

GRAPHICS FOR THE PLANET

A GUIDE TO GRAPHICS AND SIGNAGE
THAT PUTS THE PLANET FIRST



ABOUT MX DISPLAY

WE ARE ONE OF THE LEADING UK PRODUCERS AND INSTALLERS OF INNOVATIVE LARGE FORMAT SIGNAGE AND GRAPHICS, PRINT AND VISUAL COMMUNICATIONS.

As one of the UK’s leading providers of interior and exterior graphics and signage since 1996, we have a wealth of experience to deliver projects both big and small. We believe that our strength lies in the persistent search for revolutionary new substrates, our creative solutions that deliver results, and our professional installation team.

As part of our corporate, social responsibility initiatives, we are constantly sourcing new technologies, finding better techniques and testing alternative greener materials. We have the capabilities to print onto almost any surface and have a comprehensive understanding of, and access to, hundreds of boards, woods, metals, fabrics, wallpapers and other substrates, so as to deliver the desired result.

Our experienced production team and account handlers work together to recommend the best solution for your requirements. We pride ourselves on our ability to recommend an alternative approach or method, to create a superior effect or save money for our clients.

We have a team of fully qualified installation operatives who are professionally trained to install graphics. We have completed projects across the Commercial, Retail, Leisure, Office and Education sectors, with some of our clients including Alton Towers, Rolls-Royce, JCB, BT, Kia, Triumph Motorcycles, University of Loughborough and Oakham School to name a few.



YOUR NEXT PROJECT: PLAN IT FOR THE PLANET



01. RECYCLABLE PRODUCTS

Use products that can be recycled.

Many of our display and signage products are recyclable. In fact we are working towards an initiative to offer this service directly to our clients.

Products that can be recycled include our dye-sublimated fabric graphics, aluminium adhesive coverings and frames and our one-piece wallpaper One Wall.

Wood and metal products can also be easily recycled and we can print directly to these materials if they are flat.

02. REDUCE WASTE

Think economically about materials.

No matter which product we’re printing to, there will always be some waste. The print-feed process alone will waste 50cm of material at both the beginning and end of each roll-fed run.

As a business, we already carefully coordinate the production process to ensure we collate batches of the same material. Limiting the range substrates per project can reduce energy costs, product waste, time and ultimately costs too.

Consider choosing materials that can be used across multiple surfaces and design to maximise the roll width.

03. BUILD TO LAST

Future-proof your projects.

Whilst it is true that some plastics cannot easily be recycled, it’s important to consider the durability of the project. Any carbon footprint, linked the process of replacing a recyclable material several times, may be offset with a plastic-based product that will last for far longer.

Equally, cost-effective, medium-term vinyls can be successfully substituted with a polyester wall covering that will offer greater longevity.

We have some great products for long-term graphics and signage that can withstand anything the weather can throw at them. We can advise on the best solution based on your project and budget.

THE MX DISPLAY PLANET-PLEDGE



We are a solutions-led business, striving to source the best products for our customers and deliver excellence in all that we do.

With this responsibility comes social accountability which we have committed to for 2019. This will expand to include further initiatives as our business grows.

Adrian Rushton
Managing Director

COMMUNITY

To reduce waste and landfill, we work with local schools to upcycle our waste vinyl for their craft and display projects. Our end-of-roll vinyls are donated and delivered to one of six local schools each term for them to use how they like, which is certainly better than perfectly good products going directly to landfill.

RECYCLING

An impressive XX% of our waste was recycled in 2018 and we have pledged to increase this amount by 5% for 2019. We are developing recycling services for our clients to help introduce a closed loop system for specialist recycling products such as polyester.

WILDLIFE

Our head-office on the edge of the peak district is blessed by surrounding countryside and wetland. In the summer months we are often visited by moorhens who like to wander in to say hello. Each year we support Derbyshire Wildlife Trust at their 'Wildside Festival' with graphics and signage.

TREES

Each year we help to offset our carbon emissions in our local area in the East Midlands. We do this by planting one tree for each member of the MX team. The trees are predominantly planted in school grounds, reserves and managed woodland where they will live their natural lifespan and meet their biodiversity targets.



PRISMAFLOOR ECO

PrismaFLOOR Eco is 100% Chlorine and Phthalate free, making it a great environmentally friendly flooring solution. This 100-micron product is ideally suited for short to medium term, indoor advertising or promotion on flat or slightly curved surfaces.

We laminate PrismaFLOOR Eco with an environmentally friendly, PVC-free product. This 125-micron clear matt PP film has a textured lustre finish that reduces glare and gives it's non-slip finish.

