

WINDOWS, WALLS & FLOORS

Graphics and messages placed on windows, walls and floors can be an extremely profitable business. In an economy where every business is competing for the attention of customers, using windows, walls and floors for advertising is essential. In this report we will show you how to take full advantage of this exciting and growing business.

*Another Neschen
Americas Value
Report*

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Introduction

The next time you stop at a red light, take a look at the retail shops nearby. You'll probably see window graphics. The next time you are in a grocery store or mall, take a look at the floors. You'll probably see floor graphics. The next time you are in a hotel, an office lobby or your son or daughter's bedroom, take a look at the walls. You'll probably see wall graphics.

Windows, walls and floors are a great way to advertise and businesses know it. Most of the time, these locations are flat surfaces making application of graphics easy. Let's examine the domain of what I like to call "Slap-It-On" advertising. Slap-it on and get results.

The Window Graphics Market

I'm not sure what the square footage of retail windows might be, but I'm sure it probably exceeds the national debt number in units. What was once a place for a simple phone number and perhaps a company name or logo, has become a location for highly visible, and changeable messaging.

Vacant Store-Fronts



In the current economy, there are more and more vacant store fronts. Oddly enough, these store fronts can become a ground level billboard and landlords love it.

"Such is the case with Inwindow Outdoor, a seven-year-old New York City-based business that started out hanging bus shelter posters inside the windows of vacant retailers in Manhattan, then expanded to other cities, says CEO Steve Birnhak. "We began just using part of the window, and then decided on using the entire window real estate," he said. "We took this vinyl and filled an entire window, and from there we realized there were other parts of the building façade we could use. So we started creating basically billboards at ground level."" - <http://www.myprintresource.com/article/10221485/outdoor-they-do-windows>

"Landlords who are not able to rent out store space appreciate the chance to gain some additional revenue by using their store windows as billboards. And, Cunningham added, in this economy, "the inventory of vacant storefronts is definitely there." Finally, there's the ease factor. The flat glass surfaces make for easy installations, he says." - <http://www.myprintresource.com/article/10221485/outdoor-they-do-windows>

Needless to say, this is one market that you can pursue immediately. But there are others as well.

Existing Businesses

If you want to attack retail shops, then you should simply head to a store that does not use its storefront well and explain what you can do.

"Unlike some other providers, Autotize focuses its marketing efforts on key clients that have retail space and are looking to promote a new brand or an image. "That's how we started out on a national basis with US Cellular," Cunningham said, noting his company handled a national rollout for the cell phone service provider. It gains other large national clients through its website.

However, Cunningham believes shops just starting in window graphics should start by servicing clients in their own backyards before adding out-of-state clients.

"We'll do any type of storefront window, with lifestyle photos of families for windows," he added. "We don't serve mom-and-pops, but good-sized local, regional and national companies. It all comes down to the size of window graphics requested." - <http://www.myprintresource.com/article/10221485/outdoor-they-do-windows>

How though can you have a better chance of getting the job?



Figure 1 - <http://blog.signarama.com/five-tips-for-window-graphics-art-work/coffee-shop-window-graphics/>

Render the Window

As a former sign shop owner, I always found it helpful to show the shop what I would do with a rendering of the final project. Using your favorite design software, you can show how your idea of using the window can have a financial impact for your customer.

Now those empty retail spaces are making both you and your customer money!

Create an Advertising Plan

You should also create an advertising plan for your potential customer. Just start simple. Maybe it's a monthly replacement plan. You create the renderings for 12 months, and then show them how easy it will be to replace the advertising. Of course, later in this report, we will show you what media and adhesives to use to make this possible.

Window Graphic Medias

So now we get to one of the main features of part one, what media should you choose. Window graphics come in two categories, permanent and temporary. Let's explore both.

Permanent Window Graphic Media

Permanent window graphics are for those businesses that want a message, logo or some graphic placed on the window, but for a long term. So typically this is the business name, phone number, logo, tagline or something to this effect. What choices do we have in media?

Neschen® SolvoPrint™ MightyGrip

I would choose Neschen® SolvoPrint™ MightyGrip because this is a 3-4 year self-adhesive vinyl. 3-4 years is a good length of time and should meet most business needs. In addition, after this time expires, you should want to replace the signage anyway to refresh the business look.

