

X-FACTOR

The X-Factor is the phenomenon that is a result of tension at four corners of an Xpressions skin. The X-Factor is greatest at the outer most corners of the skin (A) and is least apparent at the center of the skin (B). Images closest to the edge of a skin are exposed to more tension, resulting in some image and color distortion. 3" to 5" (D) from all sides is the Focus Area (C) of any Xpression skin at any size. Outside the focus area is the greatest amount of distortion, button holes and sew lines.

When working with tension fabrics all images are exposed to some amount of distortion, this is to be considered part of the Xpressions look, and not a flaw. When working with images, like a logo, keep in mind that centering the image exposes it to the least amount of X-Factor (B). Additionally, areas of fabric that are closest to button holes are exposed to the greatest amount of tension. Since fibers, of any fabric, under tension are separated from each other on a micro level, tone and color modulating will occur. These characteristics are considered a natural attribute to the Xpressions line. The unique characteristics of the X-Factor only enhance the creative appeal and energy of the Xpressions design. The audience is invited to explore the depth, movement and excitement not found on more static systems. The initial interest is fueled by the viewers imagination, similar to Jazz music where often the best notes are the ones we hear but are not played.

The FOCUS AREA (C) is the image area that is 3" to 5" (D) from all four sides of a skin. The entire surface of the skin will accept the image, however, the FOCUS AREA is free from sew lines and button holes. The FOCUS AREA is also the area where the X-Factor is least apparent. This makes the Focus Area suitable for text, logos or any other object that would not benefit from the distortion that increases toward the edge of a skin. Keep in mind that the X-Factor is one of the characteristics that makes Xpressions the exciting product it has become.

