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Getting smart with your banner printing by [Simon G](#)

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When it comes to banner printing, you need to take several unique aspects into consideration. Most banner printing is done to promote an organization and its product. The logistics involved in the creation of banners goes much beyond leaflets and cards. Therefore it is essential that you plan out your entire banner printing operation so that you get the best results out of it.

Some of the aspects you need to take into consideration are the ink and the material that is being used. Banners need to look good and last you a long while. It is best you use a 13 ounce matte vinyl which is now the standard for a good banner material. Should you require a banner that can stay strong in winds, then a 9 ounce mesh vinyl should be what you choose. They are tear-resistant and maintain a great look, despite the natural elements that they have to face. One of the best inks to use for banners is that of UV cured 3M solvent inks. They do not fade and last for years on end without losing their sheen.

When you are designing for a banner, most people, who don't hire an professional designer forget to make provisions for bleeds. Ask your printer before hand on the kind of bleeds that need to be fit in on the size of banner that you are printing. You will need to follow these instructions to the T, else, a good part of your design can get chopped off in the end or you may end up having white or no borders at all.

If this is a promotional banner that you plan to use in multiple places then it would make more sense to place a bulk order for them. This will bring down the cost of printing as well. This works out best for those promotional schemes that need to be displayed throughout a given area.

These are just some of the tips that you need to keep in mind when it comes to the printing and designing of large scale sized banners. Do make sure that you get in touch with a good quality printer and designer and the finish is integral to the banner being a success. You will be able to several printers who come with good references that you can check out. Do not go on the basis of any reference that is more than three years old as a lot can change in that time.

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