Aqueous Media Application
Guide
Our Aqueous Coatings are designed to work with all water base printers including using Dye Base and Pigment inks. Our two most common coatings are matte porous coating as well as our glossy microporous coating. Both coatings are designed to hold a large ink load in a very stable format to avoid the ink from bleeding and protect the ink from water damage or smearing. Many of our matte coatings are compatible with the latex printer as well.

This Guide is designed to simplify the decision process of choosing the right aqueous and cross platform compatible media for the job.

### Identifying Media Ink Sets:

- AQUEOUS
- LATEX
- ULTRAVIOLET
- ECO-SOLVENT

### QUEs & As

**Q:** Are any of Que Media’s products compatible with other printer inks systems?

**A:** Yes, many of Que’s products are cross platform compatible. Take a look at the ink icons to the right. These icons will appear throughout this guide to all media that applies.

### Aqueous Media Application Guide

- Choosing the Right POS/POP Media Made Simple
- Bright Ideas Start with the Right Backlit Media
- More Roll-up and “Pop-in” Solutions
- Ideas that Stick - Self Adhesives
- Choosing the Right Photo Paper Starts Here
- Fabric & Canvas for That Perfect Look and Feel
- Choosing the Right Banner Offers Long Term Solutions
- Over Laminates for Protection
Choosing the Right POS/POP Media Made Simple

Point of sale, retractable banner stands, pop-up or tradeshow display film.

Did You Know...

POS vs POP

In shopping malls or super stores, the queues where people gather to make payments for the items they have purchased at various computer terminals are referred to as Point of Sale. On the other hand, Point of Purchase is the place where they see the display of the item and selects it for purchase. The Point of purchase is of course quite different, and sometimes quite far away from the Point of sale, which is usually near the exit point of a store or the floor. Point of Purchase is obviously more important from the point of view of making display more attractive for the customers and to make a customer buy more from the available space and product range. These days there are consultants that are hired to make Point of Purchase more attractive and consumer friendly so as to be able to generate more sales.

BEST FOR DURABLE POS BANNERS

WRPPDS UltraPrint™ Elite Stay-Flat Poly Pro

This 10 mil polypropylene has a specially formulated coating on the backside to force the media to lay flat on both sides. WRPPDS has very good tear resistance and its smooth matte, microporous top coating gives it the ability to reproduce accurate color. This is an ideal product for indoor signage. WRPPDS has been designed for dye, pigmented aqueous, and latex inks.

- POP Display
- Indoor Banner
- Posters

BEST FOR ECONOMICAL INDOOR BANNER

DSWRPP-P UltraPrint™ Everyday Stay-flat Poly Pro

This 8 mil polypropylene has a specially formulated coating on the backside to force the media to lay flat on both sides. DSWRPP-P has good tear resistance and it’s smooth matte, microporous top coating gives it the ability to reproduce rich, accurate color. This is an ideal product for indoor signage. DSWRPP-P has been designed for dye, pigmented aqueous, and latex inks.

- POP Display
- Indoor Banner
- Posters

BEST FOR DURABLE PHOTO REPRODUCTION BANNER

PPGWR Imperial™

Our elite polypropylene is our highest performing film banner. It’s superior tear resistance with it’s microporous coating give it the ability to reproduce photo quality images and make this the ideal media for indoor signage. Use with dye or pigment aqueous inks. Requires no lamination unless higher protection is needed.

- POP Displays
- Indoor Banners
- Photo Reproduction

BEST FOR ECONOMICAL SHORT TERM INDOOR BANNER

PPGWRP Royal™

PPGWRP produces high performing banners at low cost. Its microporous coating gives it the ability to reproduce true high quality photographic images with rich blacks and good water resistance. This product works best with pigment inks but will also works well with dye based inks.

- POP Displays
- Indoor Banners
- Photo and Graphic Displays

Compare:

- Polyester (PET)
  Best choice for durable banners and POS signage. Most tear resistant and lay-flat.

