

Printed Signs Now Account for Lion's Share of the Market, says Borney UK

Submitted by: Borney UK

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The reaction follows a report by the Advertising Speciality Institute (ASI) detailing the market trends of the sign industry, and how the landscape is wholly different to that of a decade ago.

The influence of digital technology within the signs business over the course of the last ten to fifteen years has seen a marked change in the way people are approaching advertising in its physical form. While the internet has seen the majority of marketing campaigns become optimised digitally, the process of sign design has also seen considerable changes.

Advances in equipment have been so significant that what was considered luxury a few years ago is now a pre-requisite for sign manufacturers. Wide-format inkjet digital printing, for example, now shapes what ASI believe to be around 90 per cent of sign manufacturing, with formats such as vinyl falling by the wayside as a result.

Digital printing has led to opportunities for businesses and organisations to change their approach and gain further exposure on the ground. The consistency in quality and speed of production is also another factor, the report states. The development of technology that is as reliable as it is accessible has meant the industry has managed to evolve considerably, with its global worth estimated to be in excess of £35 billion.

A spokesperson for Borney UK (<http://www.signsflagsbanners.com/>), market leaders in design and display solutions, has released a statement following the report. 'Thanks to new technology, the way we approach designing and producing signs has become a much more advanced process.

'Now, with the huge range of colour options and printing capabilities, we are able to provide clients with intricate displays that can be tailored down to the finest of details. The platforms have changed too, with more and more investment being spread across vehicles, countertops and floors – there is very little limit to what can be achieved. The report by ASI highlights the extent that the industry has evolved in recent years and it is something we can see occurring into the foreseeable future.'

Borney display solutions designs, creates and produces a wide variety of promotional business items. With a fantastic range of flags, banners, exhibition displays and signage, your business is spoilt for choice. Providing display solutions for a wide variety of events, as well as full and partial wrap vehicle signage, Borney provides a number of different services. From coasters to feather flags, Borney is sure to have the perfect display solutions for your business.