



PRINTER BARRIER TAPE CAN CONVEY HIGH VISIBILITY MESSAGES TO PROSPECTIVE CUSTOMERS

Among barrier tapes, printed barrier tape is the rule. Barrier tapes are typically there to tell people not to enter restricted areas. And it helps if the tape clearly specifies the reason for this prohibition, such as 'Police Line'.

Barrier tapes mark out areas where certain kinds of activities, such as a crime scene investigation or firefighting, are going on. If people enter these areas in an unrestricted fashion they can hinder these activities. So printed barrier tapes are erected indicating the restriction and the reason for it.

Barrier tapes, however, are used not only by police and fire departments but also by business organizations.

Businesses and Printed Barrier Tapes

Barrier tape is an excellent publicity media because of a number of factors. Firstly, the tapes are put up in public places, and are seen by large numbers of people. Secondly, they are highly visible to ensure that they do not go unnoticed by the public. Finally, they are wide tapes that can accommodate larger message displays.

All these make them attractive to publicity seeking businesses. If the barrier tape is erected at worksites, there is the additional advantage that the business can also demonstrate that it is executing (major) projects. This tends to enhance the credibility of the promotional message.

Businesses have begun to use printed barrier tapes at outdoor events and publicity campaigns that they organize. Quality printed company logos, names, contact details, and sales promotional messages, are featured on the wide and long barrier tapes. The tapes themselves are attention catching with their bright colors and arresting patterns.

Printed Barrier Tape for Business Promotion

Select a barrier tape that stands out among its surroundings. Put it up in a highly visible manner, say, facing the traffic. Use high quality printing to display your company logo, name, contact details, and a strong product promotional message. Use text colors that contrast with the background color, and design the layout for instant comprehension of the message.

You now have a wonderful brand building media. People will come to associate the logo with the name, and the product with both the logo and your company name. And the heavy traffic will ensure that many people become aware of you and your product. And the quality of the message and its presentation will also come to be associated with you.

That is brand building.

And the product promotional message, if it is strong and convincing, will percolate down into the viewers' consciousness.

Printed Barrier Tapes

Barrier tapes are typically made from strong materials like vinyl, polyethylene and woven cotton or woven plastic. They usually range in width from 50 to 150 mm. You can buy them in standard length rolls or you can specify a custom length for each roll.

Eye catching colors like alternating red and white, or yellow and black, are typical. So are strong single colors like yellow and white. The colors chosen must stand out in the surroundings where the tape is put up.

The barrier tapes can come as shrink-wrapped rolls or in special dispensers. A standard number of rolls will be packed in each carton.

Conclusion

The printed barrier tape is an excellent medium for business publicity. They are put up at public places, employ eye-catching colors and patterns, and if put up at worksites, add credibility to your promotional message (indicating that you are doing what you claim to be doing).