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Custom Communications

# ARLON



**QUALITY VINYL  
GRAPHIC FILMS**

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**MADE IN THE U.S.A.**

**I**n the world of manufacturing, accepted wisdom would have us believe that bigger is always better. Bigger production capabilities generally mean lower cost goods. However, big corporate manufacturers with multiple facilities can easily lose focus on quality, often moving operations abroad, and sadly, also losing their connection with customers.



Not so with Arlon Graphics, LLC, a manufacturer of quality vinyl graphic films that has grown over the years, but has also kept all its manufacturing in the U.S., and unlike some corporate giants, has never lost sight of its twin goals of offering high-quality competitively priced products and meeting the needs of the people who use their products.

Calif. where it continued to thrive. Soon Arlon films were being used for other applications including cut-vinyl applications and backlit signage. Despite its growth, the company has always prided itself in its ability to offer more personalized customer service than larger companies—a policy it continues to this day.

## **New Markets, International Growth, Flexibility**

The vinyl films market has grown considerably over the years—especially after large-format outdoor inkjet printing came into its own—and Arlon has grown with it, researching and developing new products, and adding production capacity along the way. Soon—thanks to industry knowhow and efficient manufacturing processes—the firm's Graphics Division was offering a full line of printable films developed for a wide range of applications. Today Arlon owes about 60% of its overall sales to digital films.

As it explored this new market Arlon also began to develop a strong international presence, targeting small and medium-sized sign shops throughout the world. Using a global network of distributors,

## **It Started with Pinstripes**

Back in 1958 Jim Welsh started Arlon, Inc. in his garage in Long Beach, Calif., where he provided pinstriping tapes to the automotive industry. At the time, using vinyl tape instead of paint to create pinstripes was a truly innovative idea. But the production process remained relatively slow and cumbersome until the company brought in an adhesive coater, and later began casting its own films.

Even as the company grew, its core competency has remained in casting vinyl films and compounding adhesives; and in 1979 the business was moved to Santa Ana,



the company is able to seamlessly supply and locally service shops in more than 50 countries. Although North America, is still its largest market, the international distribution network provides the flexibility to enter new countries when opportunities arise. The network also allows Arlon to focus on what it does best—make the highest-quality products possible.

In pursuing international markets Arlon has managed to achieve an interesting market balance—50 percent of its products are sold inside the U.S. and 50 percent are exported—an unusual position for a U.S. manufacturer. All the while, the company continues to strive to improve and expand its manufacturing operations.

Over the past few years, in an effort to add value to its products and increase competitiveness, Arlon has adopted lean manufacturing systems designed to improve quality, eliminate waste and lower

production costs. As a result, manufacturing processes and efficiencies have improved dramatically, enhancing the company's working capital, improving inventory turns, lowering scrap levels, and tightening a host of production systems.

Despite focusing on manufacturing improvements, customers still know that Arlon is a

company that remains flexible enough to meet their needs and provide individualized service. This flexibility is due mainly to a professional management team that is able to adapt and quickly respond to market changes.

### **A Range of High Quality Products**

Arlon knows that sign shops tackle a huge range of projects. As a result, the company has crafted a catalog of products that meets a wide range of needs. Arlon offers a complete line of films for both print and cut graphic applications. The print line includes a full selection of cast and calendered

printable films, wrapping films, window films, overlaminates, banner materials, flexible substrates and more. The company also offers a large range of colored cut graphic films, featuring cast and calendered opaque and translucent films, as well as specialty and reflective film products.

Their line of flexible substrates include eradicables, white flexface, protective coatings, heat transfer products and masking film; as well as light management products including diffusers, blockout films and dual-color films.

From high-end, long-term digital prints to demanding wrap applications, backlits, temporary graphics and awnings, Arlon has the right product for the job. Also, Arlon's competitively priced products are backed by a solid warranty and by technical support.





Arlon's cast formulation is the most pliable and conformable on the market, and its adhesive formulas are tackier than others, which makes for higher quality, more durable installs. This kind of quality positions the company as a leader in the vehicle and bus wrap markets.

Arlon's DPF 6000XRP vinyl film, for example, with X-scape Technology, is a repositionable permanent cast film that stays down, even with difficult compound-curve applications. Other films may install faster but they can also lift off or crack due to lesser-grade adhesives.

## Customer Satisfaction

Arlon's commitment to quality includes its adherence to ISO 9001 quality certification requirements, which includes an ISO survey of customer satisfaction along with other ISO production system and quality testing procedures. It all boils down to maintaining the highest quality product that truly meets the needs of customers.

When you're making printable films, part of that process involves making sure customers have access to the most current ICC profiles. That means constant profiling of new media, new equipment and new software so that sign shops can cut cycle time and quickly match media to their equipment and application requirements.

Off the Wall Signs, a Las Vegas based grand-format graphics provider and a customer of Arlon's, has this to say: "We have been extremely happy with Arlon's products," says Paige Zeigler, the shop's business development manager. "The products quality and printability has been consistent and the color quality is excellent."

"We worked with one of their engineers who made sure that we had the right profile to get the right quality of print. I've never been as happy with any manufacturer as I am with Arlon," Seigler concludes. "The responsiveness we've received to any questions we've had about their products has been above and beyond amazing."

## Part of the FLEXcon Family

Arlon continues to adapt and grow, and in the latest organizational development, the firm came under the ownership of FLEXcon, a manufacturer of pressure-sensitive window films and adhesives that acquired the Graphics Division of Arlon, Inc. in 2011.

Being a part of the FLEXcon family has been a huge success story for the firm, now known as Arlon Graphics, LLC. It has allowed

the company to continue to grow, increase its market share, and continue to offer customers exactly what they need in day to day operations. In addition, it enables Arlon to make long-term plans such as investing in facilities, upgrading capacity, adding new equipment and enhancing handling capabilities.

In short the partnership has opened opportunities to develop products and continue to offer customers top-notch service. In the coming year customers will see faster turnaround times on orders, and even more flexibility in product development.

While offering only the best to its customers, Arlon has not forgotten its roots. Customers will continue to benefit from its commitment to quality, its knowledge and its fifty plus years of experience.

TO LEARN MORE ABOUT ARLON'S PRODUCT LINE PLEASE VISIT [WWW.ARLON.COM](http://WWW.ARLON.COM)