- Hybrid
  Hybrid products such as PP with PET offer a lower cost alternative with added benefits.

- Polypropylene (PP)
  Economical choice for short term banners and POS signage. Good tear resistance and lay-flat properties.
Choosing the Right POS/POP Media...

Bright Ideas Start with the Right Backlit Media

When choosing backlit media, the most important aspect is density. You want your blacks to be dark and your colors vibrant.

BEST FOR INDOOR BACKLIT DISPLAYS

WRBLF Apollo™ Ultra Backlit Film Matte

With a matte porous top coat that allows for heavy ink saturation and deep, dense blacks. Quick dry time and water resistant. This coating will produce graphics that will “pop” with every type of backlit box.

- Display and Boxes
- Backlit Trade Show Displays
- Lightbox Graphics
- Kiosks.

BEST FOR OUTDOOR BACKLIT DISPLAYS

DNBLF DayNight™ Day/Night Backlit Film

DNBLF has a special coating and satin finish for front print with front view. Unlike standard front-print, backlit materials, this one shows well in sunlight with deep, rich blacks and color pop, no washout. Perfect for menu boards. Made from ultra durable polyester film and works with both aqueous and latex print systems.

- Fast Food Menus
- Indoor/Outdoor
- Backlit Signage
- Lightbox Graphics & Kiosks

BEST FOR INDOOR GLOSSY BACKLIT DISPLAYS

WRGBlF Apollo™ Ultra Backlit Film Glossy

WRGBlF is coated to allow heavy ink saturation for sharp, vivid images. The quick dry performance will keep production moving, minimizing overhead and maximizing profits.

- Bars and Pubs
- Indoor Gloss POP
- Low Light Settings

TIPS:

Tips for creating effective backlit-display graphics:

- Identify the customer’s needs: specific application, longevity requirements, budget, expectations, etc.
- Match the application to the appropriate printer.
- Match the right media to the printer and ink.
- Understand the light source with which the graphic will be displayed.
- Take into account the performance requirements of the different mounting options.

Need Printed Samples?

See, touch and feel our entire wide format print media line. Give us a call for more details.

(951) 808-9443
ABOB Parade™ Matte Hybrid Block-out Film

ABOB is a perfect film for any indoor display use, roll-up banners, pop-in display film and indoor window graphic when used with our mounting adhesive. The bright white coating gives color a boost and the PET center keeps it from curling but this hybrid film is priced just right. Use with all aqueous printers and inks. It is recommended that you laminate using Que Media Millennium film.

- White Back Roll-up Film
- Trade Show Pop-In’s when Laminated
- Inside Mounted Graphics with CLMNTD

MORE ROLL-UP AND “POP-IN” SOLUTIONS

Choosing the right roll up display film is a matter of balancing cost and durability

Compare the products here. You’ll be sure to find the media that suits application.

HDFD Spectacle™ High Density Roll-Up PET Film

The ultimate choice for high performing retractable banner stand graphics. PET is the most stable and strongest film you can use. Our HDFD has our signature matte porous, bright white coating for intense colors and water fastness. Instant dry for quick turn-around times. Black backside coating prohibits light from washing out the graphic. Use with Aqueous, UV and Latex inks and print systems.

- Roll-up Banner Stands
- Trade Show Pop-Ins
- POS Display Systems
- High-end Posters

WRPPBO Prism™ InstaDry Block-Out Banner Film

Smooth, matte porous top coating will not only allow for heavy ink saturation with aqueous inks but works extremely well with latex and UV inks producing vivid graphics. The block-out layer keeps your display bright with no wash-out. The back side coating creates an economical product with good stay-flatness. The perfect solution to short-term trade show displays and posters.

- Window Application with Mounting Adhesive
- Durable Posters
- Trade Show Display
- Low Cost Roll-Up

QUE MEDIUM APPLICATION GUIDE

Aqueous Media Application Guide

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Ideas that Stick- Self Adhesives
Several applications with permanent and removable adhesives.

