



080 Board Signs

Sales Education

Sales Cheat – how and when to sell it

When a customer needs a lightweight display board for temporary signage or short-term promotional work, that's usually where 080 board signs become the right option. They tend to come up in point-of-sale, exhibition graphics and internal displays where ease of handling and quick production are important.

The board material provides a smooth printable surface while remaining lightweight and easy to cut. In practice, this makes it suitable for temporary campaigns or displays where graphics need to be produced and installed quickly without adding unnecessary weight.

Because it's straightforward to mount or position, 080 board works well in environments where layouts change regularly or where signage only needs to remain in place for a limited time. This helps keep installations simple and manageable.

This is the product to recommend when the requirement is for practical, short-term display signage that remains easy to handle and cost-efficient to produce. It reduces the risk of over-specifying heavier materials while still delivering a clean and effective presentation.

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Common objections and calm responses

“Is it suitable for outdoor use?”

It's generally intended for indoor or short-term sheltered applications where conditions are more controlled.

“Will it be rigid enough?”

It's designed for lightweight display use, particularly where portability and ease of handling are priorities.

“Can it be cut into custom shapes?”

Yes, it's commonly used for custom display panels and temporary promotional graphics.

“Will it look professional enough?”

The smooth print surface helps maintain a clean and consistent appearance for short-term display work.

“Is it easy to install?”

Yes, one of the advantages is that it remains lightweight and straightforward to mount or position.

“They're comparing it to Foamex or Foamcore.”

Those materials offer greater rigidity for longer-term use, while 080 board focuses on lightweight, short-term display applications.