Australian Flag Firm Posts Comparison of Single And Double Sided Flags

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The informative website of Australian Flag Makers offers an article about the pros and cons of purchasing single-sided vs double-sided flags. The article points out factors to consider when purchasing a banner type flag.

Brendale QLD: Australian Flag Maker is pleased to announce the release of the post regarding the purchase of single- or double-sided banners. Single sided or one-play flags contain printing on just one side of the banner. Screen printing or digital printing of a one-ply flag will allow the dye to bleed onto the reverse side. The image will appear on the reverse and will be backward on the outside of the flag. The level of bleed-through will depend on the material which is used in the banner, as well as on the printing process which is used.

One-ply flags are the most common in production. It is a less expensive banner to produce because only half as much material is required. The amount of stitching is half as much and half as much printing is required. The cost of a single-sided banner is less because the components which create the cost are fewer in number.

Single-ply banners are much lighter, so they more move easily with even a slight breeze. This is a more appealing appearance and tends to attract more attention than a flag that shows minimal or no movement. Because of the increased movement of the one-ply banner, it is more likely to wear faster and to be more affected by the weather conditions. The wear is controlled in part by the material which is used in the construction of the banner.

?The double-sided flag? according to a spokesperson for the company, ?has at least one advantage over its lighter-weight one-ply cousin. The two sides of the flag are individually printed either digitally or by screen printing. They are then sewn together with a middle liner. This arrangement prevents the see-through of the printing. Both the front and back of the flag will read correctly.?

Although a double-sided banner is more expensive to construct, it also is more likely to have a longer

lifespan. The weight of the three layers reduces the movement so it has less effect on wear and tear of the flag.

For more information, visit www.australianflagmakers.com.au.

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