

BANNER CARE

Thank you for your purchase. Banners are among the most reasonable promotional values available. Although durable, follow these suggestions to extend the life of and receive the most from your new advertising medium:

Installation: Banner should be tied taut but not stretched. Securely tie banner with a slight sag to allow it to absorb wind load. When installing banner between two structures, make sure the structures can handle anticipated wind loads. Long banners may need to be hung from a cable between two structures.

Cleaning: Regular cleaning keeps your banner in good condition and extends its life. Avoid any harsh chemicals or solvents that could damage lettering or banner material. Use a mild detergent dissolved with water only. Rinse.

Storage: Banners should be rolled up for storage. Do not wind tightly. Instead, roll the banner with the graphics or lettering facing out around a tube, preferably 4" in diameter. Before rolling, place a sheet of paper over the face to prevent vinyl adhesive from sticking to other portions of the banner.

Expectations: Be reasonable and realistic. Promotional advertising such as banners are not a substitute for permanent signage.