banner

Nonwoven fabric is an incredibly strong, light, synthetic material designed to produce tough, durable posters for indoor & outdoor events. Fully recyclable & Eco-friendly.

BEST FOR INDOOR & OUTDOOR GLOSS SCRIM BANNERS

LX13G

13 oz. gloss frontlit fire retardant scrim banner



LX13G is a premium 13 oz gloss frontlit banner material that is compatible with latex, solvent and UV inks. Its 1000 x 1000 denier creates a high tensile and tear strength banner. The fire retardant coating allows it to be used in all environments.

- Frontlit Banners
- Display Systems
- Grommeted Banners
- POP Display
- Billboards

BEST FOR INDOOR & OUTDOOR MATTE SCRIM BANNERS

LX13M

13 oz. matte frontlit fire retardant scrim banner



LX13M is a premium 13 oz matte frontlit banner material that is compatible with latex, solvent and UV inks. Its 1000 x 1000 denier creates a high tensile and tear strength banner. The fire retardant coating allows it to be used in all environments.

- Frontlit Banners
- Display Systems
- Grommeted Banners
- POP Display
- Billboards

BEST FOR FENCE/CONSTRUCTION SITE ADVERTISEMENTS

MAXVUE

Mesh 50/50 view PVC banner w/ removable liner



Our 14 mil mesh banner with liner is reinforced with polyester scrim for added durability. The liner makes the printing process easier by preventing ink spray through and helping the media to feed easily through the printer. special liner removes easily after high heat Latex printing.

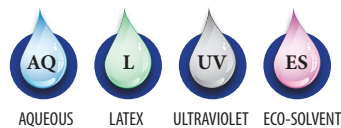
- Outdoor Banners
- Window Signage
- Job Site Signage
- Large advertisements where a "see through" effect is needed

QEs & As

Q: Are any of Que Media's products compatible with other printer inks systems?

A: Yes, many of Que's products are cross platform compatible. Take a look at the ink icons to the right. These icons will appear throughout this guide to all media that applies.

Identifying Media Ink Sets:





Easy On, Easy Off! The Best Fabric for Smooth Surface Durable Display

- Water Resistant
- Scratch Resistant
- Ultra Strong



BEST FOR CONTOUR CUT WALL GRAPHICS/WALL COVERINGS

EZTAQUELITE

Light weight matte fabric w/ removable wall adhesive



Easy to put up and easy to take down. EZTAQUELITE can be applied without bunching or bubbling in one easy step, and will not stretch out. EZTAQUELITE is scratch resistant and extremely durable. Use this on smooth walls as decor graphics or windows for point of purchase.

- Contour Cut Characters
- Interior Walls
- Window Displays

BEST FOR EASY INSTALL CONTOUR CUT WALL GRAPHICS

EZTAQUEMED

Super heavy weight matte fabric w/ removable wall adhesive



Easy to put up and easy to take down. EZTAQUE can be applied without bunching or bubbling in one easy step, and will not stretch out. EZTAQUE is extremely durable and can be used on smooth walls as decor graphics or windows for point of purchase.

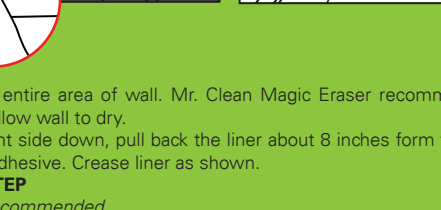
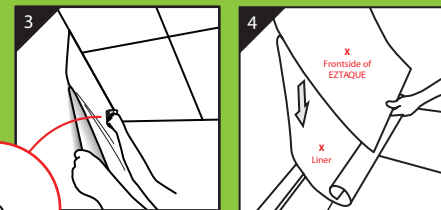
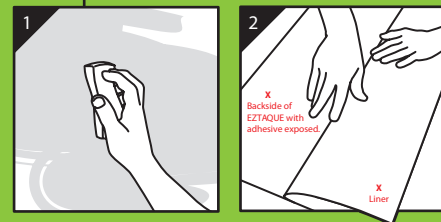
- Interior Walls
- Contour Cut Characters
- Window Displays

TIPS:

Full Wall Installation

Easy to install, easily removed! Just follow the simple step-by-step guide below and be sure to get the job done right.

