

## NEENAH **IMAGEMAX®** SIGNAGE

HANGING SIGNAGE  
POINT OF PURCHASE  
POINT OF SALE  
SHELF TALKERS  
DIRECTIONAL SIGNAGE



**To schedule a demo or purchasing info,  
contact your SGP salesrep:**

**Northern CA  
San Francisco**

Doug King  
408.701.7202

**Central/SoCal/Hawaii**

Sommer Della Bitta  
916.947.2602

**Southern CA**

Dereck Cruz  
626.201.8932

**Seattle & Portland**

Chuck Vandervort  
206.235.4191  
Pam Pare  
503.317.6759

IMAGEMAX® IS A BLUE BIN RECYCLABLE ALTERNATIVE TO STYRENE.  
PRINT BETTER • SIMPLIFY PRODUCTION • INCREASE EFFICIENCY

# Introduction

## History of Imagemax®

Established product in the gift card space.

Imagemax® was launched for gift card in 2014.

Currently used by Amazon, Best Buy, Netflix, Starbucks and others.

Expanded to wide format in 2018 for selective testing. Full launch March 2020

## Why replace styrene?

Styrene makes up nearly 50% of the wide format print market

Styrene has very limited recyclable abilities.

Quality standards of acceptability are very low on finished printed materials. ☹️

## Key competitive words to know

Styrene, HIPS, and Rigid Vinyl

Styrene/HIPS – Largest product grouping - Imagemax® .010, .020,.030,&.040

PVC (1mm) 1mm PVC or EPVC is equivalent to .040 Imagemax®

Rigid Vinyl / .015 polystyrene or Hop Synthetic is equivalent to .010 Roll Imagemax®

## Imagemax® specifications

### Thicknesses:

**.010 / .020 / .030 / .040**

Standardized to styrene thicknesses

### Sheet sizes are available in:

48" x 96"

50" x 100"

50" x 100' allows for bleed and better yield

.010 - Roll (50" x 300' - 3" core)

.010 – Sheets – 500 sheets per skid

.020 – Sheets - 500 sheets per skid

.030 – Sheets – 250 sheets per skid

.040 – Sheets – 250 sheets per skid

## Common competitive brands

Styrene/HIPS: Primex / King Plastic / Polyone / Spartech

1mm PVC: Sintra / Palight / Celtec

Rigid Roll Vinyl: General Formulations / Hop Synthetic



# Applications



Table Tents, Ceiling Hangers and Case Cards  
Score and Fold for structural use



Bus shelter, airport and other O.O.H  
.010 Imagemax® for backlit use



Short term Fuel Service Signage  
outdoor/undercover, in-frame, slip-in

- Point of Purchase (P.O.P)
- Out of Home (O.O.H)
- Retail Visual Marketing (RVM)
- Trade Show Graphics

## Verticals:

- Fuel Services
- Convenience Store
- Grocery Store
- Fast & Casual Dining
- Retail



Grocery Store Applications  
Aisle markers, produce dividers, ceiling  
hangers, specialty dangles, case cards



Structural Point of Purchase  
Slip over graphics, multi-sided ceiling  
hangers, display wraps



Ceiling Hangers  
.020 and higher is dead white block-out  
Double Sided hangers, hangs from holes

## Summary of applications:

Imagemax® is a fantastic alternative to common styrene uses. Styrene is a short term marketing substrate that has a required lifespan of 15-45 days. 90% of styrene is used indoors or outside undercover. .020 is the most common thickness accounting for 50%.

