

IMPORTANT - READ CAREFULLY HOW TO USE AND CARE FOR YOUR NEW BANNER

Banners hanging outside, exposed to the elements, are subject to great wind stress, extreme temperature changes, and sun exposure that can reduce the expected life of the banner. That is why it is very important to hang and maintain a banner properly to assure the longest banner life possible.

A lot of problems with banners come from poor installation. Customers need to remember that some wind gusts can reach 60 or more miles per hour and unless a banner is properly installed it will suffer from wind stress.

Installation

- Tie banner as tightly as possible. Use strong ropes, bungees, snap hooks, cables, etc.
- Distribute the weight.
- Attach and pull in the ropes horizontally, not diagonally (see diagrams below).
- Keep tension in all 4 corners with whatever you use to tie your banner. If a rope becomes slack, go back and tighten it. Excess flapping of a banner results in tears, cracking, and delamination.

Caution

- Do not mount banners over streets or walkways without consulting with the local zoning authorities for any permits needed.
- All outdoor banners should be taken down during extreme weather conditions (high winds, driving snowstorms, torrential rain) and reinstalled after the severe weather has passed.
- For outdoor applications, make sure that you tie the banner to a support that can stand the load, as wind can exert great pull on the ropes. Pull ropes taut to keep the banner from sagging too much, but not so tight that it will damage the banner. Some sagging is inevitable. Do not mount banners by just tying off the corners using loose ropes attached through the grommet holes. Grommets will not stand up to the force exerted by the wind.
- For across the street banners, the best installation method is to attach banners to taut guy wires attached to proper support (see diagram above).
- Try to mount your banners in the shade to prevent fading of the vinyl colors and cracking of the banner material.

NOTE: The customer is responsible for determining the best method of hanging the banners, and for obtaining any permits or approvals required.

Maintenance

Clean your banner with soapy water or mild household cleaners (except for paper banners). Avoid harsh solvents and heavy-duty cleaners, which may actually eat through vinyl.

- **Storage**

Banners should be clean and completely dry prior to storage. Never fold a vinyl banner for storage. Instead, roll it with the letters facing out, especially if it is going to be in storage for an extended period of time. Store your banners in a cool, dry place. Vinyl banners can last a very long time if properly cared for.

