



# the ExPro EXPERIENCE

02/16/2022

## RAISE YOUR BANNER

*One of the best ways to promote your business or event is through banners!*



### Vinyl Banners

Be it one for your store or scores to run up light poles, banners command attention wherever they go. By far the most stunning and economical are printed vinyl banners. Hi-res photos and vector graphics will have printed vinyl banners looking sharp. The versatility of printed designs allows for detail and gradients when printing.

They do not have to be outside and up a pole! Other mounting styles include grommets for mounting directly to walls. Vinyl is easy to clean and will not stain or tear like poster board and paper. It is the perfect display material for on-the-go promotions like conventions and shows. With custom stands a vinyl print could make for an excellent display piece at any event.

### Fabric Banners

Best for less complex designs, fabric banners can be just as bold! The most common types are either made by stitching together different color fabrics or by screen printing onto colored fabric. They do need to be washed more thoroughly unlike vinyl banners. They also are more expensive than vinyl. However, the elegance of their appearance may be well worth it!



## What Do You Need?

If you want to get started with your next banner project, you will need the following to present to your vendor: banner artwork, order quantity, and time frame. Depending on who you buy from, mounting hardware and installation could also be an option! We can provide this and more here at Exterior Products. We invite you to contact us for a quote if interested! [sales@exteriorproducts.net](mailto:sales@exteriorproducts.net)



All photos © Exterior Products 2022

## NOT JUST FOR SELF-PROMO!

Seasonal or year-round, banners can be used to add decorative accents to avenues and shopping centers. If a rectangular banner is not your style, maybe try for the triangular look. With double banners, you can coordinate a continuous design or have a different design on each one. They don't have to be purely for aesthetics either. Informative banners like those noting curbside pickup can be a more economical solution than a traditional sign.

