

Say NO to Flex!



Why aren't used flex banners recycled?

Every year millions of flex banners are printed, used for a period and then discarded, filling landfills with millions of cubic feet of waste. Recycling has taken hold in virtually every other area of industrial and consumer waste – so

why not in the flex banner industry?

Let's talk about the factors that are NOT responsible for this wasteful practice. It is NOT because people in the flex banner industry are lazy, wasteful, or unconcerned. It is NOT because they are greedy and unwilling to invest in solutions. It is NOT because the buyers of flex banners are unwilling to pay a few extra rupees to make recycling of flex a reality.

No, these common misconceptions are NOT the reason banners are not recycled. People in the graphics and advertising industry are as concerned as society as a whole about the waste and inefficiency of trashing plastics.

So, why hasn't it happened? The reason is systematic. Because of the unique challenge of flex production and distribution, the systems that work well for recycling of other polymers doesn't fit the flex banner market.

For instance, banners are made of a variety of polymers, the most common of which, reinforced PVC (scrim banner media) has been called the "poison plastic" by environmental groups due to the environmental effect of its production, use and disposal.

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Moreover, while pop cans and laundry detergent jugs can easily be labeled and separated according to their polymer type, banners are by nature a mixed waste of vinyl film and polyester scrim.

Some creative suppliers have developed processes to recycle separate and reuse the PVC in production of

secondary grade new films.

Many have also developed new uses for old banners. Unfortunately, the supply is so much greater than demand that some suppliers are simply not taking any new waste.

For these reasons and more, the flex banner has never been able to scale down the mountain of flex banner recycling waste .

But now, there is a SOLUTION!

Introducing to you—Eco-fab! Comprising of three variants — 100% polyester, 100% cotton and Polycotton. This product suits all climatic conditions and the print remains intact even outdoors. The broad advantages of this product are as follows:

- PVC free
- Water resistant.
- No compromise on quality of material.
- No compromise on sheen of print.

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- Reduces carbon footprint.
- Can be used for artistic purposes - could be digitally printed or used for oil/ acrylic painting purposes.
- Printable in Solvent, Eco-solvent, UV and Latex machines
- Seamable with metlok(bond) / 100% polyester fabric s are

seamable with heat machines.

Considering the numerous advantages it's got and the benefits to the environment, it's definitely worth a try!

Please note:

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