
antalis
Just ask Antalis
THE IMPORTANCE
OF SPECIFYING
PRINTABLE SUBSTRATES
COFFEE BREAK GUIDE
VISUAL COMMUNICATIONS

SEVEN WAYS TO ENSURE YOUR NEXT PROJECT IS AN INNOVATIVE SUCCESS

WHEN IN THE MIDST OF MANAGING A DESIGN PROJECT THAT REQUIRES ALL MANNER OF PLATE SPINNING AND BALL JUGGLING, IT CAN BE TEMPTING TO LEAVE SOME AREAS IN THE HANDS OF TRUSTED CONTACTS. WHILE ON THE SURFACE THIS MIGHT SEEM A SENSIBLE APPROACH, IT CAN MEAN THAT YOU'RE MISSING OPPORTUNITIES TO INNOVATE.

This is especially true when it comes to the selection of printable substrates. Developments in substrate technology means that new materials are coming onto the market all the time. Keeping up can be an incredibly daunting task for printers who are also working hard to keep abreast with the latest in printing technology. As a result, printers will, understandably, turn to the tried and tested print materials they know well. This means that there can sometimes be a reluctance to try some of the newer substrates on the market – substrates that could provide your project or business with important differentiation. To overcome some of these potential obstacles, there are a huge number of benefits to be found in establishing a relationship with a substrate supplier. They work closely with substrate manufacturers, printers and the design community to ensure the development of new materials is in line with both legislative and market demand. This means they are well-placed to help a wide range of sectors – including designers, brand owners, retailers and manufacturers among others – to specify print substrates that not only align with their brand identity but that can also help to bring a competitive edge.





IT'S ALL ABOUT MAINTAINING CONTROL OF YOUR PROJECT

Architects and designers already specify building and decoration materials, but by leaving the selection of materials to be digitally printed to chance runs the risk of run-of-the-mill substrates being selected or, worse, the use of substandard materials that could seriously degrade the appearance and perceived quality of a finished project.

The relative infancy of digital print compared with other architectural and design materials is perhaps why it isn't being given the same degree of consideration, but with increasing focus on environmental matters and costs, keeping up to date with what's new in the printable substrate arena has never been more important. The option to specify materials for digital printing gives designers of all kinds greater control over the provenance, virtue and finished appearance of their projects.

HOW A SUBSTRATE EXPERT CAN HELP

An expert in digital printing substrates can support printers and designers in selecting the right materials at the appropriate point in the design process to achieve the best results - among a host of other benefits they can bring. **Here are the top seven:**

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1. A BRIEF UNDERSTANDING

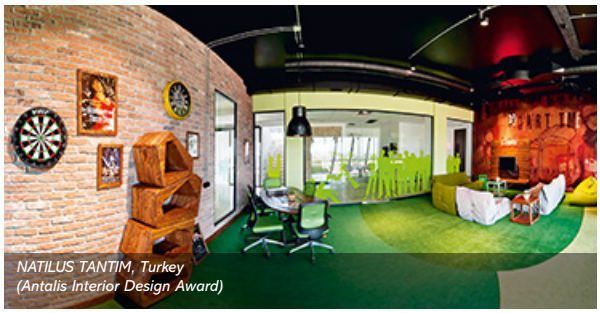
Engage a substrate expert as early as possible in the project, certainly at briefing stage if not sooner if you want to take full advantage of their knowledge and expertise. Once they have a clear understanding of your goals, they will not only be able to advise you on the best substrates for your project, but can also support you through the design process so, where necessary, your design can benefit from the latest in substrate innovation as well as vital cost and sustainability information.



SIA COLORART MEDIA, Latvia
(Antalis Interior Design Award)

2. SUSTAINABLE DESIGN

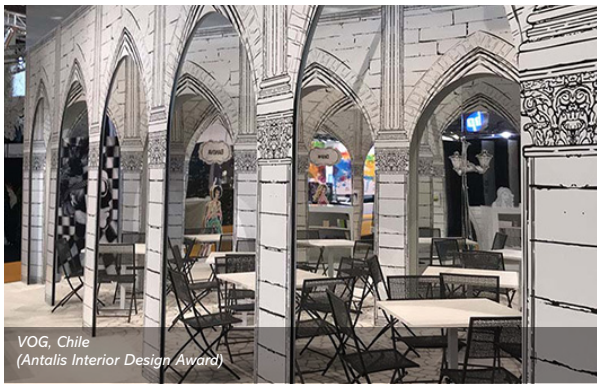
Finding substrate options that meet both design and sustainability goals can be challenging without the right know-how. With pressure increasing to find environmentally-friendly alternatives to more traditional printable interior design materials, substrate experts can help navigate the growing number of options available so that you can specify responsibly sourced and environmental products.



NATILUS TANTIM, Turkey
(Antalis Interior Design Award)

3. MEETING LEGISLATIVE REQUIREMENTS

Whether it's sourcing substrates that meet specific recycling, disposal or fire resistance criteria, or for any other number of legislative or non-legislative requirements, a digital printing substrate expert can take the pressure off while also ensuring that design aesthetics aren't compromised.



