



VINYL OPTIONS

MONOMERIC VINYL

Best For: Flat surfaces and indoor signage where longevity isn't a primary concern.

Durability: Less stable with higher shrinkage; suitable for short-term applications.

Manufacturing Process: Monomeric vinyl is made through a calendaring process where molten PVC is rolled to the desired thickness, using short-chain plasticisers that can migrate over time, causing brittleness.

POLYMERIC VINYL

Best For: Slightly curved surfaces, outdoor signage, and vehicle graphics.

Durability: More flexible and durable than monomeric vinyl; suitable for medium-term applications.

Manufacturing Process: Polymeric vinyl is also calendared but uses higher-quality materials and long-chain plasticisers, which provide better dimensional stability and reduced shrinkage.

CAST VINYL

Best For: High intensity UV environments (ie North West or Ocean areas) Complex surfaces, vehicle wraps, and areas requiring high conformability.

Durability: Highly stable with minimal shrinkage; ideal for long-term applications.

Manufacturing Process: Cast vinyl is made by pouring a liquid mixture onto a casting sheet and curing it, creating a thin, flexible, and highly stable film—offering greater durability than polymeric due to the casting process.

WHAT IS CALENDERED VS CAST VINYL?

CALENDERED VINYL

- Made by melting ingredients and rolling them into sheets.
- Cheaper to produce due to lower energy use and no moulds.
- Less durable than cast vinyl but suitable for many uses.

CAST VINYL

- Made by mixing ingredients into a liquid and casting onto a mould.
- Cured at high heat to form a strong, flexible film.
- More durable and heat-resistant, ideal for long-term or complex applications.

IMPORTANT

Most vinyls are rated based on European weather conditions, which are generally milder than ours. In Australia's harsher climate, you can typically expect a shorter lifespan, around 2 years less. So, a 5-year polymeric vinyl may last less.

VANGUARD
MEDIA GROUP

T (08) 9328 1388

E hello@vanguardmediagroup.com.au

W vanguardmediagroup.com.au

A 26 John Street, Northbridge