Ask yourself these two questions:
- What is the material of the mounting surface
- How long do I want to display it?

Permanent adhesive is very aggressive and will adhere upon contact with mounting surface. It forms a lasting bond and will likely leave a residue when removed.

Textured or rougher surfaces such as interior walls do not have enough surface area for a low tack adhesives to grip and maintain adhesion therefore require a permanent adhesive.

Removable adhesives are just that. They are designed to be removed or repositioned with relative ease. They generally leave little or no residue. Smooth surfaces such as windows and mounting boards work best with removable adhesive media.

Professional high grade glossy polypropylene with permanent adhesive. Best used on applications such as window signs, boards, or magnate material. This product has high adhesion and requires little maintenance. This is our highest quality polypropylene for indoor film signage. Its microporous coating gives it the ability to reproduce photo quality images while maintaining superior tear resistance. Use with dye or pigmented aqueous inks.

- Window Signage
- Boards and Magnate Material
- Photo Reproduction
- Best for Non Laminated Applications

When you need a low cost solution without sacrificing quality, use our glossy polypropylene with adhesive. Designed to be used on applications such as window signs, boards or magnate material where adhesion and low maintenance is needed. Its microporous coating gives it the ability to reproduce photo quality images while maintaining good tear resistance. This product is designed for dye or pigment aqueous inks.

- Best for Non Laminated Applications
- Best for Short Term Flat Mounting
- Window Signage
- Boards and Magnate Material
- Photo and Graphic Displays

Identifying Media Ink Sets:
- Aqueous
- Latex
- UV
- ECO-Solvent

Q: Are any of Que Media’s products compatible with other printer inks systems?
A: Yes, many of Que’s products are cross platform compatible. Take a look at the ink icons to the right. These icons will appear throughout this guide to all media that applies.
More Self Adhesives...

**Best for mounted reproduction**

- **GLMPPAD Olympian™**
  - Glossy Photo Paper with Permanent Adhesive

  High quality photo paper that captures the richness of skin tones and deep blacks coupled with a permanent adhesive for use on any mounting surface such as rigid board or windows. The micro porous top coat allows for good ink saturation without cockling.
  - Photo Reproduction
  - Posters
  - POP Displays

**Best for temporary display easy to install and remove**

- **TAC EZoff™**
  - Premium Matte Vinyl w/Removable Adhesive for Glass

  This premium 6 mil vinyl has gray, removable adhesive and a lay-flat liner for easy application and removal. Bright white, matte porous coating keeps the graphic vibrant and water resistant. Use with our millennium laminates for additional protection. Good outdoors for up to 3 months.
  - Short-term Exterior Window
  - Window Display
  - Decals & Labels for Glass

**Best for long term indoor short term outdoor**

- **WRPPAD UltraPrint™**
  - Poly Pro w/Adhesive

  Our #1 selling item, this high performing matte polypropylene can accept high ink loads and produce exceptional color graphics and detail. Best used on any flat mounted surface, easier than vinyl to apply due to the rigidity.
  - Best for Flat Mounting
  - Mounting to Rigid Board or Windows
  - Decals and POP Signage

**Best for flexible and curved mounted applications**

- **WRMVAD ColorLock™**
  - Premium Matte Vinyl with Adhesive

  With it’s stay-flat PE coated liner and our signature matte porous coating, this is sure to be your go-to for any mounted application where tight curves and clean cutting need to be addressed. Highly water resistant and instant dry times for faster production.
  - Best for curved mounting or print and cut
  - Decals
  - Windows

**Best for outdoor “one-way view” window display**

- **LJPERF AquaVue™**
  - 70/30 Window Perf for Aqueous

  Perfect for windows, glass and any other transparent surfaces. 8 mil white PVC with black back and clear, removable acrylic adhesive. With a top matte, inkjet coating for water resistance and bold graphics. The stay-flat liner allows for easy installation. Clean removal for up to 6 months.
  - Windows
  - Decals
  - POP Signage

**QUEs & As**

**Q:** What is the difference between a smooth and a textured surfaces?

**A:** In most cases glass or mounting boards are referred to as smooth surfaces.
A textured surface usually refers to painted drywall or a plaster wall.

