

Perception Launches New Brand Identity

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Perception Wide Format Media has officially launched its brand to the printing and wide format media marketplace. Perception is a premium wide format canvas and fabric manufacturer that uses American-made materials some of which contain 100% post-consumer recycled water bottles.

The company produces high quality coated wall and mural fabrics and wide format canvases, featuring a wide array of products including PhotoFAB ECO; PhotoFAB ECO HD; PhotoFAB Ultra-PSA backed; Perception Satin, Gloss and Pearl; PhotoFAB HD and PhotoFAB Ultralite-PSA backed.

"The iris symbolizes our keen focus on the things that make a difference, that is, our customers, the products and the environment," said Jim Tufts, Business Unit Manager, Perception Wide Format Media. "The color choice in our new logo was driven by our commitment and dedication to American-made products. Our new tagline also underscores that point," Tufts said.

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