

ZEPHYR

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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)

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)

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)

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)

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 through print 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 (115gsm)

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)

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

Polyester Shining (125gsm)

OVERVIEW: Similar to the knitted polyester, it is 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. This cloth has the added quality of a shiny finish making it ideal for internal display giving it that extra visual impact.

USAGE: All types of flags

PRINT METHOD: Digital and screen print

LONGEVITY: Approx 3months*

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

PVC mesh (350gsm)

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: 5m

T-Block (610gsm)

OVERVIEW: A Blockout substrate with black inter-ply & printable finish on both sides. Designed for premium long-term usage.

USAGE: External Banners, double sided banners

PRINT METHOD: Digital

LONGEVITY: Approx 6months*

MAXIMUM WIDTH: 5m

PVC Supported (450gsm)

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: 5m

* 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.