“Neschen® SolvoPrint™ MightyGrip is the economy SAV solution for shorter term applications. This calendared monomeric vinyl is 3.5 mils thick and has an outdoor durability of 3-4 years. MightyGrip is available with your choice of permanent or removable adhesive. Choose either the matte or gloss finish to create vibrant wall graphics and general signage applications for vertical, flat, and slightly curved surfaces. MightyGrip is also available with a gray, permanent adhesive in your choice of gloss or matte. The gray adhesive allows it to be applied over previously imaged surfaces without image show-through.”
– www.neschenbrands.com

Sure you can use other SAV media, but here is another consideration. This type of signage is exterior and subject to UV fading as well as graffiti. So, why not laminate this signage with SEAL Anti-Graffiti. Weathering tests show SEAL Anti-Graffiti will assist in UV protection and lasts up to 7 years. In addition, it will protect the signage from graffiti.

Print Shield® Anti-Graffiti

“Print Shield Anti-Graffiti high performance PCTFE film protects UV and ink-jet prints from a wide variety of stains and chemicals, such as paint, and permanent markers - simply remove with standard household cleaners. This plasticizer and stabilizer free film also offers the highest moisture barrier of any clear, flexible film, is also flame resistant.” - www.sealbrands.com

Neschen Americas, the makers of these product offers these as a combination called the Sign Application Kit that can save money. The rolls are shortened to just 50-ft, typically enough to do a single store front and packaged as a set so you have the entire solution for this type of signage.

Temporary Window Graphic Media

Here's where the real money is. Removable signage and messaging can be a monthly cash cow. The idea is to create a monthly (or more often) campaign to assist the retail shop with grabbing the attention of the walk or drive by audience. There are traditional methods for this type of signage but I want to show you an even better solution.



Window Cling

I suppose I can now call this the “classic” solution for this type of signage. Window cling is printed and then statically applied to the window. The media is typically clear or white and printed with solvent inks. Due to the nature of the media, it is not printed with latex printers, so this limits the ink types. One company that has this type of product says the following:

“ClingZ® is a patented, electrically charged polypropylene film that adheres to virtually any dry indoor surface. Offered in white or clear, ClingZ® is more versatile than static cling vinyl - clinging to drywall, glass, wood, metal, even brick - without adhesive! ClingZ® is environmentally friendly, recyclable, and non-toxic.” - <http://www.clingz.com/>

In fact, this product requires special inks and printing processes and so may not be suitable for the sign shop.

A more compatible window cling product was recently released by Roland. It was designed to be printed using eco-solvent inks. They make a clear and a white cling product:

“This 7 mil clear static cling is specifically formulated for eco-solvent ink printing. ESM-CSC is a self-clinging clear film which requires no adhesive, applies quickly to glass and most smooth polished surfaces and is easily removed. Compatible with Eco-Sol MAX inks, the product is an excellent alternative to adhesive-backed and other less capable static cling products. Compatible with Roland SOLJET, VersaArt, VersaCAMM, VersaStudio and VersaUV printers.” <http://www.rolanddga.com>

However, there are some issues that arise from this type of solution. Cling can have problems “sticking” in on cold surfaces or in high humidity. In addition, the window must be very clean. Sometimes bubbles will appear after application, especially on large prints. There are of course many other suppliers of this type of film.

gudy Window by SEAL

An alternative product to static cling is gudy Window by SEAL. *“gudy window by SEAL is a water-based mounting adhesive that can be applied to the face of a graphic and then face-mounted on interior windows. Its 1 mil clear polyester carrier has a permanent adhesive on one side and a removable adhesive on the other.” - www.sealbrands.com*

This means that you can print to a variety of media such as paper, film etc. That in turn means that you can take advantage of any printer you happen to have for printing. After the image is created, you use a laminator to apply the gudy Window to the image.

The adhesive is repositionable and removable. In addition the folks at SEAL have added a textured air release pattern to the adhesive so it is easy to apply and will do so without bubbles. Finally, it can be applied on cold surface and in higher humidity.

While there is an extra step since you have to actually add the adhesive to the image, gudy makes it possible to be more creative with substrates and application locations. (<http://tinyurl.com/ahycjkc>)

Neschen® ClearGrip

Another window media is the Neschen ClearGrip. Like static cling, this is a transparent printable vinyl product however, it is printable with Latex and UV curable inks. At their website they state:

“Now there’s an easy way to create and install window graphics, ClearGrip. Powered by the well known gudy window adhesive technology, ClearGrip features a textured adhesive, allowing for bubble free application without any special tools needed. Install your graphics in minutes! Apply Neschen MightyGrip or other white backer for additional density and opacity when printing without white ink. Use this 3.2 mil clear removable self adhesive vinyl for POP displays, retail signage and much more.” –

www.neschenbrands.com

Window Graphic Example ROI

How much money can you make doing window graphics? Well of course this will vary from place to place, but perhaps this example will give you some idea.

