

# Banner Care

**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.*

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 Banner 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.

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

### Step 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.

### Step 2

Weave the rope through the grommet holes from left to right (*see diagram below*) entering and exiting from the backside of the banner. Do this for both the top and bottom of the banner.

### Step 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.

### Step 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. Be sure not to cut slits through your graphics or text.

## 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:**

### Step 1

Determine where you want the banner to be positioned.

### Step 2

Secure the top-left corner of the banner first.

### Step 3

Continue securing the banner across the top at each grommet hole, from left to right, making sure the banner is level.

### Step 4

Secure the bottom grommets from left to right.

**CAUTION:** 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.

## 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.

## Storage and Maintenance

- Banners should always be stored rolled up, with the lettering and graphics to the outside. Wrap in a bag or sheet, or store in box. **\*\*If you need a storage box, please ask us.**
- 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.
- If you use masking tape or duct tape to hang the banner temporarily, be sure to remove tape before storing banner to avoid tape residue on the banner.
- Do not expose to extreme hot or cold temperatures.

## Banner Rope Weaving

