

WHAT IS FLEX FACE SIGNAGE



INTRODUCTION TO FLEX FACE SIGNS BY JMF GROUP

Welcome to the definitive guide to Flex Face signs by JMF Group, where innovation meets durability in signage solutions. In this comprehensive overview, we explore everything you need to know about Flex Face signs and why they are the preferred choice for businesses seeking impactful and sustainable signage solutions.

Discover how Flex Face signs utilise flexible PVC materials and robust aluminium frames to create seamless and vibrant displays that withstand the test of time and weather. We delve into the versatility of Flex Face signs, suitable for both indoor and outdoor applications, from retail parks to corporate environments.

Learn about our cutting edge illumination options, ensuring your message shines bright day and night with efficient LED technologies. Explore the environmental benefits of Flex Face signs, designed to reduce carbon footprint while maximising visual impact.

We also discuss the cost-effectiveness of Flex Face signage, offering economical solutions for projects of all sizes. Dive into our advanced tensioning systems, replacing traditional methods with reusable clips that simplify installation and maintenance.

Whether you're considering your first Flex Face signage project or looking to upgrade existing signage rollouts, JMF Group offers end-to-end solutions tailored to your needs. Contact us today to explore how our expertise and commitment to quality can elevate your brand's visibility and presence with Flex Face signs that stand the test of time.

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	K5		K5
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THE HITMAN'S BODYGUARD
Keanu Reeves, Michael Fassbender
K5



FLEX FACE

Q1-WHAT IS A FLEX FACE SIGN?

A- Flex Face sign is a type of signage that uses a flexible material (typically PVC or similar) stretched over a framework to create a large, smooth, and durable display surface. This flexible face is often printed with vibrant graphics and text, making it ideal for large outdoor signs such as those used on buildings, billboards, and other commercial spaces. Flex Face signs are known for their versatility, as they can be made in various sizes and shapes, illuminated for enhanced visibility, and are weather-resistant, ensuring longevity and effectiveness in outdoor environments.

Q2-WHAT MATERIALS ARE TYPICALLY USED IN FLEX FACE SIGN?

A- Flex Face signs typically utilise materials such as PVC (polyvinyl chloride) for the flexible face itself. This PVC material is chosen for its durability, flexibility, and ability to accept vibrant printing. The frame or structure supporting the Flex Face sign is usually made from aluminium, which provides strength while remaining lightweight and resistant to corrosion. These materials are selected to ensure the sign's longevity and ability to withstand outdoor conditions such as weather and sunlight exposure.



Q3-HOW ARE FLEX FACE SIGNS ILLUMINATED?

A- Flex Face signs can be illuminated using several methods to enhance visibility, especially during nighttime or in low-light conditions. The most common method include:

1. Backlit Illumination: LED (Light Emitting Diode) modules or strips are installed behind the Flex Face material. The light emitted passes through the flexible PVC face, making the graphics and text on the sign appear vibrant and visible in the dark.

Q4-WHAT ARE THE SIZE LIMITATIONS FOR FLEX FACE SIGNS?

A- Determining the exact size limitations of Flex Face signs can be likened to the complexity of gauging the length of a piece of string. However, when it comes to creating expansive and seamless signage, Flex Face technology stands out as the optimal choice. At our headquarters, we showcase examples of both Non-Illuminated and Illuminated Flex Faces, demonstrating their versatility and impact.

For the vast majority of Flex Face projects, our internal sign makers and installation teams possess the expertise needed to handle installations without requiring specialised considerations. However, for the exceptional 1% of projects that demand extra-large dimensions, factors such as weight, logistics of transportation, and installation complexity become crucial. In such cases, our installation teams collaborate closely with you on the project if necessary, engage structural engineers to ensure a successful outcome.



**Q5-HOW LONG DO FLEX FACE SIGNS
TYPICALLY LAST?**

A-SYSTEM LIFESPAN: The durability of Flex Face signs is remarkable, with many systems enduring for decades.

We have witnessed signs that have remained in place for up to 25 years, showcasing the longevity of the materials and construction.

PRINT LONGEVITY: While the Flex Face system itself can last for extended periods, the printed graphics typically maintain their vibrant appearance for several years

Over time, however, decorations and colours may begin to fade. In such cases, it is recommended to refresh the print while retaining the existing frame or box structure, ensuring cost-effectiveness and minimal disruption.

LED MAINTENANCE: For illuminated Flex Face signs utilising LEDs, occasional updates and maintenance are necessary to maintain optimal performance.

This proactive approach ensures that the signage continues to function reliably and efficiently over its lifespan.

**Q6-CAN FLEX FACE SIGNS BE USED FOR
INDOOR APPLICATIONS?**

A-Yes, Flex Face signs can indeed be used for indoor applications. Nowadays, internal Flex Face signage often utilises a textile system instead of the traditional Flex Face system.

As the size of the signage increases, traditional Flex Face systems become more suitable due to their ability to maintain structural integrity and seamless appearance over larger areas.

Q7-WHAT TYPES OF BUSINESSES COMMONLY USE FLEX FACE SIGNS?