Prepare Wall



1. Wipe down entire area of wall. Mr. Clean Magic Eraser recommended (dampened). Allow wall to dry.

2. With the print side down, pull back the liner about 8 inches from the top exposing the adhesive. Crease liner as shown.

3. CRITICAL STEP

Two People Recommended

Starting at the top of the wall, position the exposed adhesive side to the wall flush with the ceiling. Burnish with a roller/squeegee working from the center outward, side to side pushing out any air pockets, while the other person pulls the liner down directly toward the floor.

4. Continue this method until reaching the end of the media at the bottom.



Choosing the Right POS/POP Media... Bright Ideas Start with the Right Backlit Media

When choosing backlit media, the most important aspect is color density. You want your blacks to be dark and your colors vibrant.



BEST FOR MATTE BACKLIT DISPLAYS

WRBLF

Matte backlit polyester film



With a matte porous top coat that allows for heavy ink saturation and deep, dense blacks. Quick dry time and water resistant. This coating will produce graphics that will "pop" with every type of backlit box

- Display and Boxes
- Backlit Trade Show Displays
- Lightbox Graphics
- Kiosks

BEST FOR INDOOR/OUTDOOR BACKLIT DISPLAYS

SBLFM

Satin backlit polyester film



Our coated PET film has a low-glare satin top coating that dries quickly and produces dense blacks and vivid colors that will pop with a light box. It is appropriate for outdoor display and is scratch resistant. Laminate for further protection with one of our Millennium laminates.

- Kiosks
- Indoor/Outdoor Backlit Display
- Transit Display
- Trade Show Display

BEST FOR OVERLAYS AND ARCHITECTURAL DRAWINGS

DMPETF

Double matte PET film



Much more durable than traditional vellum, this PET film will hold up better in rugged situations and job sites. Our coating is formulated specifically for high speed print systems and is approved for the Hp PageWide XL. Can be written on with pen or pencil.

- Blueprint Overlays
- Architectural Designs
- CAD Drawings
- Craft Projects

TIPS:

Tips for creating effective backlit-display graphics:

Identify the customer's needs: specific application, longevity requirements, budget, expectations, etc.

Match the application to the appropriate printer.

Match the right media to the printer and ink.

Understand the light source with which the graphic will be displayed.

Take into account the performance requirements of the different mounting options.





**Choosing the Right
Film for your Windows...**

Amazing Displays with Easy to Install View Through Window Display

When choosing perforated media, the most important aspect is color density. You want your artwork to be brightly colored and easily visible.

Compare:

60/40 View Through

This perforated vinyl shows 60% of printable area allowing 40% of viewing through the window.

70/30 View Through

This perforated vinyl shows 70% of printable area allowing 30% of viewing through the window.

BEST FOR INDOOR/OUTDOOR VIEW THROUGH GRAPHICS

OWVCL

Perforated vinyl 70/30 ratio w/ removable adhesive dual liner



This 70% print surface, white face and black back perforated film is designed for optimum graphic visibility with finer details allowing for smaller text. The 8mil vinyl stretches less and is easier to handle than economy products. Its dual OPP clear liner absorbs ink so your hands stay clean during installation. Twice the standard perforated hole depth to work with Eco-Solvent, UV, and Latex print platforms.

- POP Decals
- Retail & Commercial Window Signage
- Glass Doors

BEST FOR VIEW THROUGH WINDOW DISPLAY

6040.OWVCL

Perforated vinyl 60/40 ratio w/ removable adhesive dual liner



This 60% print surface, white face and black back perforated film is designed for vivid store-front graphic visibility with added view through percentage, so a better view of outside customers can be achieved. The thicker 8mil vinyl stretches less and is easier to handle than economy products. Its dual OPP clear liner absorbs ink so your hands stay clean during installation. Twice the standard perforated hole depth to work with Eco-Solvent, UV, and Latex print platforms.

- Glass Doors
- POP Decals
- Retail & Commercial Window Signage

BEST FOR HANGING INDOOR WINDOW DISPLAY

NAPETPERF

Matte WR perforated PET film 70/30 ratio without adhesive



This non-adhesive PET perforated film was designed to hang on any store front or glass display and retain its dimensional stability. The ultra strong and stable polyester film will not shrink and resists stretching unlike the PVC counterpart. Our 70/30 ratio is the ultimate choice for store front advertising with detailed graphics and visible smaller text.

- Hanging Installations
- Windows
- POP Signage
- POS Advertisements
- Contour Cutting

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