



Media Application Guide

Majestic Aqueous Gloss Media

Monarch Aqueous Matte Media

Motif Specialty Aqueous Media

Magnate Eco Solvent, Latex & UV Media

Marquis Digital Media

Millennium Laminates



Our Aqueous Coatings are designed to work with all water base printers including Dye Base and Pigment inks. Our two most common coatings are matte porous and glossy microporous. Both coatings are designed to hold a large ink load in a very stable format to avoid ink bleeding and protect the ink from water damage or smearing.



Many of our matte coatings are compatible with latex printers as well.

This guide is designed to simplify the process of choosing the right aqueous and/or cross platform media for the job.

- **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**



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.



Point of Sale, retractable stands, pop-up and tradeshow display

Choosing the Right POS/POP Media

Choosing the right media for POS/POP application can be a complex task in balancing durability and cost. Que media has the perfect solution for your solvent ink systems.



BEST FOR PREMIUM DURABLE INDOOR BANNERS

WRPPDS

Professional matte stay-flat polypropylene



This professional grade polypropylene has a specially formulated coating on the backside to force the media to lay flat on both sides. WRPPDS has excellent 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.

- POP Display
- Indoor Banner
- Posters

BEST FOR PRODUCTION DURABLE BANNER

DSWRPP-P

Everyday matte stay-flat polypropylene



This everyday 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 its microporous top coating gives it the ability to reproduce rich, accurate color. This is an ideal product for indoor signage.

- Indoor Banner
- Posters
- POP Display

BEST FOR PREMIUM DURABLE PHOTO REPRODUCTION

PPGWR

Professional gloss microporous polypropylene



Our elite polypropylene is our highest performing film banner. Its superior tear resistance and microporous coating gives it the ability to reproduce photo quality images and makes this the ideal media for indoor signage. Requires no lamination unless higher protection is needed.

- Photo Reproduction
- POP Displays
- Indoor Banners

BEST FOR PRODUCTION DURABLE PHOTO REPRODUCTION

PPGWRP

Everyday gloss high density microporous polypropylene



PPGWRP produces high performing banners with superior tear and water resistance. Its microporous coating gives it the ability to reproduce true high quality photographic images with rich blacks.

- Photo and Graphic Displays
- POP Displays
- Indoor Banners

POS vs POP

Point of Purchase (POP) displays are marketing materials or advertising focused on the merchandise it is promoting.

Point of Sale (POS) displays are a specialized form of sales promotion found near, on, or next to a checkout counter (the "point of sale"). They are intended to draw the customers' attention to products.

These materials will highlight the product and draw the customer's attention to it, which is important in a retail store crammed with similar products.

Compare

STRONG Polypropylene (PP)

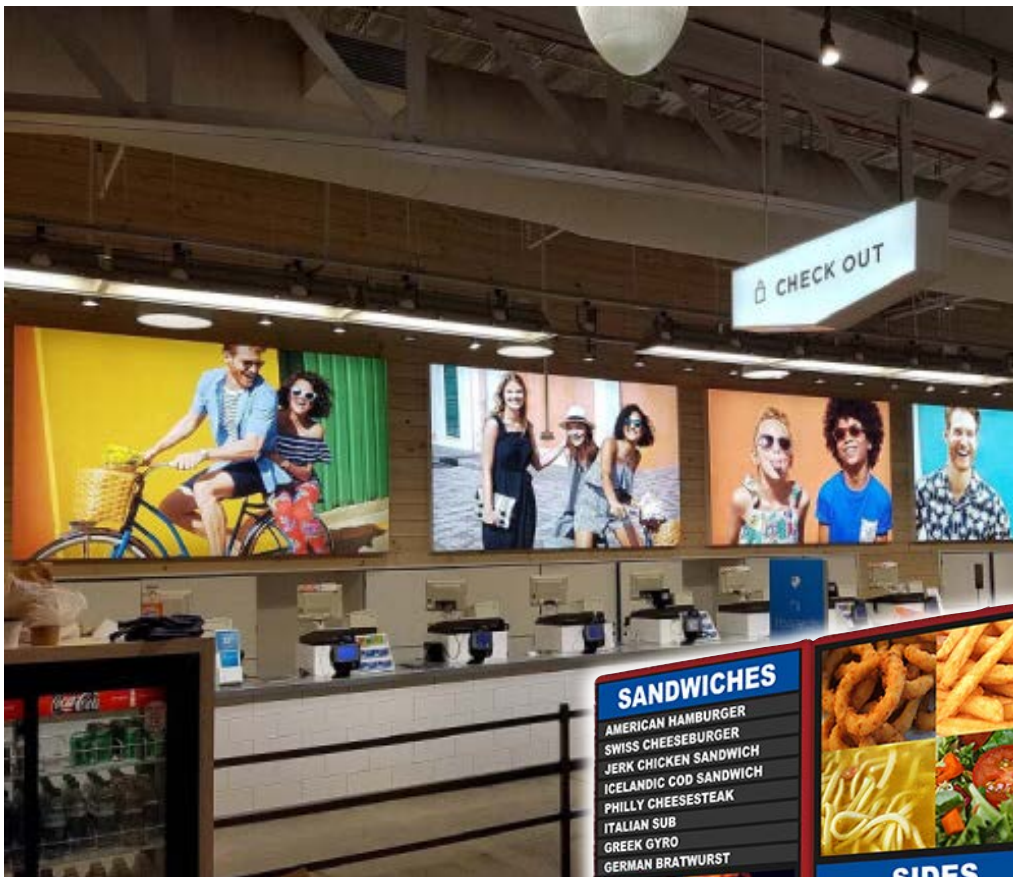
Economical choice for short term banners and POS signage. Good tear resistance.