A- Flex Face signs are commonly used by a variety of businesses, particularly in retail parks and industrial estates where large-scale signage is prevalent.

Additionally, medium-sized Flex Face signs are popular among fast food restaurants and retail outlets seeking a seamless and impactful display. Essentially, any business requiring a large, seamless signage solution at scale finds Flex Face signs to be the optimal choice.

Q8-HOW ARE FLEX FACE SIGNS INSTALLED?

A- Flex Face signs are installed in a systematic process overseen by our team at JMF Group. First, our skilled craftsmen construct a sturdy frame or box tailored to your specifications.

This frame is then securely installed onto the desired wall or structure by our experienced installation team. Once the frame is in place, the flexible vinyl material is meticulously installed, ensuring a smooth and seamless finish that enhances the overall impact of the signage.

This methodical approach guarantees a professional and durable installation that meets our high standards of quality and craftsmanship.

Q9-WHAT MAINTENANCE IS REQUIRED FOR FLEX FACE SIGNS?

A- Maintaining Flex Face signs is relatively straightforward and typically involves the following considerations:

1-FRAME/BOX MAINTENANCE: The frame or box that supports the Flex Face sign is designed to be maintenance-free throughout its lifetime, providing long-term durability and structural integrity.

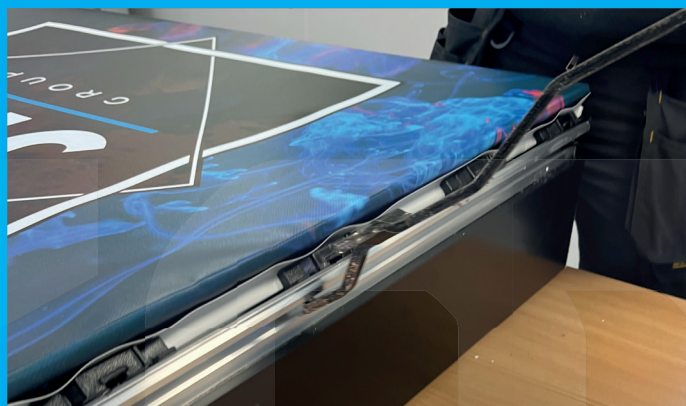
2-FACE REPRINTING: Over time, the printed decoration on the Flex Face sign may begin to fade. Depending on the sign's exposure and the longevity of the print, it may be necessary to reprint the face to restore its vibrant appearance.

This can be done while retaining the existing frame or box, ensuring cost-effectiveness.

3-LED MAINTENANCE: For illuminated Flex Face signs using LEDs, periodic maintenance or replacement may be required as the sign ages.

Our LEDs come with warranties of up to 5 years, ensuring reliable performance and minimal maintenance requirements over the sign's lifespan.

- By addressing these maintenance needs pro-actively, you can extend the longevity and effectiveness of your Flex Face signage investment, ensuring continued visibility and impact for years to come.



Q10-ARE FLEX FACE SIGNS ENVIRONMENTALLY FRIENDLY?

Absolutely. Flex Face signs are known for their environmental benefits compared to heavier, rigid substrate signage like acrylic and ACM panels. The lightweight nature of Flex Face signs significantly reduces their carbon footprint.

Additionally, the aluminium we use in our frames is often sourced from recycled billet and is fully recyclable at the end of its life cycle.

Moreover, advancements in recycling now allow for the recycling of vinyl used in Flex Face signs, further enhancing their eco-friendliness. The black clips used in our installations can be reused multiple times, minimising waste.

Furthermore, our low-power LED options ensure that even illuminated Flex Face signs are environmentally friendly, contributing to sustainable signage solutions at scale.

This comprehensive approach underscores our commitment to providing environmentally responsible signage solutions while maintaining high standards of quality and performance.

Q11-HOW DO WEATHER CONDITIONS AFFECT FLEX FACE SIGNS?

- Flex Face signs are engineered to withstand a wide range of weather conditions with exceptional durability and reliability.
- Key to their weather resistance is our meticulous approach to installation and manufacturing. Our expert team of installers use appropriate fixings that ensure the sign remains securely in place under varying weather conditions. In our print department, we utilise reinforced vinyl materials that enhance durability and protect against fading or damage from UV exposure.
- Combined with the craftsmanship of our sign-makers who maintain stringent quality standards, our Flex Face signs are built to endure all seasons for decades. This commitment to robust construction and thoughtful design ensures that our signage solutions provide long-lasting performance and reliability in any climate.







Q12-WHAT IS THE TYPICAL COST RANGE FOR A FLEX FACE SIGN?

The cost of a Flex Face sign can vary widely depending on several factors, and there is no standard or typical cost. However, one certainty is that our Flex Face system offers the most economical and efficient solution available for large-scale signage projects.

As signage size increases, particularly beyond the dimensions of standard rigid panels or sheets, Flex Face signage becomes increasingly cost-effective. This is due to the seamless nature of the Flex Face system, which eliminates the need for multiple panels and complex installation processes associated with traditional signage methods.

At JMF Group, we ensure competitive pricing while maintaining high quality and durability in our Flex Face signage solutions. Our approach focuses on delivering value and performance, making Flex Face signs a preferred choice for businesses looking to maximise impact and cost-efficiency in their signage investments.

