

# Banners

## Instructions for Banner Installation and Maintenance

**EXPECTATIONS:** "It has been said that an outdoor banner is a sail without a ship. Be realistic in your expectations. While a banner is an excellent promotional sign, it is not a substitute for a permanent sign."

Since banners may be subject to extreme environmental conditions, we cannot be responsible for damage that might be done to the banner (or caused by the banner) while in use. The Banner durability is directly relative to the Heat / Cold Conditions, facing to the direct sunlight, and the manner that it is anchored. The Banner can not therefore be guaranteed to last a determined amount of time. We cannot be responsible for banner installations.

Nothing can add more impact to a promotion than an attractive banner and nothing can be less effective than a poorly displayed one. All banners are made with a durable nylon-reinforced vinyl that should last a long time when properly installed. To prevent tearing and ensure long life, follow the guidelines below.

### INSTALLATION

Banners are generally installed using one of three methods: stringing between two poles, directly mounting to a flat surface, or a combination of both.

#### STRINGING BETWEEN TWO POLES

When installing a banner between two poles, the main objective is to prevent an undue amount of stress on any one grommet hole. **The best way to accomplish this is to hang the banner using bungee cords.** Bungee cords will stretch with the banner allowing the wind to pass around the sides of the banner. Bungee cords also make the installation of your banner easier.

If you must use rope to hang your banner, follow these rules.

1. Determine how much rope is needed to tie off the banner. Be sure to give yourself a little extra length. If necessary, it can be trimmed later.
2. Weave the rope through the grommet holes from left to right (see diagram on reverse side). Do this for both the top and bottom of the banner.
3. Tie the top corners straight out and tight from the sides. Be sure the banner is centered and level before tying off the right side.
4. Tie the bottom corners at about a 15 degree angle down from the bottom edge of the banner leaving a slight amount of play in the rope. This will allow the air to escape out of the bottom of the banner.

**NOTE:** If the banner will be hung where it will be exposed to high winds (i.e. between two street poles), wind slits must be cut into the banner to allow air to pass through the banner. A typical wind slit is a "smiley face" half circle, about 2" to 3" in diameter. They should be spaced about 12" to 18" apart. See the diagram on the reverse side for an example. Be sure not to cut slits through your graphics.

#### WALL INSTALLATION ("SCREW AND WASHER" METHOD)

If the banner is to be installed directly onto a wall, install it by driving screws through the grommet holes and into the wall.

1. Determine where you want the banner to be positioned.
2. Secure the top-left corner of the banner first.
3. Continue securing the banner across the top at each grommet hole, from left to right, making sure the banner is level.
4. Secure the bottom grommets from left to right.

**CAUTION:** When installing a banner directly onto a building, be careful because screws will leave permanent holes in the wall. Some surfaces may also require special fasteners to prevent the screws from pulling out. Before drilling, be sure to obtain landlord or property owner approval. If you have any doubts about installing a banner directly to a wall, refer the installation to a professional sign installer.

#### CITY ORDINANCES AND LANDLORD RESTRICTIONS

Before installing a banner, investigate local sign ordinances, and ask your landlord if any restrictions apply to displaying banners. If necessary, apply for permits at the city code enforcement department. We are not responsible for ensuring that your banner complies with city sign ordinances.

#### STORAGE AND MAINTENANCE

Banners should always be stored rolled up, with the lettering and graphics to the outside. A banner should never be folded, as doing so may cause vinyl graphics to pull away from the banner.

If your banner becomes dirty, it can be cleaned with a soap and water mixture. Do not use any cleaning product that contains ammonia.

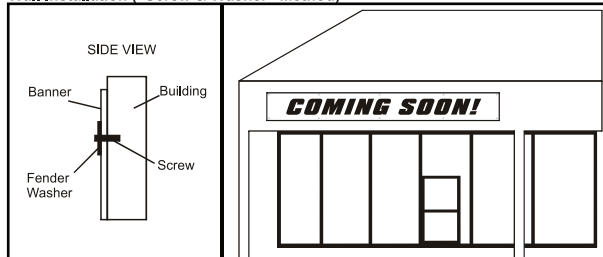
Bungee Cord Method (Preferred)



Rope Installation ("Shoestring" Method)



Wall Installation ("Screw & Washer" Method)



Between Poles ("Shoestring" with Wind Slits)



# Vinyl Banners Care & Durability

***The materials and components that we use are at or above all industry quality standards. We are very proud of our products and feel that we are offering you the best that the industry has to offer. Our pricing appears low because we do not factor in replacement costs for guaranteed performances. Therefore the cost of the product is simply the most competitive direct price for the best possible product.***

***Please follow the care and assembly recommendations and you will be happy with the performance of our product.***

## 1. Effective cleaning

It is a well known fact that the vinyl banners are highly durable stuff. The high quality vinyl banners, used in outdoor campaigns can last as long as one year without any damage. However, the outdoor conditions will make the vinyl banner loose its glory even just after a couple of days. Hence effective cleaning is essential to bring back the vinyl banner to life. The material (vinyl) used in these banners is washable and hence cleaning a vinyl banner is very simple. All you have to do is to wipe the vinyl banner with a soft cloth soaked in water. For effective cleaning, some mild detergent or soap can be used in the water used for cleaning. There is a misconception among people that the mild detergent will fade the printing. The high quality printing used in the vinyl banners is resistant to the effect of the mild detergents (Note: Harsh detergents can damage the vinyl banners).

## 2. Proper Storage

As already said, the vinyl banners have high durability and hence they are widely used in promotional campaigns with a long time period. Hence proper storage of these vinyl banners is necessary for future use of the same. When it comes to storage of the vinyl banners, the most important aspect to be noted is not to fold them. Folding the vinyl banners will make the vinyl banners to have permanent creases. It's always good to roll the vinyl banner instead of folding them. While rolling the vinyl banners, you must make sure that the printings are faced outside. Another important thing to be noted while storing the vinyl banners is not to store them in very dark places. Storing the vinyl banners in very dark places will make the banners loose their shiny appearance.

## 3. Removing Creases from the Banner Sign

When reusing the banner, you will find some creases in them due to the storage conditions. Removing the creases from the vinyl banners is very simple. The equipments you need for removing the creases are a clothing iron and a wet cotton cloth. Just place the vinyl banner in a flat surface, and place the wet cotton cloth over it. Once this is done, iron the wet cotton cloth placed over the banner. The steam produced during this process will eliminate the creases in the banner. Proper care should be taken that the cloth iron doesn't make any direct contact with the banner which will result in permanent damage of the same.

All these three tips will make vinyl banner care much easier than ever before.