

FLAGS  
UNLIMITED



Canada's Signage Solutions  
Since 1966

## CASE STUDY

### The Blue Mountain Village Association



The Blue Mountain Village Association (BMVA) first contacted Flags Unlimited in 2008. The village was interested in installing a few street banners and started looking at local companies who could help create a winning solution for them. They decided to go with Flags Unlimited, and the two have partnered closely for over a decade.

#### **BMVA's Challenge**

At times, the BMVA's requirements included all new materials, and at other times, they included new printed materials to be incorporated with existing hardware.

Over time, BMVA's requirements have changed with updated hardware and banner advancements. They need to be able to depend on a supplier that is familiar with changing trends and new materials.

## Flags Unlimited's Solution

For this first project, Flags Unlimited recommended fabric banners printed on Duraknit III® polyester for the BMVA. The banners were designed and sized to fit the existing banner arm hardware that the BMVA had in place. The finishing included top and bottom sleeves, grommets, foam batten and D-rings to secure the custom banners.

Over time, as requirements changed, the BMVA wanted to move to a double-sided banner. Flags Unlimited worked to find the right materials for the application. In the end, 22oz. vinyl was selected because it would accommodate the double-sided printing.

Flags Unlimited also recommended the Adjustable Banner Bracket, a two-armed banner hardware system. The Adjustable Banner Bracket allowed the BMVA to display the heavier vinyl with ease. This solution was designed to withstand the extreme wind and weather conditions in the area.

## Results

The BMVA received lots of positive feedback from visitors and management as they made the switch over to the vinyl street banners from Flags Unlimited. Not only were the new street banners esthetically pleasing, they were also designed to withstand the many seasonal and environmental conditions in the area.

The BMVA's transition to a vinyl banner solution proved to be a success. This double-sided, vinyl banner gave maximum impact and allowed the BMVA to convey a crisp message throughout the community.



**Contact Flags Unlimited today to get in touch with a dedicated account representative.**



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