



Small Format and Large Format Printing | Impact Visual Solutions

You see small format and large format printed materials every day, from the brochures in your doctor's office to the billboards on the highway. These eye-catching materials are produced on a variety of surfaces using either a roll-fed or rigid print system.

In a time when digital marketing strategies dominate many business landscapes, it's important to harness the power of traditional printed materials to reach your target demographic. Small format printing is a great way to do so. It takes the advantages of your existing marketing strategy and shrinks it down to a size that's perfect for consumers and compatible with your budget.

The Difference Between Small Format and Large Format Printing

'Small format' refers to any print material that is smaller than A3 or A2 sizes, which are often used for a range of business applications such as posters, signs, banners, etc. Small format printers can also produce a wide range of custom shapes and formats depending on your specific requirements. This includes materials like door hangers, calendars, and business cards that will connect with your audience in a highly personalized way.

[Small format printers](#) can be both a roll-to-roll and flatbed system, depending on the materials to be printed and the type of output desired. A roll-to-roll system is best for materials that can be printed directly onto such as vinyl, canvas, or glass. A flatbed printer is better for materials that really shouldn't be put through a roller - such as wood or metal.