



WHY GO LARGE? (FORMAT)

BEYOND INK



Make an impact with large format graphics

Some say businesses should put all their marketing dollars toward digital today, but, traditional forms of marketing are often more effective.

Printed materials are more engaging than digital advertisements, which are often skimmed over in less than 15 seconds — if they're noticed at all. But when consumers see and feel something tangible, they're more likely to remember and act on it. Large format printing elicits the same reaction.



RETRACTABLE BANNERS





WHY GO LARGE? (FORMAT)

IT'S HARD TO MISS



RETAIL SIGNAGE

Large format printing increases brand recognition

Undoubtedly, one of the benefits of oversized printing is that it improves brand visibility — literally! This type of marketing increases brand awareness and recognition. In saturated markets, it can be difficult to make a lasting impression. But when you utilize large format materials—signage, banners, floor graphics, window clings and more, you're bound to stand out from the crowd.

IT GETS ATTENTION

Oversized printing captures attention

Obviously, marketing on a large scale is going to catch the eye, even from great distances. Realize a much better ROI when you attract customers to your location from down the street. With your brand and message clearly visible and legible from afar, you don't have to worry that your investment isn't getting noticed. Large formats capture your audience's attention and reels them in, which translates into a better consumer experience, increased sales, and greater brand loyalty.



POP UP BOOTH DISPLAY CURVED



WHY GO LARGE? (FORMAT)

IT'S VERSATILE



DURAFLEX® POP-UP BOOTH PANEL



ENVIRONMENTAL GRAPHICS

Large-scale printing is versatile

Best of all, oversized printing can be utilized on all sorts of marketing materials. From posters and banners to stickers and decals, utilize oversized printing to get your business noticed — no matter what medium you use. Think creatively and use these marketing materials in new ways to promote your brand consistently inside and out.

Large format is a versatile and captivating way to engage your audience, increase your visibility, and inspire action



TRADE SHOW GRAPHICS

Contact us. Our talented Large Format Graphics team is ready to build a solution that delights your audience and rewards you with increased reach and brand awareness.



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