

ZEPHYR

WE MAKE YOUR BRAND FLY

THE  
FIELD  
LOGO



This guide will help you decide which fabric will suit your purpose best, it will help you take into consideration cost, longevity and density providing the best result for your product.

## Knitted Polyester (110gsm)

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**OVERVIEW:** Standard flag material, suitable for internal and external use. This cloth is suitable for single sided flags as the print shows through as a reverse image on the back. The vast majority of all flags made are in this fabric.

**USAGE:** All types of flags

**PRINT METHOD:** Digital and screen print

**LONGEVITY:** Approx 3months\*

**MAXIMUM WIDTH:** 3m (digital), 2m (screen print)

## Woven Polyester (155gsm)

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**OVERVIEW:** Traditional longer lasting cloth, mostly used by the ministry of Defence and other heritage organisations. This cloth is used as the base fabric for sewn and appliqued flags.

**USAGE:** All types of flags

**PRINT METHOD:** Digital and screen print,

**LONGEVITY:** Approx 5months\*

**MAXIMUM WIDTH:** 3m (digital), 2m (screen print)

## IEP (Intelligently Engineered Polyester) (155gsm)

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**OVERVIEW:** Specifically designed to last longer than other fabrics, this fabric is durable and improved lightfastness. Made to endure the British weather.

**USAGE:** All types of flags

**PRINT METHOD:** Digital and screen print,

**LONGEVITY:** Approx 7 - 10months\*

**MAXIMUM WIDTH:** 3m (digital), 2m (screen print)

## Display (200gsm to 250gsm)

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**OVERVIEW:** Thicker and denser cloth, this is a heavyweight polyester cloth. Can be used for display products, tablecloths and double sided flags as there is no print through to the back of the cloth.

**USAGE:** Double sided flags, internal display banners and cloths

**PRINT METHOD:** Digital and Screen Print

**LONGEVITY:** Approx 3months\*

**MAXIMUM WIDTH:** 3m (digital), 2m (screen print)

## Polyester Mesh (200gsm to 250gsm)

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**OVERVIEW:** Developed to allow the wind to flow through the cloth increasing the longevity.

**USAGE:** Banners

**PRINT METHOD:** Digital and Screen Print

**LONGEVITY:** Approx 4months\*

**MAXIMUM WIDTH:** 3m (digital), 2m (screen print)

## Black-Backed (350gsm)

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**OVERVIEW:** Developed to make sure your print is completely opaque, perfect for double sided displays and internal displays

**USAGE:** Double sided flags and banners

**PRINT METHOD:** Digital

**LONGEVITY:** Approx 4months\*

**MAXIMUM WIDTH:** 3m VC mesh (350gsm)

## PVC mesh (350gsm)

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**OVERVIEW:** Developed to allow the wind to flow through increasing the longevity of the banner

**USAGE:** External Banners

**PRINT METHOD:** Digital

**LONGEVITY:** Approx 4months\*

**MAXIMUM WIDTH:** 3m

## PVC Supported (450gsm)

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**OVERVIEW:** Constructed from a PVC coated fabric, highly durable for extensive use outside whilst being a cheap option

**USAGE:** External Banners

**PRINT METHOD:** Digital

**LONGEVITY:** Approx 4months\*

**MAXIMUM WIDTH:** 3m

\* This estimate is subject to the proper care and attention due to your flag as indicated in the Flag Care leaflet. Flags should not be flown in inclement weather, they should be taken down when winds are Force 7 (32mph). Once flags are removed, they need to be allowed to dry completely and stored flat. Flags should be flown in accordance with the guidelines shown in the instruction leaflets provided with your flagpole, ie: do not overtighten cable ties, and ensure your flag is clear of any obstructions.