

Your guide to choosing the right type of vinyl for your signs

Vinyl is widely used in the sign-making industry.

There are many types of vinyl, and each comes with a unique quality that makes it better for use in some situations than others.

However, regardless of the type, vinyl is ideal for sign-making because of its durability. It can last for around five years when used outdoors and 15 years or more when used indoors.

So, before you start your next sign-making project, it's important to give careful consideration to the type of vinyl you need for the sign you want to make and where it will be situated.

While vinyl is a very versatile material that can be useful when chosen and applied properly, some types are more suitable for outdoor use than other types, so it is important to know more about the various types of vinyl before stocking up. Here's our handy guide to some of the more popular types of vinyl you can use to make your signs stand out from the crowd:

Fluorescent vinyl

This type of vinyl is perfect for exhibition graphics and promotional signage, and also vehicle safety markings. Studies have shown that signs which use fluorescent vinyl are noticed 75% sooner than those using standard vinyl.

We supply fluorescent vinyl films that for CAD/CAM cutting. With a 150-micron thickness, this vinyl is ideal for applying to blank magnetic signs or using as vinyl stickers.

Translucent vinyl

This is ideal for illuminated light box and window graphics, to create bright, eye-catching signage.

Illuminated light boxes are valuable tools in grabbing attention with point of sale or purchase signage, window graphics, building signs, directional signs and promotional signage. With a solvent-based acrylic adhesive and a high UV resistance, translucent vinyl is suitable for long-term internal or external signage.

Gloss vinyl

This popular type of vinyl reflects the light, giving it a shiny finish, which makes it weatherproof. It is perfect for outdoor signs or items that will be washed, such as cups, plates or cutting boards. It is easy-to-use, durable and comes in a large variety of different colours, meaning you can customise your signs according to your corporate brand colours and identity.

Matt vinyl

Unlike gloss, matt vinyl doesn't reflect the light. Instead of a shiny surface, matt vinyl has a more natural, hand-painted finish. The painted finish makes it perfect for indoor spaces and uses, such as on walls or glass.

Incredibly durable, matt vinyl will last for years or until your taste changes and is perfect for customisation. With an extensive range of colours, you will be able to find the shade your company needs to build your ideal sign.

Holographic vinyl

This type of vinyl is perfect for attracting attention.

With a holographic effect, the vinyl shines and reflects different shades of light, creating a 3D-like image that looks like the colours are moving and have been brought to life, depending on the angle from which you look at it.

Holographic vinyl gives your signs the ultimate eye-catching look. With a range of styles, colours and sizes available, it can be used in various locations for a range of purposes, giving you complete creative control over your signage.

Metallic vinyl

This type of vinyl adds a chrome-like appearance to your signs.

With a shiny, reflective finish, metallic vinyl makes any sign look smoother, slicker and more professional.

Waterproof and highly-durable, metallic vinyl can be used for a variety of purposes, both indoors and outdoors.

Metallic vinyl is also a perfect option for car or van wraps, to naturally engage and capture attention wherever your vehicle goes, acting as a great way to strengthen and increase brand awareness.

Glow in the dark vinyl

Photo-luminescent high visibility (hi viz) tape is a speciality vinyl film that is supplied by Vinylcorp for various industrial purposes for night time and safety vision in the marine, rail and oil sectors.

This glow in the dark luminous striping tape can be used to guide personnel to safety in a densely smoke-filled area where the electricity has failed and there is no other light source.

Its luminous pigments absorb ambient light, whether that is natural or artificial source, and then emits a visible 'glow' in the dark.

Frosted vinyl

Frosted window vinyls can be used in many different ways, whether it's for privacy panels or office partitions, window display signage or exhibition graphics. It can be used either as 'manifestation' film for glass which is adhered to the interior of the display window for safety and security, or for corporate branding when creating an etched-glass effect on windows and glass display surfaces.

Conclusion

Whatever type of vinyl you choose, it is the perfect material to use for a wide array of sign-making applications.

Vinyl signs are also a great way of strengthening your brand identity, building awareness and attracting new customers.