VOG, Chile
(Antalis Interior Design Award)

4. KEEPING TO BUDGET

The sooner substrates are considered in a project the easier it is to keep costs under control. Projects in which substrates are an afterthought can often see costs start to spiral as adjustments to production or installation need to be made to accommodate unexpected issues. By making substrate choice a part of the initial planning process, tweaks can be made before any print buttons are pressed.

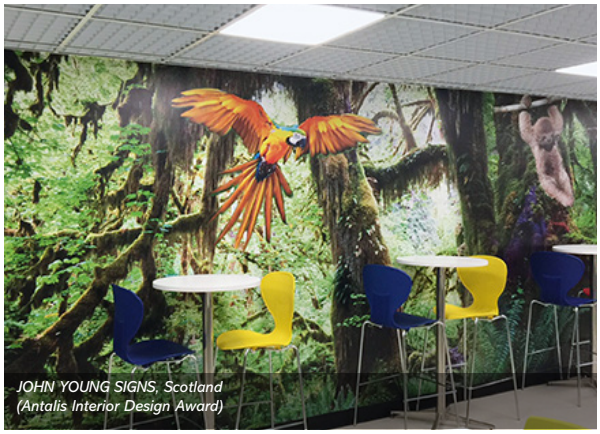


COMPTOIR DE L'IMAGE, France
(Antalis Interior Design Award)

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5. VALUE ENGINEERING SOLUTIONS

When it's necessary to find compromise in order to meet budget, a printable substrate expert can advise on good, better and best options, helping you make savings where you can without losing overall impact.



JOHN YOUNG SIGNS, Scotland (Antalis Interior Design Award)



6. REQUIREMENTS FOR PRODUCTION, INSTALLATION AND HANDOVER CAN BE IDENTIFIED EARLY ON

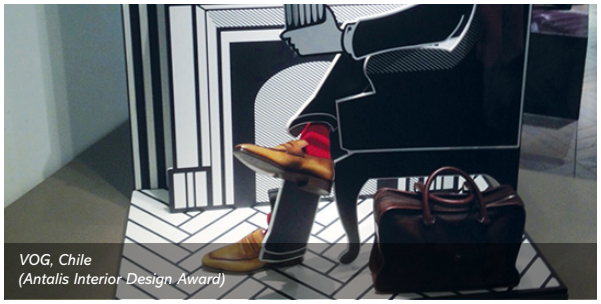
The role of printable substrates in a design project's long-term objectives is often overlooked. For example, will any aspects of the interior design need to be updated? With what frequency and by whom? Will it need to be wipeable? Water resistant? Fade resistant? What is its life expectancy? These are the kinds of questions a substrate expert will ask to ensure that any materials selected are fit for purpose as well as to identify opportunities where the latest in substrate innovation can add aesthetic and practical value.



AZ COMPUB, France (Antalis Interior Design Award)

7. MINIMISE RISK

Risk avoidance is one of the main reasons why there is often a failure to innovate. The great news is, however, that because an expert in substrate specification has a deep understanding of products - and often of how the products have evolved and developed - and the applications they can be used for, the risk involved in trying something new is reduced so you can give more breathing space to your creativity.



VOG, Chile (Antalis Interior Design Award)

CONCLUSION

PRESSURE IS MOUNTING TO DELIVER STANDOUT INTERIOR PROJECTS THAT MEET BUDGET DEMAND, AESTHETIC EXPECTATION AND SUSTAINABILITY REQUIREMENTS. BEING IN CONTROL OF ALL ASPECTS OF YOUR PROJECT, EVERY STEP OF THE WAY, HAS NEVER BEEN MORE IMPORTANT.

The opportunities presented by digital print and the ever-growing - and increasingly sustainable - range of substrates available means these goals are very achievable. But navigating through the options takes an expert eye and understanding of both the design need and the substrate suitability, as well as knowledge of new products coming onto the market. With so much resting on making the right choices, substrate specification is too important to leave to chance or to someone else's idea of what is right.



–SUBSTR8–

VISUAL COMMUNICATIONS PRODUCT SELECTOR

TO VIEW OUR RANGE OF LARGE FORMAT SUBSTRATE SOLUTIONS
VISIT: **antalis-substr8.co.uk**



YOUR FREE CONSULTANCY SERVICE

OUR INNOVATION & CREATIVE CONSULTANTS ARE DEDICATED TO HELPING DESIGNERS, BRANDS AND RETAIL CHOOSE THE MOST SUITABLE LARGE FORMAT SUBSTRATES TO DELIVER THEIR CREATIVE IDEAS IN PRINT.

Contact us from the early stages of your project so we can help you to help specify the right materials and achieve the very best results for all your designs.

OUR FREE CONSULTANCY INCLUDES:

- Support during the creative process to select the right substrates for application and printing techniques to bring any design to life
- Assisting with a portfolio of over 1,750 products to provide the right solution for every project
- Supply of sample materials for you to make an informed decision and ensure maximum impact
- Help with finding cost-effective solutions
- Advise on environmental substrate choices and accreditations

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