STRONGER Polyester (PET)

Best choice for durable banners and POS signage. Tear resistant and lay-flat properties.

STRONGEST Hybrid

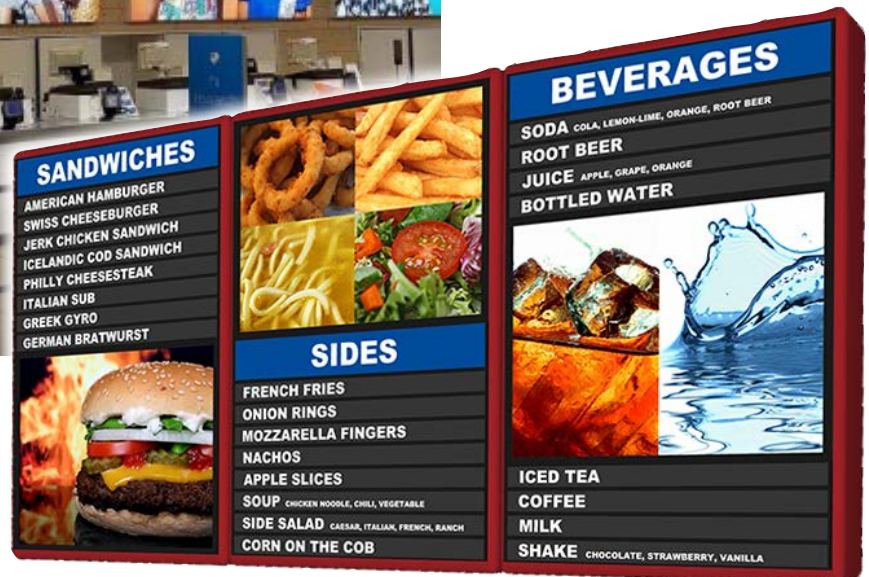
Hybrid products such as, Polypropylene with Polyester offer a lower cost alternative with added benefits.



Choosing the Right POS/POP Media...

Bright Ideas Start with the Right Backlit Media

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



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 the graphic to be displayed.
- Take into account the performance requirements of the different mounting options.

BEST FOR MATTE BACKLIT DISPLAYS

WRBLF

Matte backlit polyester film



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 GLOSS BACKLIT DISPLAYS

WRGBLF

Gloss backlit polyester film



This film is gloss 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
- Kiosks

Choosing the Right POS/POP Media...

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 your application.

BEST FOR PRODUCTION DURABLE BANNER

DSWRPP-P

Everyday matte stay-flat
polypropylene



This everyday 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 its microporous top coating gives it the ability to reproduce rich, accurate color. This is an ideal product for indoor signage.