**Most applications are short term, frequently rotated campaigns, making a blue bin recyclable product ideal.**



# Competitive Edge

Biodegradable   Blue Bin   FSC   Brightpoint   Direct weather   Covered weather   Score/crease   Static

IMAGEMAX	YES	YES	YES	94 GE	NO	YES	YES	NO
STYRENE	NO	NO	NO	VARIES	YES	YES	NO	YES
PVC 1mm	NO	NO	NO	VARIES	YES	YES	NO	YES
RIGID VINYL	NO	NO	NO	VARIES	YES	YES	NO	YES

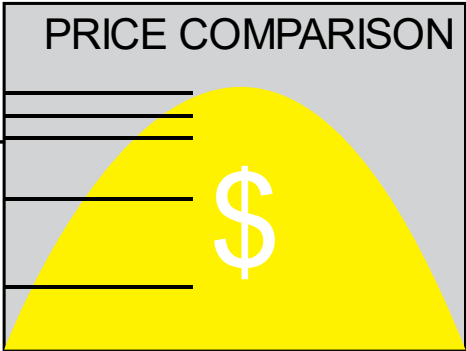
## Understanding Styrene Grades

Digital Grade Styrene  
Most common product  
Highest Price  
Corona Treated  
Available in Dead White

Utility Grade Styrene  
Used for volume runs  
Median Price  
Non-treated surface  
Inconsistent brightness

Manufacturing Grade Styrene  
Used for lowest price point  
Non-treated surface  
Inconsistent brightness  
High waste

Dead White-  
Digital-  
Imagemax  
Utility Grade-  
Manufacturing-



Imagemax® is a competitive solution for 90% of the U.S. printable styrene market.

# Printability – Technical information



## NO STATIC

Static electricity is the largest contributor to nozzle drop-out. Styrene holds static charge and creates lost time, ink and reworks. **Imagemax® is static free.**  
**No static leads to minimized banding and allows for less pass (faster) printing.**



## NO FINGERPRINTS

Styrene attracts finger oils when touched. Fingerprints are not visible until after printing. **Imagemax® does not attract finger oils** making for easy handling and minimizing material waste.



## NATURAL BLEED

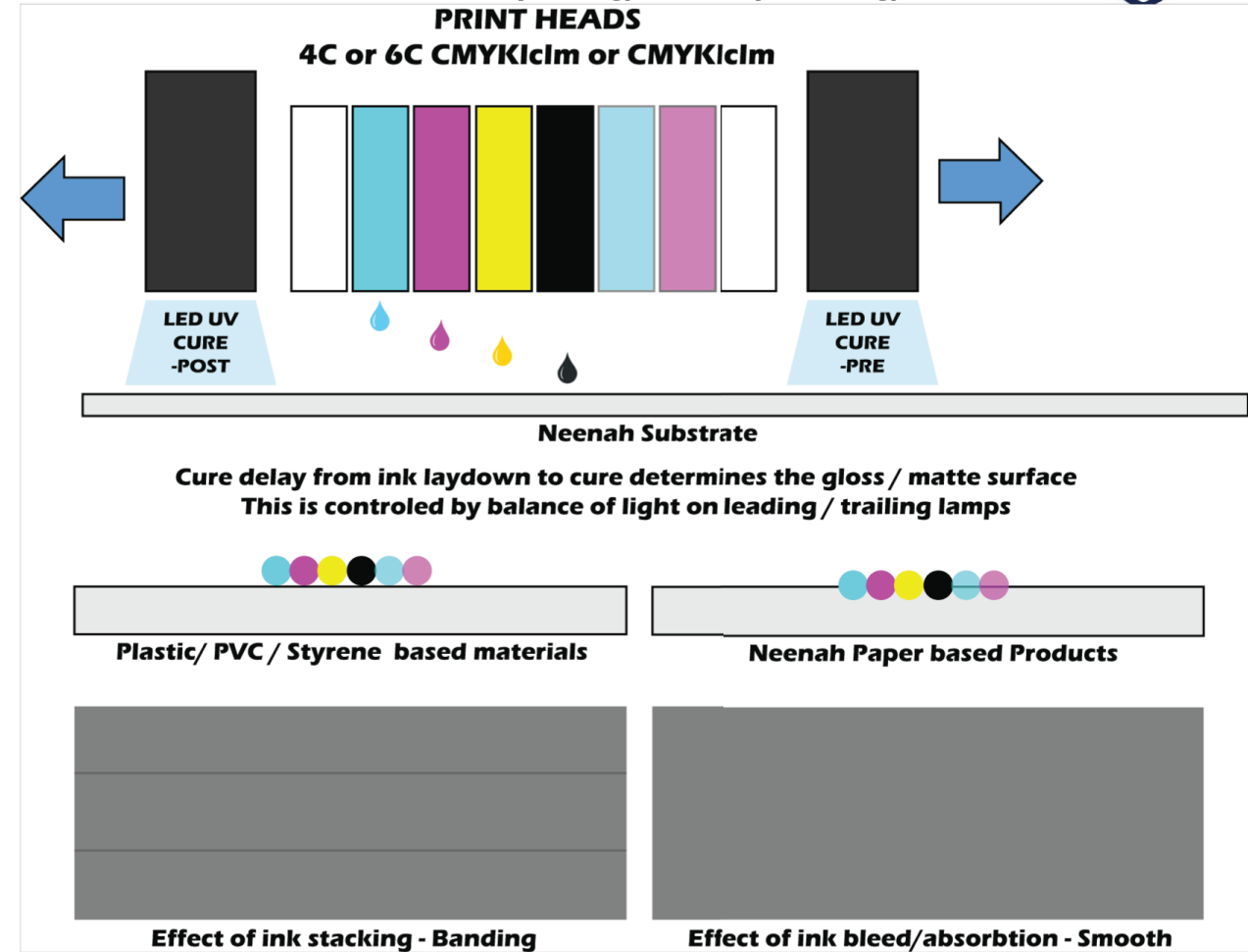
Paper prints better than plastic. Styrene has no bleed and an inconsistent surface making for low QC standards. **Imagemax® has a clean consistent finish** producing clean, even print quality at higher speeds.

