Protecting Your Inkjet Prints: Extend the Value and Life of Digital Prints

Description

All too often we hear ink and printer manufacturers say that digital prints do not need lamination. Sadly, this statement is rarely related to the specific conditions the prints will be exposed to.

At Landor Liquid Lamination, we fully understand and respect the financial, time and labour constraints of most digital print applications, and the appeal of avoiding ink protection altogether. We are proud and committed to offering the right choice, one that is tailored and valuable to the end client or application.

The key point is the value of the project, and whether added protection will retain or enhance that value, whether the project is commercial, artistic, domestic or industrial. Digital wallcoverings and surface-applied prints are vulnerable to whatever traffic and environment they are exposed to. We therefore recommend considering both the project value and its longer-term value. The time and cost of protecting digital prints are far outweighed by the pain and cost of a print failing. Ultimately, it is the clientâ??s decision. Too often, extra cost dominates the discussion, when the application should really be reviewed in terms of its value, the protection of the asset or print, its desired or expected lifespan, the level of risk, and the potential cost if it is damaged and needs replacing.

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For a short-term interior display, such as an exhibition or branding event lasting a few days or weeks, where the environment will definitely not harm the printed image, leaving out protection and its cost can potentially be justified.

For longer-term prints, however, it is essential to weigh the case for and against added protection, with long-term value as the key objective. Whether you are producing an investment or asset for a client, or you are the client, it is the value that needs analysis and thought. We are often asked how long a print will last. That depends entirely on the environment and the predictable effects that can alter a printâ??s quality, durability and longevity. And we must not forget the expectations of both the client and the producer.

Often, cost overrides the value of the asset and the proposition. Yet if a branding event is taking place outdoors, the brand owner simply does not want to compromise their brand presentation, image and reputation. The added cost always reflects the added value of the article, print or asset.

Wallcoverings are rarely protected because people assume no one will touch or scratch the print. But in high-traffic areas, an unprotected print degrades very quickly. We often get calls for help when prints have not lasted as long as the client wished. Fortunately, one of the key features of liquid lamination is that you can coat and protect prints even after installation, easily by hand with a roller, brush or paint pad.

The key advantage of liquid lamination is its flexibility and elasticity. This means almost any material can be coated, as long as it is not perforated.

The most common and necessary applications where liquid lamination is the sole solution for protecting prints are outdoor flex-face signs; vehicle graphics including wraps, livery and truckside curtains; outdoor branding and advertising; indoor wall and surface coverings; inflatable bouncy castles; retail point-of-sale advertising and promotions; public event decoration, advertising and branding; and canvas, fine art and archival prints. In short, anything, anywhere, where use, handling or the environment is likely to cut short the desired or expected life of a print. As a rule of thumb, any print in any environment will usually last twice as long with liquid lamination protection as without it.

At Landor, we recognise the perceived added cost, labour and time of liquid lamination. With over 18 yearsâ?? experience, we are committed to helping you gain the added value and benefit that liquid lamination can and will bring to your projects. We welcome your call and will do what we can to recommend the protection you need, helping you make it a success for your business or personal needs.

Category

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