

## Custom printed self-adhesive floor graphics



Fantastic prices



Branding options



Fast UK delivery

Our floor graphics are digitally printed self-adhesive films with a textured anti-slip face and are designed to be applied over an existing floor surface. The adhesive properties of the films are designed to deal with the specific requirements of the surface to which they are applied. We offer a comprehensive range of products to accommodate different surfaces and uses, both indoors and outdoors, ideal for retail, shop fit, exhibitions and more.

Our digital print technology allows almost any image or message to be printed and our automated finishing and cutting capabilities allow graphics to be cut to shape. The use of a clear film combined with our white ink printing capability opens many possibilities to produce captivating graphics which grab the attention of your target audience.

All our floor graphic solutions have been tested to ensure that the surface finish conforms to well established standards for slip resistance and are safe in use. Within our range, we have products which are both PVC free and recyclable.



## Why we recommend XG's Custom printed self-adhesive floor graphics Graphics

- Enhance your office branding or increase engagement at trade shows & retail environments
- Various uses from branding to wayfinding
- Social distancing & Covid-19 messaging
- Short term to permanent graphic solutions
- PVC Free & Recyclable options available
- Fire & slip rated
- Range of options suitable for indoor or outdoor use
- Full colour print
- Range of sizes available

# Choose your Custom printed self-adhesive floor graphics in 4 easy steps:

On the next pages you will find a guide to ordering your Floor Graphic which we hope helps you decide what you need.

Please call us on **01280 707180** or if you have any questions or to discuss your requirements.

## Step 1 - Material Range:

All our floor graphic solutions have been tested to ensure that the surface finish conforms to well established standards for slip resistance and are safe in use.

### Floor Graphics:

The primary uses for floor graphics are for functional and promotional purposes:

Functional graphics can be used to communicate important messages to users of a space, such as define areas on a floor for particular purposes, convey important safety warnings, direct traffic and so on.

Promotional graphics can be used to bring attention to a particular product or promotion and are especially useful in retail settings where there is limited empty wall space for a more conventional message. The attention-grabbing nature of a well-designed floor graphic has greater impact than a more conventional wall mounted poster.

### Things to consider...

For maximum effectiveness, careful attention should be given to:

- specification
- design
- location
- installation

To read our advice on these topics, please click on the 'Info' tab. You will also find technical data sheets that can be downloaded for each of our products.

### The Range:

| Product | Description  |
|---------|--|
| 1       | Exterior grade StreetRap with R12 rated StreetLam laminate. Highly conformable and suitable for Asphalt. |
| 2       | Exterior grade AlumiGraphic R12 rated (No laminate). - Suitable for Asphalt                              |
| 3       | Promotional grade high tack vinyl with R11 rated floor laminate.   |
| 4       | Promotional grade removable vinyl with R11 rated floor laminate.   |

## Step 2 - Specification:

All our floor graphic solutions have been tested to ensure that the surface finish conforms to well established standards for slip resistance and are safe in use.

### Specification:

The table below details the specification of each of our products.

| Product | Slip rating | Fire rating   | Indoor grade  | Outdoor grade | Max width mm | Non PVC | Clear | Easy peel | Smooth floor surface | Textured surface / short pile carpet | Rough / Asphalt surface |
|---------|-------------|---------------|---------------|---------------|--------------|---------|-------|-----------|----------------------|--------------------------------------|-------------------------|
| 1       | R12         | Bfl-s1        | Up to 1 Year  | 6 Months      | 1350         | ×       | ×     | ×         | ✓                    | ✓                                    | ✓                       |
| 2       | R12         | Non-flammable | Up to 3 Years | Up to 1 Year  | 1300         | ✓       | ×     | ×         | ✓                    | ✓                                    | ✓                       |
| 3       | R11         | B-s1,d0       | Up to 3 Years | Up to 1 Year  | 1500         | ×       | ×     | ✓         | ✓                    | ✓                                    | ×                       |
| 4       | R11         | B-s2,d0       | Up to 3 Years | Up to 1 Year  | 1350         | ×       | ×     | ✓         | ✓                    | ×                                    | ×                       |

\* Grade is based on expected slip resistance life. Product's adhesive life may vary dependant on application conditions and footfall.

### Things to consider....

#### How long does your graphic need to last?

We have a range of solutions, from products designed for just a short promotion, with emphasis on easy removal after use, up to a durable aluminium film that can last in excess of 1 year.