Q13-HOW DOES THE TENSIONING SYSTEM WORK IN FLEX FACE SIGNS COMPARED TO CLIP AND SPRING SYSTEMS?

Our tensioning system for Flex Face signs, particularly our clip system, stands out as an industry leader. Unlike clip and spring systems, our clips are designed for re-usability and offer generous tolerances during both manufacturing and installation phases. This makes our system lightweight, robust, and cost-effective.

Here's how it works: You prepare your prints off-site and secure them into the sign system using our clips. Once the prints are in place, our tensioning tools allow you to adjust and achieve optimal tension across the Flex Face material. This ensures a smooth and taut surface, enhancing the overall appearance and longevity of the signage.

One of the significant advantages of our clip system is its flexibility during installation. If there are any size adjustments needed on-site, our clips can be easily repositioned to achieve a perfect fit-a capability not typically found in other systems. This ease of adjustment contributes to a seamless finish and ensures that our Flex Face signs maintain their high-quality appearance over time.

Using our clip system simplifies the signage process by eliminating the requirement for expensive and complex mechanical tensioning methods that can degrade over time. For instance, traditional methods such as springs are prone to losing tensile strength after a few years. Additionally, these methods often necessitate adding eyelets during the printing process, which can complicate the production and installation phases.

In contrast, our clip system offers a straight forward and reliable alternative. The clips maintain consistent tension on the Flex Face material without the risk of deterioration in performance over time. This approach not only ensures a durable and secure installation but also streamlines the overall signage workflow, reducing costs and enhancing efficiency from production to installation.

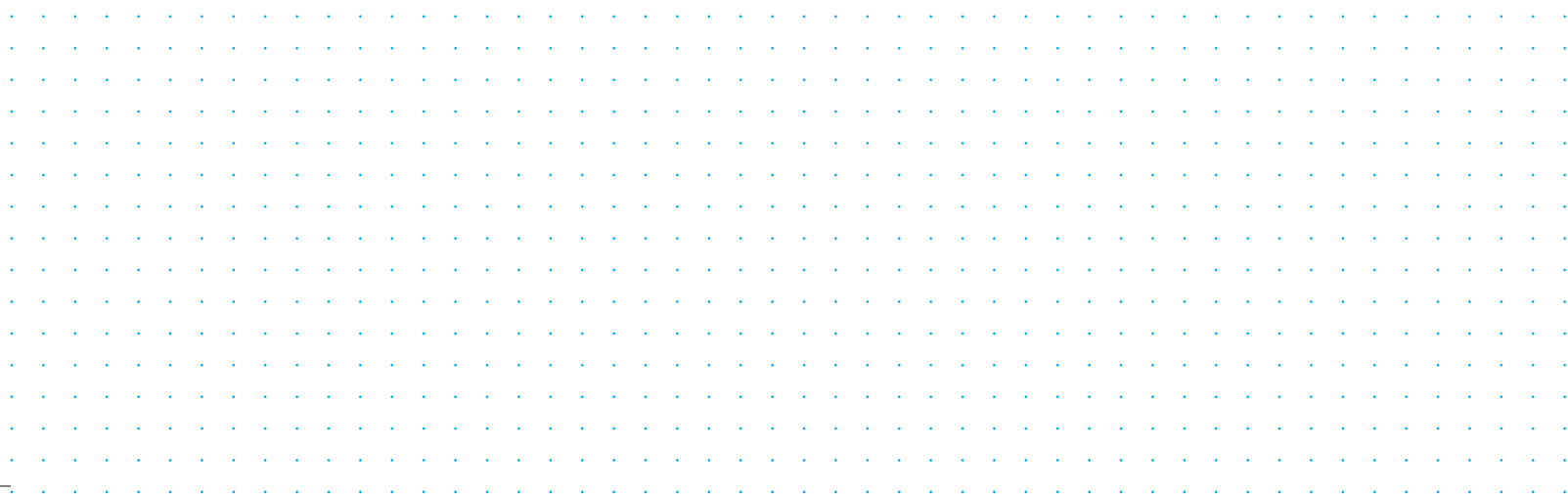


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JMF Group offers an end-to-end solution for your Flex Face signage needs, ensuring a seamless and efficient process from concept to installation:

Consultation and Design: Our experienced team collaborates with you to understand your specific requirements and create customised signage solutions that meet your branding and visibility goals.

Manufacturing Excellence: Utilising high-quality materials and advanced manufacturing techniques, we produce Flex Face signs that exceed industry standards for durability and visual impact.

Installation Expertise: Our skilled installers ensure precise and secure installation, utilising appropriate fixings and maintaining strict quality control to achieve a flawless finish.

Maintenance and Support: We provide ongoing support and maintenance services to preserve the longevity and performance of your Flex Face signage investment, including periodic updates and LED maintenance as needed.

Ready to transform your signage? Contact JMF Group today and let our team of experts guide you through your next Flex Face signage project. Discover why businesses across the UK trust JMF Group for innovative, durable, and impactful signage solutions.

CONTACT DETAILS

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