- Indoor Banner
- Posters
- POP Display

BEST FOR PREMIUM DURABLE INDOOR BANNERS

WRPPDS

Professional matte stay-flat
polypropylene



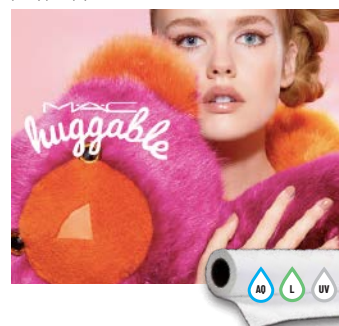
This 10 mil polypropylene has a specifically formulated backside coating to force the media to lay completely flat. WRPPDS has great tear resistance, and a high receptive microporous top coat to allow for vivid color and sharp resolution. This is the ideal product for any indoor signage application.

- POP Display
- Indoor Banner
- Short Term Outdoor Banner
- Pagewide Printing

BEST FOR SHORT TERM BLOCKOUT ROLL-UP BANNERS

WRPPBO

Hybrid matte blockout stay-flat
polypropylene



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 blockout layer keeps your display bright with no wash-out. The perfect solution to short-term trade show displays and posters.

- Window Application with Mounting Adhesive
- Durable Posters
- Trade Show Display
- Economical

Compare

Roll-up Film

Roll-up film is best for
retractable banners

Pop-in Film

Pop-in is best for display units
and trade show booths



Ideas that Stick

Adhesive Media

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 can possibly leave a residue when removed.

Textured or rougher surfaces such as interior walls do not have enough surface area for low tack adhesives and therefore require a more aggressive, high tack adhesive.

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



BEST FOR GLASS AND SMOOTH SURFACE MOUNTED SIGNAGE

PPRAD

Matte polypropylene blockout film with removable adhesive



This PVC-free film has a premium quality matte top coating to enhance color and resolution. No shrinkage or curling. Grey back creates a block-out barrier for maximum opacity.

- Premium Top Coat
- Smooth Non-Glare Finish
- No Residue When Removed
- Blockout Grey Backside

BEST FOR FLAT MOUNTING APPLICATIONS

PPGWRAD

Professional gloss microporous polypropylene w/permanent adhesive



This is our highest quality polypropylene for indoor film signage, it has high adhesion and requires little maintenance. Its microporous coating gives it the ability to reproduce photo quality images while maintaining superior tear resistance.

- Window Signage
- Boards
- Photo Reproduction
- Best for Non Laminated Applications

BEST FOR SHORT TERM FLAT MOUNTING APPLICATIONS

PPGWRADP

Everyday gloss microporous polypropylene w/ permanent 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.

- Best for Short Term Flat Mounting
- Window Signage
- Boards
- Photo and Graphic Displays

Compare:

Paper

Easy to apply. Not as durable or tear resistant as other media. Usually including a lack of wet strength.

Polypropylene (PP)

Economical choice between cost and durability. Not as pliable for curved surfaces, but it is tear resistant and easy to apply.

Vinyl (PVC)

Vinyl (PVC) is soft, flexible and offers a great amount of durability because it will not tear easily. Great for curved surfaces. Calendered vinyl will shrink over time.

More Adhesive Media

Perforation Ratio

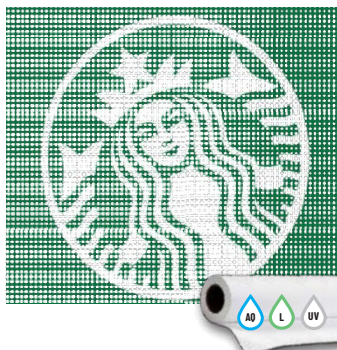
70/30 View Through

This perforated vinyl yields 70% of printable area allowing 30% of viewing through the window.

BEST FOR ONE-WAY VISION INDOOR WINDOW DISPLAY

IJPERF

Matte water-resistant perforated vinyl 70/30 ratio with adhesive for glass



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

- 70% Printable Vinyl for Bold Graphics
- Clean Removal for 6 months
- Stay Flat Paper Liner
- Made for Inkjet Printers

BEST FOR PERMANENT MOUNTING APPLICATIONS

WRPPAD

Everyday matte polypropylene w/ permanent 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 and will not shrink.

- Best for Flat Mounting
- Mounting to Rigid Board or Windows
- Decals & POP Signage

BEST FOR GLASS MOUNTED SIGNAGE

REMWRPP

Matte polypropylene w/ removable adhesive



This is the perfect product for window graphics, and is far easier to install and remove when compared to vinyl. When it's time to change out the graphic, simply pull up the edge then continue until completely removed. No adhesive residue will be left behind. Water resistant.

