

Product Specification Sheet

Custom Retail Banners

Custom Retail Banners are printed on PVC Flex vinyl (a smooth, glossy material built for outdoor signage) in 11 oz or 16 oz weights. They handle storefront entrances, window displays, and fence mounts indoors and out. Most retail buyers go with 16 oz for year-round outdoor use.

Material

PVC Flex vinyl.

Holds ink evenly across the full print area and resists moisture without warping or bubbling.

Print Method

Eco-solvent or UV inkjet.

Weather-resistant inks bond to the vinyl surface and stay saturated through direct sun and rain.

Color Output

CMYK full color.

Cyan, magenta, yellow, and black reproduce most brand colors within the standard printing gamut.

Finishing

Brass grommets every 2 ft. Pole pockets (fabric sleeves along the top or bottom edge for a rod). Hem and heat weld (edges folded and sealed with heat for a clean, reinforced border).

Size Range

Standard sizes are 2x4, 3x6, and 4x8 ft. Custom sizes available. Banners with a width or height over 10 ft include a welded seam.

Indoor/Outdoor Rating

Rated for both. Outdoors with UV-resistant inks, expect 6 to 12 months of color hold in direct sun.

Single/Double-Sided

Single-sided is standard. Double-sided uses a blockout liner between the two print faces to stop color show-through.

Weight

11 oz for indoor or light-duty use. 16 oz for heavy-duty outdoor locations that face sustained wind or long-term mounting.