### PRODUCTION SAVINGS

- Reduced print times up to 20%
- Reduced waste up to 20%
- Reduced freight costs up to 20%

### VISUAL QUALITY

- Smoother tones
- Clean linearization/curves
- PMS matching control



### Printing Technologies

UV flatbed, hybrid and roll (.010)  
Latex flatbed and roll (.010)  
Screen printing

### Cutting Technologies

CNC Flatbed cutters  
Guillotine cutters, Die cutters  
Fotoba Rotary Cutters (.010 roll)

### Additional Process Capabilities

Crease for folding with corrugate wheel  
Cut and crease with economical drag blade  
Profile for backlit on .010

## Independent Life Cycle Analysis Results

800.250.4252 | [www.sgpweb.com](http://www.sgpweb.com) | [orders@sgpweb.com](mailto:orders@sgpweb.com)

## WHY CHOOSE NEENAH IMAGEMAX® INSTEAD OF STYRENE?

Recycling paper keeps waste out of landfills in the U.S., 66% OF PAPER is recovered to be recycled vs. only 8% OF STYRENE.\*\*

When compared to using Styrene wide format signage, NEENAH IMAGEMAX® paper-based wide format sheets result in less impact to the environment. In fact, selecting NEENAH IMAGEMAX® products result in:



**79%** SMALLER CARBON  
FOOTPRINT\*\*



**60%** LOWER ENERGY  
FOOTPRINT\*\*



**38%** LESS WATER  
USAGE\*\*



**28%** LESS SOLID WASTE  
GENERATION\*\*



**88%** LESS FOSSIL RESOURCE  
DEPLETION\*\*

\*\*Comparative Life Cycle Assessment of NEENAH IMAGEMAX® versus Styrene Wide Format Sheets. 2020. Aspire Sustainability. These percentages are "up to" those values (depending on the caliper).

**Imagemax is a true game-changer.**

Neenah Imagemax® is a 100% paper-based, environmentally responsible and PVC-free alternative to single use plastic signage.