- Best for Glass/Windows
- Glass or Non-Porous Surfaces Only
- Decals & POP Signage

BEST FOR FLEXIBLE AND CURVED MOUNTING

WRMVD

Matte WR vinyl w/ adhesive



With its stay-flat PE coated liner and our signature matte porous coating, this is sure to be your go-to product. Best 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 GLASS MOUNTED SIGNAGE

TAC

Matte WR vinyl w/ grey removable adhesive for glass



This 6 mil vinyl has grey, 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

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.

Identifying Media Ink Sets:



Choosing the Right Photo Paper Starts Here

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

BEST FOR MATTE PHOTO REPRODUCTION

QDMPP

Quick Dry Matte Photo Paper



Our Quick Dry Matte Poster Paper delivers outstanding color saturation and excellent print resolution. Its microporous receptive coating is capable of withstanding heavy ink loads without causing ripples from ink saturation. Equipped with a bright white point. Best used for décor photo printing or economical point of purchase graphics. Compatible with Aqueous, Pagewide, Latex, and UV curable print platforms.

- Posters
- POS Graphics
- Photo Reproduction
- Framed Art

BEST FOR SATIN PHOTO REPRODUCTION

STMPP

Everyday satin microporous RC instant dry photo paper



Our high quality 200 GSM satin photo paper has a true RC, microporous coating for instant-dry results and can accept heavy ink loads. Ideal for applications that need real life reproduction as well as proofing.

- Posters
- Proofing
- Photos and Graphic Displays



BEST FOR GLOSS PHOTO REPRODUCTION

GLMPP

Everyday gloss microporous RC instant dry photo paper



Create true skin tones and rich blacks with this premium resin coated, high gloss photo paper. It has an instant dry coating for fast production times and is water resistant.

- Photo Reproduction
- Posters
- POP Displays

BEST FOR PROFESSIONAL PHOTO/FINE ART REPRODUCTION

PLMP10

Professional luster microporous RC 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.

- Indoor Signage
- Wedding and Portrait Prints
- Gallery Photographs

BEST FOR GLOSS PHOTO/FINE ART REPRODUCTION

GLMP10

Professional gloss microporous RC photo paper



This true resin coated heavyweight photo paper allows for heavy ink saturation without cockling. It has an instant dry coating for fast production times and high gloss finish for professional results.

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

BEST FOR SATIN PHOTO/FINE ART REPRODUCTION

STMP10

Professional satin microporous RC 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

More Photo Paper



Compare

Gloss Photo Paper

Gloss finish provides a wider color gamut for sharper details and has reflective properties.

Satin & Matte Photo Paper

Satin & Matte 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.

BEST FOR MOUNTED PHOTO REPRODUCTION

GLMPPAD

Everyday gloss microporous RC instant dry photo paper w/ permanent adhesive



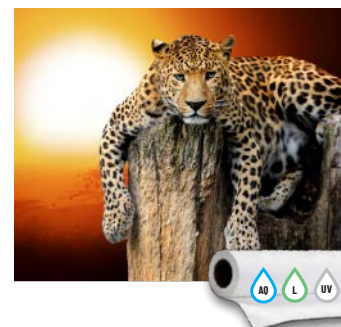
High quality gloss photo paper that captures the richness of skin tones and deep blacks. The permanent adhesive allows for use on any mounting surface such as rigid board or windows.

- Photo Reproduction
- Posters
- POP Displays

BEST FOR PROFESSIONAL GLASS MOUNTED SIGNAGE

GLMP10AD

Professional gloss photo paper w/ permanent adhesive



This high gloss heavyweight photo paper with permanent adhesive allows for heavy ink saturation. It has an instant dry coating for fast production times and a high gloss finish for professional results.

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



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Identifying Media Ink Sets:



AQUEOUS



ECO SOLVENT



LATEX



ULTRAVIOLET



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 highest Western and European standards.



Compare

Fabric

Roll-up banners,
hanging fabric banners,
trade show displays,
and durable flags

Canvas

Museum galleries, home
decor, and photographic
reproduction.