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Choosing the Right Photo Paper Starts Here

Our entire photo paper line is resin and microporous coated, offering the widest color gamut, most accurate skin tones, richest blacks and fastest dry times.

**BEST FOR PROOFING OR ECONOMY POSTERS**

**GLMPP** Olympian™
Everyday Glossy Photo Paper

This premium resin coated, high gloss photo paper has a special micro porous top coat allowing for heavy ink saturation with cockling as well as being instant dry and water resistant. Create true skin tones and rich blacks with any aqueous print system.

- Professional Photography
- Graphic Art Reproductions
- Proofing

**BEST FOR EVERYDAY POSTERS**

**STMPP** Olympian™
Everyday Satin Photo Paper

Our high quality 200 GSM satin photo paper has a true RC, micro porous coating for instant-dry results and can accept heavy ink loads without cockling. Ideal for applications that need real life reproduction as well as proofing. For aqueous print systems.

- Posters
- Proofing
- Photos and Graphics Displays

**BEST FOR PROOFING OR PROFESSIONAL PHOTO**

**STMP10** Zeus™
Professional Satin Photo Paper

Our STMP10 is a professional grade, high quality, true resin coated photo paper. The lower glare, satin finish is designed to provide art reproductions with high color density, optimal color gradation and perfect image sharpness. Water resistant with excellent drying characteristics.

- Professional Photography
- Graphic Art Reproductions
- Proofing

**BEST FOR MOST FRAMING AND GALLERY PRINTS**

**GLMP10** Zeus™
Professional High Gloss Photo Paper

This true resin coated heavyweight photo paper has a special microporous top coat that allows for heavy ink saturation without cockling. It’s instant dry for fast production times. High gloss finish for professional results.

- Framing
- Gallery Prints
- Photo Reproduction
- Posters / POP Displays

**BEST FOR PORTRAITS / WEDDING**

**PLMP10** Zeus™
Professional Luster Photo Paper

Heavy luster finish makes this professional grade photo paper the perfect solution for wedding and portrait photographs. The resin coating allows for high resolution color and fast dry times. Excellent results with all aqueous printers. Works very well with Latex printers.

- Indoor Signage
- Wedding and Portrait Prints
- Gallery Photographs

**Did You Know?**

For a photograph to attract attention the media on which it is printed is just as important as the ability of the photographer. The surface finish as well as the media itself form the overall impression of any image.

- Gloss Photo Paper
  - Gloss finish provides a wider color gamut for sharper details.

- Professional Photo Paper
  - 10 mil thickness

- Satin Photo Paper
  - The satin finish provides a more natural look to images that feature facial close-ups and minimizes the risk of glare on prints that will be displayed under bright lights.

- Everyday Photo Paper
  - Ranges from 5 to 9 mil thickness

**Compare:**

- Gloss Photo Paper
- Professional Photo Paper
- Satin Photo Paper
- Everyday Photo Paper

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Fabric & Canvas for That Perfect Look and Feel

- Soft signage, roll-up banner displays, backdrops, flag and artist display.
- Eco-friendly fabrics - 100% recyclable polyester.
- All of Que Media fabrics are woven at our factory under the best, highest quality conditions.

**QM-PFL:** FabriQue™
Ultra Lightweight Matte Coated Fabric

This versatile light weight 100% polyester fabric can be used for many different applications, roll-up banners, hanging fabric banners, trade show displays, and durable flags. With a consistent, tight weave pattern, PFL has the special ability to resist feed bunching. Graded light weight fabric at 150 Denier, PFL can easily be recycled, making it an eco-friendly printing solution.

- Indoor/Outdoor Hanging Flags
- Decorative POS & POP Displays
- Roll-Up Banners
- Soft Signage

**QM-PFH:** FabriQue™
Heavy Weight Matte Coated Fabric

This heavy weight 100% polyester fabric can be used for many different applications, roll-up banners, hanging fabric banners, trade show displays, and decor faux-canvas wraps. With a consistent, tight weave pattern, PFH has the special ability to resist feed bunching. Graded heavy weight fabric at 300 Denier, PFH can easily be recycled, making it an eco-friendly printing solution.

- Indoor/Outdoor Hanging Flags
- Decorative POS & POP Displays
- Roll-Up Banners
- Soft Signage
- Decor Faux Canvas Prints

**QM-PFS:** FabriQue™
Super Heavy Matte Coated Fabric

This super heavy 100% polyester fabric is versatile and can be used for almost any application. Roll-up banners, hanging fabric banners or faux canvas gallery prints. PFS has a rich weave pattern that looks and feels expensive. Ultra strong at 600D, it can easily be recycled, making it an eco-friendly printing solution.

- Roll-up Banners
- Hanging Banner or Wall Drape
- Theater Backdrops
- Faux Canvas

**BEST FOR LIGHT FLAG OR DRAPING**

**BEST FOR OVERALL SOFT SIGNAGE**

**BEST FOR ROLL UP AND BANNER DISPLAY UNITS**

**Compare:**

**Fabric:**
Roll-up banners, hanging fabric banners, trade show displays, and durable flags.

**Canvas:**
Museum and Gallery, Stretching, Home Decor, Photographic Reproduction.

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PFBO FabriQue™
Double-side Print Block-out Fabric

PFBO is double side coated for 2 sided graphics. Use aqueous or the easier, two sided printable latex system. Made from 100% polyester woven fabric. It has a complete block-out center and a bright white matte porous coating for higher density printing and bold graphics. It has a great stay-flat value. A perfect solution for hanging POP banner solution.
- 1 or 2 Side Hanging Banners
- POS Display
- Anywhere You Use Scrim

WALLTAQUE Walltaque™
Fabric with Removable PSA

Walltaque is an inkjet printable woven fabric that is designed to be removed cleanly from any smooth surface. It is made from PVC free, tear resistant polyester fabric. The adhesive is repositionable and can be removable for up to one year. Contour cutting compatible.
- Decor Gallery Wraps
- POS Hanging Display
- Soft Signage

GPOLCAN Atlas™
Professional Grade Gloss Coated Polyester/Cotton Canvas

Ideal for high-end photo reproduction and fine art. This glossy canvas will deliver the highest dmax levels and widest range color gamut when used with photo black inks. It does not require varnishing which increases production time.
- Museum and Gallery
- Home Decor
- Photographic Reproduction

HVFNC Atlas™
High Resolution Matte Artist Canvas

Exceptional quality canvas for the most discerning printer. Compare it to any competitive matte canvas and you will find our QM-POLCAN is truly OBA Free and acid neutral which translates to true archival quality. The matte coating accepts heavy ink loads for rich color gamut, true blacks and skin tones. Finish it with liquid laminate for a crack free gallery wrap.
- Museum and Gallery
- Home Decor
- Photographic Reproduction

Q: Will stretching my canvas cause it to crack?
A: Use spray fixing or spray lamination on any matte coating for true crack resistance when stretching.
Choosing the Right Banner Offers Long Term Solutions

For Indoor/Outdoor use. Durability and finishing are the two main issues to consider when choosing banner material. Scrim banner is best and most common for durability with aqueous ink systems. For indoor use, consider non woven banner when recycling and low cost come to mind.

Best for Durable, Longer Term Indoor/Outdoor Banners

**ESV DuraBanner™**
High Density Scrim Banner

Our signature matte porous coating offers a bright white finish for high density color display. Water and scratch resistant suitable for indoor and short-term outdoor banners. High denier for ultra-durability and tear strength.

