

MEDIA TIPS

Sustainable Options in Wide Format Media

ONE ADVANTAGE OF WIDE FORMAT PRINTING is its capability for printing on synthetic, flexible, non-porous products that provide strength, durability, and hold up well outdoors. These products have helped to fuel the rapid expansion of wide format applications.

A high percentage of these products are made from PVC-based materials. With climate change a major issue today, alternatives for plastics have become a goal for many end users and buyers. Alternative substrates need to be sustainable and come from renewable resources while meeting the application's requirements and being comparable in price.

Fortunately, a good selection of paper products can fit project requirements, provide good printing quality, and offer favorable pricing. Paper products may not withstand outdoor conditions or fit uses where extreme durability is required. Still, they work well when buyers want to produce wide format projects on environmentally friendly, recyclable materials that can be disposed of in the regular waste stream.

Athens Paper has led the way in sourcing and stocking environmentally-friendly items. Here is a list of some of the most popular "green" wide format substrates available from Athens:

Athens Paperboard C2S: Looking for a low-cost, static-free option for Styrene? Athens C2S paperboard is the answer. We stock it in 48" x 96" in 12pt, 16pt, 18pt, 24pt, and 48pt. The C2S SBS board grade is also available in some calipers in 50" x 100" and 60" x 120". With a good quality printable surface and a competitive price point, this 100% wood pulp product can be easily recycled or added to the main waste stream for easy disposal. It works well for indoor uses such as double-sided price displays, POP, posters, and lightweight packaging.

Katz Display Board: This paper-based, C2S rigid display board is warp-resistant and offers superior print quality. It is an excellent substitute for expanded

PVC for indoor and short-term outdoor use. Like PVC, it is exceptionally rigid and has even greater warp resistance than PVC. It cuts well without chipping, is printable on both sides, and is lighter than PVC. This material is an excellent choice for hanging indoor signs where warpage is a concern and works well for free-standing and tabletop displays. It is PVC Free, environmentally friendly, blue bin recyclable, and costs less than PVC. It is available in 1.2mm (equivalent to 48 pt), 3mm (equivalent to 120 pt. or approximately 1/8"), and 5mm (equivalent to 200 pt. or approximately 3/16"). Athens stocks several thicknesses. A canvas finish sheet is also available from the mill.

Neenah ConVerd Board: This is a 100% paper-based rigid corrugated board product. It is fully recyclable, containing 10% Post Consumer Waste, and is a moisture-resistant, low-cost alternative to PVC-based products. Athens stocks it in 1.5MM and 3MM, and it is available from the mill in 4.7MM and 6.0MM.

Neenah ImageMax: This is a sustainable, PVC-free, 100% paper-based product, available in .010", .015", .020", .030", and .040" thicknesses. At a competitive price, it is a recyclable, environmentally friendly alternative to Dead White Styrene. It is static-free and fingerprint free.

HP PVC Free Wallpaper: This is mold and mildew resistant, contains no PVCs, and is Greenguard certified.

Endura Poster and Poster Plus: This is a cellulose-based poster printing paper for indoor and short-term outdoor use. It comes in 7 mil gloss and 10pt in Satin and Matte finish. It is very durable and resists dents and dings. It is a highly versatile product that can meet many end-use requirements. It will fold without cracking. It works with latex, eco-solvent, and UV printers.

Endura Art 17 Mil Matte: This is a bright white matte finish product, acid and PVC-free, designed for constant color accuracy and elegance.

[Request samples and information from your Athens sales representative.](#)

