

## Banners

Banners are a great tool whether you are a business that's been around for 25 years or a local seller at a farmer's market. There's just so much you can do with banners, and there are so many fabrics and thicknesses that I consider it to be one of the most versatile marketing tool for the dollar that you can buy.



There are three major types of banners, flat (for mounting on walls), tradeshow (usually mounted to a stand) and tabletop throws. The Visual Edge Signs & Design, Inc. specializes in all three types. In this article we'll discuss flat banners because they are the most common. Usually a business puts out a banner to announce a special or some type of promotion. People ask me all the time what a "standard banner" size is. While it depends on the area you have to display your piece as well as the distance you want it to be seen from; some commonly used sizes are 2' x 4', 3' x 8' and 4' x 10'. These banners can be used indoors and out and if

you take care of them right, they can be used for years. Here are some tips to help your flat banners last as long as possible. The best way to display a banner is installing it to the surface of the storefront. A ladder, a hammer drill, measuring tape and enough concrete anchors to secure each grommet to the wall is all you really need. The reason this method is so effective to help your banner last is because wind damages banners if they aren't properly mounted. The wall acts as a barrier against wind damage. If mounted tightly to the wall you will eliminate sags and areas where the banner can fail. Sags act as a sail which can rip out the grommets when a gust of wind comes along, which can also causes the banner to flap around and curl up, hiding the message and generally looking unsightly. Improper mounting is the number one mistake I see people make when they purchase a banner. Wind slits (or semicircles cut into the material can alleviate the stress a banner will be put through in a wind storm. I would recommend wind slits be used on all banners larger than a 3' x 8' that are hung outside for an extended period of time. If you hang your banner on a chain link fence the best option is zip ties because they can be fastened tightly and are easy to cut once you want to remove the banner.

The most common type of banner material to use for flat banners is our 13 oz. scrim material which comes in a glossy or matte finish. We also can print on 15 oz. or 18 oz. on request which lends more stability to the product but also weighs a little more. We can work with your ideas and your files to create a banner that catches attention, attracts sales or calls attention to whatever message you have to share. Visit our site at [www.thevisualedesigns.com](http://www.thevisualedesigns.com) and see what we can do for you today!