Suitability	INDOOR	OUTDOOR
Durability*	3m	
Slip rating	R9	
Cost	★ ★	
Thickness	225µ (0.25mm)	
Roll width	1370mm	
Recycled	✗	
Recyclable	✓	

*Dependant on footfall and surface



PRISMAFLOOR GLOW

PrismaFLOOR Glow is the ultimate glow-in-the-dark printable media, ideal for rigid outdoor and indoor flooring applications, due to its anti-slip surface, but can also be used on wall surfaces. It has a photo-luminescent surface which gives a unique finish to printed graphics used in areas of poor lighting or for the Halloween season!

This foil-based product contains no PVC and can be recycled along with other aluminium products.

Suitability	INDOOR	OUTDOOR
Durability*	6m	
Slip rating†	R11	
Cost	★ ★ ★ ★ ★	
Thickness	457µ (0.45mm)	
Roll width	670mm	
Recycled	✗	
Recyclable	✓	

*Dependant on footfall and surface. † Calculated from a DCoF of 0.52



PRISMAFLOOR FOIL

PrismaFLOOR Foil has a unique non-skid surface and aluminium based substrate. This material, teamed with a specially formulated adhesive, combines to stand up to harsh weather conditions. When installed as directed, PrismaFLOOR Foil can last for months outdoors.

This product contains no PVC and can be recycled along with other aluminium products. It's also easy to install and remove without training or equipment.

Suitability	INDOOR	OUTDOOR
Durability*	12m	
Slip rating	R11	
Cost	★ ★ ★ ★	
Thickness	457µ (0.45mm)	
Roll width	1346mm	
Recycled	✗	
Recyclable	✓	

*Dependant on footfall and surface.



FABRIGrab™

A fabric tension system to rival any wallpaper. No joins, seams or damage to the wall behind, with the added benefit of being easily replaced in the future with new graphics. The 100% polyester fabric is dye-sublimated which means that the printed image becomes part of the material with vibrant results.

The slim plastic profile is fitted around the edge of the wall creating a narrow cavity between the wall and fabric to create a smooth finish with stunning graphics. This PVC profile can be recycled, but its purpose is to be reused with new fabric graphics.

Suitability	INDOOR	OUTDOOR
Durability	+3 years	
Slip rating	Not applicable	
Cost	★ ★ ★	
Thickness	220gsm²	
Roll width	3200mm	
Recycled	✗	
Recyclable	✓	



FABRIFrame™

This premium fabric tension system is designed to be easily updated with new graphics. It is perfect for retail campaigns or similar roll-outs because a new, lightweight fabric graphic can be simply popped in the post and fitted without a trained professional. The 100% polyester fabric and the aluminium frame can both be recycled, however the frame is intended to be reused many times.

It can be mounted onto walls and hung from ceilings, or can be a free-standing unit with a single or double-facing fabric graphic.

Suitability	INDOOR	OUTDOOR
Durability	+3 years	
Slip rating	Not applicable	
Cost	★ ★ ★	
Weight	220gsm²	
Roll width	3200mm	
Recycled	✗	
Recyclable	✓	



ALUMIGRAPHICS™

A conformable, foil-based wall covering that moulds around brickwork and other wall features without the need for heating tools. Alumigraphics' malleable properties allow graphics to appear as though they have been painted directly onto the surface.

Alumigraphics contains no hazardous ingredients and can be disposed of with regular aluminium recycling in accordance with local regulations.

Suitability	INDOOR	OUTDOOR
Durability	12m	
Slip rating	Not applicable	
Cost	★ ★ ★ ★	
Thickness	457µ (0.45mm)	
Roll width	1346mm	
Recycled	✗	
Recyclable	✓	

PROJECT: BURLEIGH POTTERY

The Blockley Design team were keen to enhance Burleigh Pottery's original features with graphics that would emphasise the authentic brickwork and tongue-and-groove panels. It was important that the graphics worked with the building and appeared to be as historical as the site itself.

We carried out many tests to find the best solution that would provide the most effective result. The wall designs were taken from original pottery designs and applied to walls to look like they'd been painted directly on to the surface.

ALUMIGRAPHIC

A printed foil-based, malleable substrate was applied to the wood panel walls and brickwork to allow the texture to show through. The wood-grooves were then carefully trimmed to reveal the original tongue-and-groove panelling.

FABRIGRAB™

Our dye-sublimated fabric graphics created a smooth, seamless finish to the walls. They cleverly hid modern wiring and radiators with images of the famous pottery, with removable panels to access the equipment behind.





ONE WALL

An amazing one-piece wallpaper product with a great weave-like texture. It is completely block-out so as to cover the wall beneath. No joins. Just a beautifully seamless graphic wall.