#### Where will it be used?

It is critical to know the type of flooring over which the product will be applied, and the type and volume of traffic passing across it. Within our range, we can accommodate many popular flooring solutions such as:

Short pile carpet, Vinyl, Wood, Laminate, Tile, Stone, Brick, Concrete and Asphalt

### Design

- Graphics should be bold and simple. Avoid complicated messages which require users to stop in order to read them.
- If you do not know the colour of the surface your graphics are going on, consider adding a contrasting keyline around the edge to ensure they stand out against the floor.
- Shape- we can cut to almost any shape, but complex shapes and sharp corners can cause the graphic to fail in use. Use simple shapes and always use radiused corners rather than sharp points.
- Clear film and white ink- for some indoor hard floor applications we can print on a clear base film. When combined with our white ink printing capabilities, we can produce interesting effects. This also enables us to overcome some of the limitations of using simple cut shapes- Complex shaped images can be printed onto a clear background allowing a softer shape to be cut around the edge of the film.
- Viewing angle- remember, users will be looking at your graphics from an angle as they approach them. This may need to be considered in your design.

## Location:

This can affect both the effectiveness of your graphic and its durability.

A good use of promotional graphics is to direct customers to a particular product, so positioning directly in front of the appropriate shelf or location is of great benefit, assisted by additional graphics leading your audience to that location.

For functional graphics, where traffic is being directed, graphics should be positioned to allow time to react to the information. If queues are likely to build up and obscure important messages, they may need to be repeated. Or positioned to avoid the queues.

Our graphics will all withstand normal pedestrian traffic and wheeled loads. Some outdoor solutions will tolerate light vehicles passing over them. All films will be damaged by having hard items dragged across them. Try to avoid locations where this is likely to happen, especially in industrial and workshop locations.

Outdoor graphics will tolerate light vehicles rolling across them but can be damaged by the twisting force of a tyre if a large steering input is made in the vehicle whilst it is on the graphic. Avoid locations where vehicles will be stopping, starting and changing direction. Where possible try to size and position graphics such that car tyres are likely to pass either side of a graphic rather than directly across it.

## Installation:

- Installation has a huge impact upon the durability of your graphic. Within our range, requirements vary, so please ensure the correct information specific to each product is followed. In general:
- Consider the location of the graphic as per information above
- Ensure the existing flooring is of a suitable type for the graphic you have ordered
- Clean the surface thoroughly, removing all dirt, dust, loose particles and contaminants such as floor polish and oily residues
- Ensure the surface is dry and in good condition
- Observe minimum application temperatures- remember that in cold conditions, surface temperatures may be lower than air temperatures.
- Adhesive strength builds after application. Allow appropriate time before graphics are subjected to traffic
- Ensure the correct tools are used, specific to the film you are using
- Pay particular attention to edges, corners and joins when applying the graphic
- After installation, ensure appropriate clean methods are used when maintaining graphics.

## Step 3 - creating your artwork

### You have 2 options when creating artwork

#### 1. Design your own or use your preferred agency to design it for you.

We have templates for many of our products which can be found on the 'TEMPLATES' tab section of the relevant product page. We recommend using file transfer sites to upload artwork due to the speed and ease. One of these that we recommend is **WeTransfer**

#### 2. Let XG assist you with your artwork.

If you require assistance in preparing your artwork, we can help lay out your supplied elements.

We will require you to complete our artwork brief which can be found on the 'ARTWORK' tab section of the relevant product page. This will then need to be sent to us via email to [sales@xg-group.co.uk](mailto:sales@xg-group.co.uk) you can send a photo or a scanned version, we would also require any logos in vector format (ai,eps), fonts and relevant copy needed to complete the layout.

This process would require your approval and final sign off before production. Please note, we do charge for artwork and we will discuss this during the quote process.

### General guides for artwork are as follows:

- Production ready high resolution PDF
- Supply your artwork at full size or for larger prints supply your PDF at half or quarter size.
- Supply your PDF file with Image Bleed
- Resolution to be a maximum 150 dpi at full size
- Embed all text and fonts
- Transfer your files Via We Transfer
- Should you require more complex graphic design, please call us on **01280 707180** or email **[sales@xg-group.co.uk](mailto:sales@xg-group.co.uk)** to discuss your requirement.

## Step 4 - how to order

### Now you are ready to place your order:

You can contact us by emailing **[sales@xg-group.co.uk](mailto:sales@xg-group.co.uk)** with your requirements along with your full invoice address and delivery address (if different). We will then send you back a formal quotation prior to your order confirmation.

For non account customers we will require full payment before your order can be processed.

Payment can be made by card over the phone, by bank transfer or cheque (please allow 4/5 days for cheques to clear).

Delivery is based on a standard 5-7 working day production lead time. These may vary depending on quantities and are subject to availability. If an express turnaround is required, we will always endeavour to help.

Please call us on **01280 707 180** if you need help or advice on our products or processes.

## Price List

All floor graphics are custom printed to order.

Please contact us by calling 01280 707180 or emailing [sales@xg-group.co.uk](mailto:sales@xg-group.co.uk) with your requirements and we will be more than happy to help