Embrace Sustainability in Visual Communications with Liquid Lamination

Description

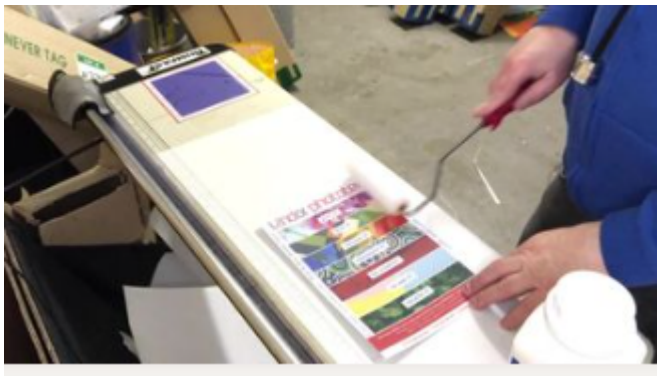
Embracing Sustainability: The Shift to Liquid Lamination in Visual Communications

In the ever-evolving landscape of visual communications, one thing remains constant: the need for innovation and progress. As we strive to create impactful brand experiences and dynamic marketing materials, itâ??s imperative that we also prioritize sustainability and environmental responsibility.

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Roller Coating by Hand



Coating by Hand



spray Coating

default watermark



Water based roll to roll Coating



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Aerosol Sprays

Liquid laminationâ??is a constant game-changing alternative to traditional film lamination that just wont go away because of its realistic benefits, and its eco friendly and sustainable characteristics. It is slow to gain traction across the industry, but it answers a multitude of issues So what is the problem? Well, the first one is if you already own a film laminator, why would you want to invest in equipment for

another technology? Quite understandable. So why should brands, agencies, and printers embrace this shift, and why is it crucial for everyone to push forward this change?



Vehicle Wraps and Panels

First and foremost, letâ??s address the elephant in the room: plastic films and PVC films have long been the go-to choice for lamination due to their ease of use and cost-effectiveness. However, the environmental consequences of this convenience cannot be ignored. Plastic pollution is a pressing global issue, and every step we take towards reducing our reliance on single-use plastics matters.



Truckside Graphics

Liquid lamination offers a sustainable solution without compromising on quality or performance. By opting for coatings instead of plastic films, we not only reduce our carbon footprint but also add value and versatility to our prints. Liquid lamination enhances the durability and longevity of printed materials, protecting them from wear and tear while maintaining their vibrant colors and sharp details.



Faded Banner


NEW
Shell
V-Power
BRITAIN'S NO.1
PERFORMANCE FUEL*
GO WELL

Undamaged Banner

But beyond the tangible benefits, embracing liquid lamination is also about doing the right thing. As stewards of our environment, itâ??s our responsibility to make choices that minimize harm and promote sustainability. By transitioning to eco-friendly alternatives like liquid lamination, we demonstrate our commitment to a greener future and set a positive example for others to follow.

So, letâ??s push forward this change together. Letâ??s challenge the status quo and redefine whatâ??s possible in visual communications. Letâ??s prioritize sustainability without sacrificing creativity or efficiency. Together, we can make a differenceâ??one print at a time.

How do we protect the waste in advertising and promotion? â?? the best thing we can do is first of all help it last and remain the quality we expect it to be for as long as we planned it. For those we want to throw away early, lets finds somewhere we can optimise its construction and make it useful somewhere else before and if we have to or we must throw it away. Consider how we can make it a based or a surface for another advertising?

These Banners were on opposing sides of the same property. One clearly facing more of the sun than the others. Neither of these were coated or protected but it does help you appreciate the degree to which coating can prolong the life and use of your advertising and communications medias.

default watermark



Faded Banner

Are you ready to join the movement towards sustainable visual communications? Letâ??s make it happen!

#SustainablePrinting #EcoFriendlyLamination #VisualCommunications #GreenPrinting #LiquidLamination

Category

1. Industry News

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