Suitability
Durability
Slip rating
Cost
Weight
Roll width
Recycled
Recyclable

INDOOR OUTDOOR
+3 years
Not applicable
★ ★
300gsm²
3200mm
✗
✓



DUFAYLITE

An eco-friendly, lightweight alternative to rigid and foam PVC, MDF, plywood, or corrugated card, Ultra Board from Dufaylite is the ideal replacement. It is designed for the creative and print industries with stunning results. It is perfect for stand alone display pieces through to graphic panels and signage.

It is also available with a white core or coloured edging strips, if you prefer the edges to be hidden. It has a 100% recycled material core with FSC certified virgin paper facings.

Suitability
Durability
Slip rating
Cost
Thickness
Sheet size
Recycled
Recyclable

INDOOR OUTDOOR
6m
Not applicable
★ ★ ★ ★ ★
6mm, 10mm and 18mm
2440 x 1220mm
✓
✓

DOING OUR BIT

WE DON'T PROFESS TO BE ECO-ANGELS, BUT WE'RE CERTAINLY CONSCIOUS OF OUR IMPACT AND MAKE STEPS TO REDUCE OUR AFFECT ON THE PLANET

INKS

We make sure all our inks are covered by one or more of these certifications that ensure our inks have low chemical emissions and reduced environmental impact

ENERGY

Along with many businesses we use computers and machinery, and we're always looking to save energy for both our planet and our fuel bills.



Eco Mark Certification
Number 14142007

82%

We've invested in a new LED cured printer that used 82% less energy

Our most recent machine complies with the Energy Star Initiative and the EPEAT Bronze Award



27%

Last year 27% of our energy usage came from renewable sources.

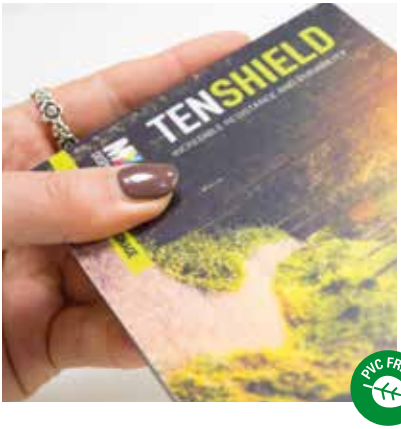
PROJECT: CHESTER ZOO

We pride ourselves on our solution-driven approach to projects, so when Chester Zoo asked us to develop an innovative alternative to their outdoor signage problem, we were on-hand to save the day.

Following extensive product research and testing we have created a unique outdoor signage solution that offers protection from the elements.

INTERPRECO

This unique product uses a high-quality anti-scuff laminate over a direct UV print to a specialist ACM panel. This is then mounted onto a superior external grade MDF board with enclosed fixings that allow you to replace the graphic panel when required. The system is designed to allow staff at the zoo or other leisure spaces to update the graphics themselves. They can be fixed to posts or mounted onto fences, walls and barriers.



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	INDOOR	OUTDOOR
Suitability		
Durability	+ 5 years	
Slip rating	Not applicable	
Cost	★★★★	
Thickness	457µ (0.45mm)	
Sheet size	2440 x 1220mm	
Recycled/FSC	✓	
Recyclable	✗	

TENSIELD

A fabulous product that boasts an incredible array of benefits. It is environmentally friendly, graffiti resistant, fire and burn resistant, frost and heat resistant, UV and scratch resistant with a 10 year warranty.

This matte High Pressure Laminate (HPL) is especially suited for exterior architectural heritage interpretative panels or way finding markers and, with environmental accreditations, it scores significantly over ACM products being 100% recyclable.

	INDOOR	OUTDOOR
Suitability		
Durability	+ 10 years	
Slip rating	Not applicable	
Cost	★★★★	
Thickness	10mm and 13mm	
Roll width	2440 x 1220mm	
Recycled/FSC	✗	
Recyclable	✓	

ChromaLuxe

This impressive dye-sublimated metal product has been Florida tested for five years in extreme sunlight to offer incredible fade-resistance. It is scratch resistant, graffiti resistant, water resistant and fire resistant with fantastic colour vibrancy.

The aluminium used for Chromaluxe panes are Green Circle certified which means their panels are made from 100% post-consumer recycled aluminium.

	INDOOR	OUTDOOR
Suitability		
Durability	+ 5 years	
Slip rating	Not applicable	
Cost	★★★★	
Thickness	0.8mm	
Roll width	2440 x 1220mm	
Recycled/FSC	✓	
Recyclable	✓	