Media	Price/sq.ft.	Project Cost (24x36), ink(0.25), media	Avg. Selling Price	Profit	Comment
Static Cling	0.27	3.12	30.00	26.88	Solvent Only
gudy Window	0.68	6.78	30.00	23.22	Included paper
ClearGrip	0.40	3.90	30.00	26.10	Latex or UV

My point of this chart is to show that you will make money with all of these products. What you must consider is that static cling is used only for windows and can only be used with a solvent printer or special inks. Gudy window is an adhesive so it can be applied to many types of print media opening the ink set to any ink, and could possibly be used on other creative projects. ClearGrip is for windows but it’s advantage over static cling is that it can be printed with latex and UV inks and since it uses the gudy type adhesive can be applied in cold or high humidity.

The Wall Graphics Market

Wall graphics range from company logos to sports figures contour cut and placed in the son or daughters room. One thing they have in common is that they are intended to be removable and customers want them to be easy to apply. Let's explore this market.



Commercial Spaces

Commercial properties are prime potential customers for removable wall graphics. Stores are always changing interior messaging. Think about it, if a store can attract attention with efforts to change window graphics, what happens once the customer enters the store? They need to come in and then come back! If they come back and see even more products, different

products advertised then soon they begin to have even more reason to return to that particular store for most of their needs. They need to feel like the “want” to return, and this can in part be accomplished with appropriate wall graphics.



“Not only does the image look stunning and colorful, but it also promotes the fresh products Freshens serves. Commercial applications are also a great way to make use of branding space. Especially for spaces that frequently host guests or clients, every wall is an opportunity to showcase your brand, logo, and products.” -

<http://www.modagraphics.com/articles.asp?title=Marketing-with-Wall-Graphics>



Public Spaces

Hospital lobbies, hotel lobbies, concert halls, museums, sports arenas and place the public could walk through is a potential for removable wall graphics. These places often change graphics or messages to inform or to catch the attention of the public.

“The Discovery Through Nature wall, complete with frog graphics, designates the elevator lobby entrance to day surgery centers at both campuses. Wayfinding graphics are integrated

with a citrus color palette.” - <http://www.interiorsandsources.com/article-details/articleid/5725/title/advances%20in%20healthcare%20design.aspx>

Need to sell more groceries, furniture shoes? A well placed wall graphic, designed to suit the needs may be the answer to greater sales.

Occasionally, these graphics must be contour cut that is they are printed then cut to place on the commercial wall such as the one you see here. Care should be taken in choosing the right media for this purpose.



inspire the use of removable graphics.

Personal Spaces

Finally, there are those personal spaces, bedrooms, living rooms, kitchens, apartments, rental houses in which the wall graphics tend to be more message or personal in nature.

Graphics in the form of a sports figure, or simple graphics to spice up a room or even a small wall mural is typical. In addition, these days there is a real trend in redecorating rooms that also

Media for Wall Graphics

If you decide to get into this market, you are going to find that there are hundreds of sources for this type of media. What I'd like to do here is talk about some of the considerations.

Printer Ink Types

Keep in mind, when you are choosing a media, you need to think about the type of ink your printer uses. To get the most from your current printer, try to select a media that can be used with the widest variety of inks. This will not only allow you to use your current printer, but also any new printers you might purchase.

The most common types of inks are eco-solvent, solvent, latex, UV curable and aqueous. Most media are not compatible for all of the media we will discuss here but that simply means you need to be careful and select the media that give you the widest range of applications.

Wall Mural Media

Sometimes the wall needs to be completely covered. The image or message may be best displayed using the entire wall. The best type of media for this application is printable wallpaper.

Neschen Giotto Wall Mural

"Giotto Wall Mural is a bright white paper wall covering product for latex and UV-curable printers. Pre-pasted with a water activated adhesive, it is easy to install and remove from walls. A great alternative to self-adhesive vinyl, it has a variety of applications and is the perfect eco-friendly option for murals, wall décor and P-O-P signage." <http://www.thinkneschen.com/PureNatureInfo.pdf>

This wall mural paper is made from 10% post-consumer waste and is a sustainable product. This fact can mean a lot to those who wish to participate in environmentally friendly products.

Wall Graphic Media

Neschen Fresco AdTex™

There are several reasons to use this media for wall graphics. Perhaps the first is that it is compatible with solvent, eco-solvent, latex and UV curable inks.

“Fresco AdTex is a lightweight 5 oz/yd² polyester textile with a removable and repositionable adhesive. The bright white, matte fabric reduces glare from interior lighting; cuts cleanly, without fraying; and offers enough opacity to hide almost any surface you’re covering. This media can be contour cut with ease and has a thicker backing to accommodate cutter blades without breaking through the backing.” <http://www.neschenbrands.com/websites/sealbrands/neschen.nsf/htmlalias/frescoadtex>



Since this media is a textile with removable, repositionable adhesive, it is a step above a PVC product and many commercial companies like the textile feel and look. This is also a good product for the lettering style graphics.