BEST FOR LIGHT WEIGHT DURABLE SOFT SIGNAGE

PFL

Light weight matte WR coated fabric



This versatile ultra light 100% polyester fabric can be used for many different applications. With a consistent, tight weave pattern, PFL has the special ability to resist feed bunching. 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

BEST FOR MEDIUM WEIGHT DURABLE SOFT SIGNAGE

PFH

Heavy weight matte WR coated fabric



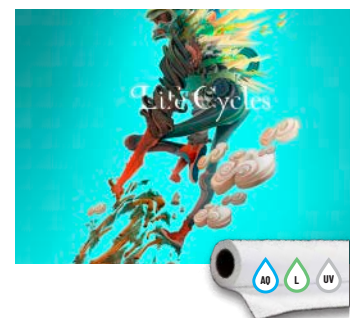
This heavy 100% polyester fabric can be used for many different applications, and with a consistent, tight weave pattern, PFH has the special ability to resist feed bunching. Graded heavy weight fabric at 300 Denier, PFH can easily be recycled, making it an eco-friendly printing solution.

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

BEST FOR HEAVY WEIGHT DURABLE SOFT SIGNAGE

PFS

Super heavy weight matte WR coated fabric



PFS has a richly defined weave pattern that looks and feels expensive. This super heavy 100% polyester fabric is versatile and can be used for almost any application. 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

Need printed samples?

See, touch and feel our entire wide format
print media line.

Give us a call for more details.

(951) 808-9443



More Fabric & Canvas

Ques & As

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.



BEST FOR GLOSS FINE ART REPRODUCTION

GPOLCAN

Professional gloss WR 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
- Gallery Stretching

BEST FOR ARCHIVAL FINE ART REPRODUCTION

POLCAN

Archival grade matte WR coated polyester/cotton canvas



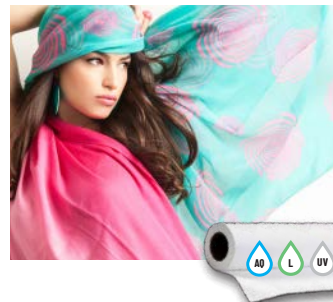
Exceptional quality canvas for the most discerning printer. Compare it to any competitive matte canvas and you will find our POLCAN is truly OBA free and acid neutral which translates to true archival quality. The matte coating accepts heavy ink loads for rich color gamut, true blacks and skin tones.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

- Museum and Gallery
- Home Decor
- Photographic Reproduction

BEST FOR FAUX CANVAS REPRODUCTION

HVFC

Everyday matte WR coated polyester/cotton canvas



HVFC is a polyester-cotton blended canvas created specifically for the decor market. A low-cost option that delivers exceptional print quality partly due to the extraordinary white point and high DMAX value. Use spray fixative or spray lamination on any matte coating for true crack resistance when stretching.

- Best for Indoor Decor Prints
- Framed Photography, Signage, Backdrops and Murals
- Ideal for Photographic and Art Prints

BEST FOR GLOSS MEDIUM WEIGHT DURABLE SOFT SIGNAGE

GPFFH

Heavy weight gloss WR coated fabric



Perfect solution for low-cost decor prints. Gloss finish means you don't have to laminate or finish for production. Good crack resistance for gallery wrapping. Also use as a hanging POP banner solution.

- Decor Gallery Wraps
- POS Hanging Display
- Soft Signage

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Identifying Media Ink Sets:





Easy On, Easy Off! The Best Fabric for Durable Display on Smooth Wall & Surface

- Water Resistant
- Scratch Resistant
- Ultra Strong

TIPS:

BEST FOR CONTOUR CUT WALL GRAPHICS/WALL COVERINGS

EZTAQUELITE

Light weight matte fabric w/
removable wall adhesive



Easy to put up and easy to take down. EZTAQUELITE can be applied without bunching or bubbling in one easy step, and will not stretch out. EZTAQUELITE is light weight and extremely durable. Use this on smooth walls as decor graphics or windows for point of purchase.

- Contour Cut Characters
- Interior Walls
- Window Displays
- Economical

Full Wall Installation

Easy to install, easily removed! Just follow the simple step-by-step guide below and be sure to get the job done right.

1. Wipe down entire area of wall
(dampened Mr. Clean Magic Eraser recommended).
Allow wall to dry.

2. With the print side down, pull back the liner about 8 inches from the top exposing the adhesive. Crease liner as shown.