- Indoor/Outdoor Banners
- POS Display
- Billboard

Best for Indoor and Short Term Outdoor Banners

**PSV EZ-Banner™**
Everyday Matte Frontlit Scrim Banner

PSV has a water resistant, matte, porous coating allows for heavy ink loads and bright, water resistant graphics. An economy PVC scrim vinyl with good tensile strength. Priced right without sacrificing quality. Best for indoor applications but can be used outdoor for short term. Use with all Aqueous printers.

- Indoor/Short-term Outdoor
- POP Displays & Display Systems

Best for Scrim Alternative and Green Printing

**WRMNWF DuraSoft™**
Non Woven Banner

Consider using WRMNWFR instead of expensive coated scrim banner. Made from pressed polyester fibers, this ultra strong, ultra light product can be rolled, folded, grommeted, sewn and best of all, recycled. The price point is typically half of what you would spend on a coated scrim allowing you to walk away with higher profit.

- Best for Scrim Alternative and “Green” Printing
- Indoor POP Signage
- Roll-up and Hanging Displays

Compare:

**Scrim Banner**
Most common and durable for both indoor and out with aqueous ink systems. Durable Scrim can be finished in a variety of ways, sewn, banner tabs or with grommets. All scrim banner contains a polyester fabric center with PVC adhered to both sides.

**Non Woven Banner**
Nonwoven fabric is fabric-like material and an incredibly strong, light, synthetic material to produce tough, durable posters for indoor & outdoor events. Fully recyclable, Eco-friendly.

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Over Laminates for Protection and Finish

- “Cold” pressure sensitive over laminate
  - Solvent acrylic adhesive for the strongest adhesion and long term reliability
  - Optically clear

With floor graphics, you have to use the right vinyl. You need a vinyl married to an adhesive that is fairly soft and cohesive at the same time. Typically, concrete and asphalt are not too flat or too smooth. You need a vinyl with enough adhesive to wet that kind of surface. You can’t take an off-the-shelf item that’s typical for most graphic applications and stick it on asphalt or concrete.

Que Media’s CLMNTD is a clear, 3 mil polyester film with two sided adhesive, one permanent and one removable. It should be used to turn any non-adhesive material into a mountable solution. Ideal for two-sided, temporary window display. The side with the removable adhesive is designed to be attached to the glass or other mounting surface and it leaves no residue when removed.

- Temporary Glass/Windows
- Double Side Print Media
- Film, Vinyl, Paper

This PVC textured laminate was specially designed to be a protective overlay for any vinyl or polypropylene with adhesive to create a temporary floor advertisement. It allows for direct printing but may reduce the scratch resistance. Formulated solvent acrylic adhesive for a strong bond and exceptional clarity. UL rated (UL410) for anti-slip properties. Some inks may contain excessive flow additives that can reduce adhesion so test before production.

- Short-term (1 yr) Floor Advertisement on Concrete, Tile or Any Hard, Smooth Surface

Que Media’s LAMMT is a general, everyday laminate with “cold” solvent acrylic pressure sensitive permanent adhesive. PVC base works well with almost any media type, unlike heat-assisted laminates.

- For Use with any Film or Smooth Vinyl
- Protect from Scratches, Handling and Water Resistance.

**BEST FOR EVERYDAY LAMINATION**

- LAMMT: Titanium™ 4 Mil Matte PSA Laminate
- LAMGL: Titanium™ 4 Mil Glossy PSA Laminate
- LAMST: Titanium™ 4 Mil Satin PSA Laminate
- LAMTXT6: Titanium™ 6 Mil Textured PSA Laminate

**BEST FOR TWO-SIDED WINDOW DISPLAY LAMINATION**

- CLMNTD: Titanium™ Clear Double Sided Mounting Adhesive

**BEST FOR TEMPORARY FLOOR GRAPHICS/ADVERTISEMENTS**

- LAM8TAS: Spartan™ Texture Floor laminate

**QUEs & As**

Q: Why Laminate?
A: To protect, enhance colors, improve appearance, preserve and extend the life of the image, it’s a requirement of the application, for easy clean up, for graffiti protection, and to allow for personal interaction or add value.