Neschen® SolvoPrint™ WallGrip

An alternative to the higher end textile product is a vinyl product from Neschen Americas.

“SolvoPrint™ WallGrip is the go-to product for all your indoor wall graphic projects. Easy to handle and install, WallGrip features a 6 mil polymeric vinyl with a specialty removable adhesive, designed for clean removal without residue or damage to walls. WallGrip’s specialty adhesive even works when printed to the edge, or when no border is left upon cutting. Use this product for signage, retail displays, murals and trade show graphics.”

<http://www.neschenbrands.com/websites/sealbrands/neschen.nsf/htmlalias/selfadhesivevinyl>

I found this product very easy to print and contour cut and because it is a bit thicker than competitive products it handles well and is easy to install. This product would be great for those more personal space graphics. This product can be used with Solvent, Eco-Solvent, Latex and UV curable inks giving it a wide range of compatibilities and uses.

The Floor Graphics Market

Floor graphics are becoming more and more common in any retail shop where pedestrians walk or stand. You can see them in grocery stores, malls and even airports.

“Many grocery and discount stores use floor graphics to announce their hottest specials and introduce new products. Unheard of a few years ago, sales for this new medium are projected to reach \$2 billion within five years.



Floor graphics are as effective as more conventional POP displays in stimulating sales of impulse products, such as snack foods, by as much as 10%. Sales for some consumer products are reportedly 20-30% higher at stores with floor graphics.

Ground level advertising is effective because most people naturally focus their eyes downward, looking where they walk as they push their shopping carts.

As an advertising medium, floor graphics complement and reinforce other advertising messages and campaigns. Compared to newspapers, outdoor advertising, radio and TV, floor graphics are cost-effective, with prices in the range of \$12 per sq. ft. for the printed piece. By dovetailing with other marketing programs, floor graphics strengthen brand recognition. Plus, by reinforcing an advertising message, these graphics influence buying decisions -- most consumers don't choose which brand to buy until after they enter a store.” - <http://answers.google.com/answers/threadview?id=738911>

Floor Graphics Media

In regard to floor graphics, there are a few things to consider. Floor graphics are typically not intended to be permanent signage, so you need to think about removal at some point. In addition, the graphic must be laminated for two reasons, to protect the graphic and to provide a safe surface for the public to travel.

Neschen® SolvoPrint™ MightyGrip

“Neschen® SolvoPrint™ MightyGrip is the economy SAV solution for shorter term applications. This calendared monomeric vinyl is 3.5 mils thick and has an outdoor durability of 3-4 years. MightyGrip is available with your choice of permanent or removable adhesive. Choose either the matte or gloss finish to create vibrant wall graphics and general signage applications for vertical, flat, and slightly curved surfaces.” -

<http://www.neschenbrands.com/websites/sealbrands/neschen.nsf/htmlalias/solvoprintmightygrip>

The major property of this recommendation is the removable adhesive. Most of the time this graphic will stick firmly, but when removing no special chemicals or tools are needed. This graphic should be laminated.

Print Shield® Floor Guard®

A laminate to be used to protect the vinyl graphic as well as provide slip resistance for the public is needed to complete any floor graphic.

"Print Shield Floor Guard is a premium pressure sensitive over-laminating film that features an ultra-aggressive adhesive – perfect for tough-to-stick-to-media such as polyester based white films. It offers a durable, rich-textured finish that is ideal for creating vibrant, slip and scuff resistant floor graphics. Not just for floor graphics: Print Shield Floor Guard is also an excellent choice for protecting trade show graphics and point-of-purchase displays from heavy wear and finger prints. This product is UL listed for slip resistance."

[http://www.sealgraphics.com/websites%5Csealbrands%5Csealweb.nsf/pdflist/Films%20&%20Adhesives/\\$file/340143%20-%20PS%20Laminating%20Films.pdf](http://www.sealgraphics.com/websites%5Csealbrands%5Csealweb.nsf/pdflist/Films%20&%20Adhesives/$file/340143%20-%20PS%20Laminating%20Films.pdf)

Final Comments

Okay, we've talked about a lot in this paper. You should have a lot to think about, but don't think too long. Windows, walls and floors are everywhere and every space is a place for a graphic.

About the Author

Mark Rugen is Manager of Training & Education for Neschen Americas. He has over 25 years of experience in the sign and graphics industry and has owned several sign shops. Neschen Americas is the manufacturer of many leading printable media for the wide format graphics business. Find out more at www.neschenbrands.com