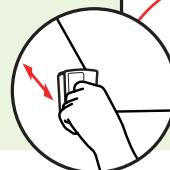
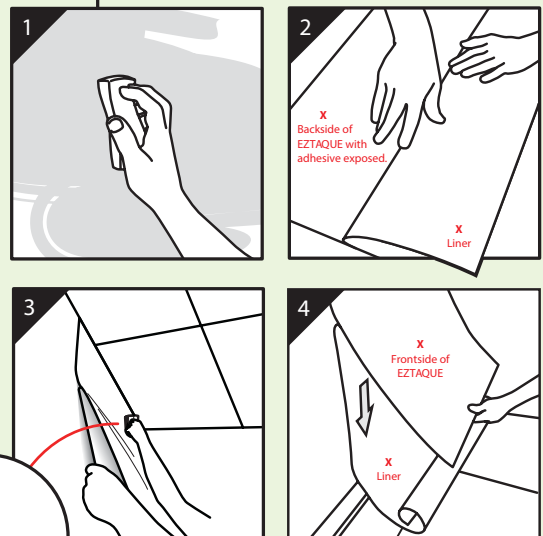
3. CRITICAL STEP

Two People Recommended

Starting at the top of the wall, position the exposed adhesive side to the wall flush with the ceiling. Burnish with a roller/squeegee working from the center outward, side to side pushing out any air pockets, while the other person pulls the liner down directly toward the floor.

4. Continue this method until reaching the end of the media at the bottom.

Prepare Wall



Choosing the Right Banner Offers Long Term Solutions

For Indoor/Outdoor use. Durability and finishing are the two key factors to consider when choosing banner material. Scrim banner is very durable, but also very heavy. For a lighter weight option, consider switching to our PET non-woven IQBANNER for an extremely durable solution.



Compare:

Scrim Banner

All scrim banner contains a polyester fabric center with PVC adhered to both sides. Most common and durable for both indoor and outdoor use, and can be sewn, grommited, or fastened with banner tabs.

Non Woven Banner

Nonwoven fabric is an incredibly strong, light, synthetic material designed to produce tough, durable posters for indoor & outdoor events. Fully recyclable & Eco-friendly.

BEST FOR INDOOR AND OUTDOOR BANNERS

ESV

Matte WR frontlit 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 MATTE LIGHTWEIGHT DURABLE RECYCLABLE BANNERS

WRMNWF

Durable matte nonwoven fabric



Consider using WRMNWF instead of expensive coated scrim banner. Made from pressed polyester fibers, this ultra strong, ultra light product can be rolled, folded, grommited, 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.

- Scrim Banner Alternative and "Green" Printing
- Indoor POP Signage
- Lightweight - Economical to Ship

BEST FOR RIGID INDOOR AND OUTDOOR DISPLAY

Need Rigid Media?



QM-2436VPWM (ZOOM BOARD™)

Matte rigid microporous inkjet compatible board w/anti-slip backside



Ideal for flatbed print systems, Zoom Board™ is a great solution for countless graphic displays that demand a rigid, durable print media. It's microporous surface accepts Aqueous, Latex and UV ink-sets.

- Stand-alone Signage
- Hanging Signage
- Yard Signage
- Easel Displays
- Cue Cards
- Drop-in Sign Frames

Laminates for Protection and Finish

- "Cold" pressure sensitive over laminate
- Solvent acrylic adhesive for the strongest adhesion and long term reliability
- For Use with any Film or Smooth Vinyl
- Protects from Scratches, Handling, and Water



BEST FOR EVERYDAY LAMINATION



General, everyday laminate with "cold" solvent acrylic pressure sensitive permanent adhesive. PVC base works well with almost any media type, unlike heat-assisted laminates.

LAMST

Satin pressure sensitive lamination film with liner

LAMTXT6

Textured pressure sensitive lamination film with liner

LAM8TAS

UL410 (SA34033) matte anti-slip pressure sensitive lamination film with liner

LAMMT

Matte pressure sensitive lamination film with liner

LAMGL

Gloss pressure sensitive lamination film with liner

QEs & As

Q: Why Laminate?

A:

- Protect media
- Enhance colors and improve appearance
- Preserve and extend the life and durability of the image when it's a requirement of the application,
- Easy clean up, for graffiti protection.



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Que Media has developed these products to match
the requirements for the following printers:



Contact your local distributor: