



MAKING A MATERIAL
DIFFERENCE

CASE STUDY:

Our Slough HQ: Turning Glass into a Working Swatch Book

FROM BLANK WINDOWS TO REAL-WORLD TESTING

At our head office in Slough, we have taken a practical approach to showcasing window films by transforming a range of office windows into a full-scale, working demonstration of print performance and clarity across our most popular window graphics products.

The result is a space that is not only visually engaging, but genuinely useful, acting as an everyday reference point for staff and customers to understand how materials perform in real environments.

Because for us, it is not enough to supply great materials. We believe in using them too.

ONE IMAGE. MULTIPLE VARIABLES. CLEAR COMPARISON.

To create a meaningful comparison, the same artwork has been applied across multiple glass panels throughout the office.

Each panel uses a different material and, in most cases, different ink limits. This creates a controlled, side-by-side comparison that highlights how material choice and ink density directly influence the final result.

It allows us to demonstrate:

- The difference between high ink limit and standard ink limit
- Variations in clarity, colour density and vibrancy
- How different films interact with natural and artificial light

Rather than relying on theory, these differences can be seen instantly, in real conditions, at full scale.

THE MATERIALS IN ACTION

We have used a wide range of our window graphic solutions across the installation, each chosen to highlight a specific performance characteristic:

- **SF100 Ultra Clear:** Polyester, ultra clear with a removable adhesive, designed to maximise transparency while delivering strong print performance.
- **ClingSil Optically Clear:** Polyester, optically clear with a silicone adhesive, ideal for applications where clean removal is essential.
- **DS3054-R Ultra Clear:** PVC, ultra clear with permanent and removable adhesive options, great clarity without the price tag.
- **JT8700 CGRT:** PVC gloss clear, removable adhesive, perfect for everyday window graphics.
- **PrintDot Gloss Clear:** Featuring dot-pattern adhesive for easy application and repositioning without bubbles.

Together, these materials turn a simple set of windows into a comprehensive, comparison of finishes, effects and performance characteristics.



WHY INK LIMIT MATTERS

One of the most valuable aspects of this installation is the ability to compare ink limits in a real-world setting. Whilst a higher ink limit will increase colour density and visual impact, it may reduce transparency and affect how light passes through the graphic. Whereas a standard ink limit may help preserve clarity, delivering a more subtle finish.

A WORKING ENVIRONMENT THAT TEACHES EVERY DAY

What makes this project unique is that it is not a one-off demonstration.

It is a permanent, evolving feature within our workspace. Staff engage with the materials daily, while customers visiting can see and discuss real applications.

It reflects a broader philosophy: understanding materials comes from using them, testing them and seeing them perform in real conditions.

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MAKING A MATERIAL DIFFERENCE

For over 40 years, we have focused on more than just supplying materials.

By using our own products in our own environment, we can demonstrate performance, build understanding and help our customers make more informed decisions.

Because there is no better way to understand materials than to see them in action, every day.



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