

**FLAGS
UNLIMITED**



Canada's Signage Solutions
Since 1966



CASE STUDY BLT Construction Services



Turning a Standard Jobsite into a Branded, Safer, High-Impact Environment

BLT's Challenge

Like most construction companies, BLT Construction Services relied on standard black mesh to enclose their jobsites. It did the job, but just barely.

It lacked durability. It offered no visual value. And more importantly, it was a missed opportunity for brand exposure. BLT saw their jobsite not just as a work zone, but as a highly visible touchpoint within the community. Surrounded by foot traffic, nearby businesses, and future stakeholders, the site had the potential to communicate something more.

They needed a solution that could:

- Still maintain safety and airflow requirements
- Withstand outdoor conditions over time
- Elevate the look of the construction site
- Showcase what the project would become
- Be easy for their team to install and manage

In short, they wanted to turn a functional necessity into a strategic advantage.

Flags Unlimited's Solution

Flags Unlimited partnered with BLT to rethink what their jobsite fencing would do.

We recommended our printed mesh fabric, designed specifically for environments where durability and airflow are critical. Unlike solid materials, the mesh allows wind to pass through, reducing strain on temporary fencing and improving overall site safety.

From there, we focused on impact.

Using full-colour printing, BLT was able to transform their fencing into a large-scale visual display. High-quality renderings of the finished project were applied directly to the mesh, creating a clear, compelling picture of what was coming.

Each banner was finished with reinforced webbing and evenly spaced grommets, allowing BLT's team to install and remove them quickly using simple zip ties. No specialized tools. No complicated process.

Installation and Maintenance

The system was designed with real-world use in mind.

Banners could be installed in minutes, removed just as easily, and replaced as project phases evolved. This flexibility gave BLT the ability to keep messaging current without adding complexity to their operations.

The Result

What was once a standard perimeter became one of the most visible and valuable assets on site.

The mesh banners:

- Created a cleaner, more professional jobsite presence
- Generated public interest around the project
- Clearly communicated what was being built
- Increased brand visibility in a high-traffic area
- Provided a point of contact and reassurance to the surrounding community

Instead of blending in, BLT's site stood out.

And in an industry where trust, perception, and visibility matter, that difference is meaningful.

A Stronger Way to Show Up On-Site

This project reflects what's possible when function and branding work together.

For BLT Construction Services, the investment went beyond fencing. It became a way to communicate quality, build trust, and create excitement before the project was even complete.

At Flags Unlimited, that's how we approach every partnership. Practical solutions, thoughtfully executed, that help our clients show up better in the spaces that matter most.



Get in touch today. Send us an email at ContactUs@flagsunlimited.com to chat about your next project.



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