

FEATURES	BENEFITS
<b>Kalamazoo Banner Works</b>	
<b>Types</b>	
Outdoor or indoor	<ul style="list-style-type: none"> <li>• Greet visitors, celebrate special occasions, promote cultural or sporting events, share community spirit and pride and spread seasonal and holiday cheer</li> <li>• Aid in aesthetic development and/or improvement of downtown or other areas</li> <li>• Introduce color and a sense of excitement to an area</li> <li>• Unify the appearance of a street, shopping center, or other district</li> </ul>
Marine Acrylic Digitally Printed Banners	<ul style="list-style-type: none"> <li>• Bold graphics on colored marine acrylic fabric background</li> <li>• Very durable and “rich” looking</li> </ul>
Digitally Printed Vinyl Banners	<ul style="list-style-type: none"> <li>• Photographic look</li> <li>• Ability to print on a wide variety of vinyl materials</li> <li>• Durable</li> </ul>
Ready-To-Print Street Banners (with or without imprint)	<ul style="list-style-type: none"> <li>• Choose from a selection of hundreds of seasonal banner designs</li> <li>• Spring/Summer and Fall/Holiday/Winter brochures mailed each year</li> <li>• New designs added every year</li> </ul>
Custom Digital Banners	<ul style="list-style-type: none"> <li>• Lets you express your special message your way</li> <li>• Free in-house graphics department to assist you with your design</li> </ul>
Sponsor	<ul style="list-style-type: none"> <li>• Helps defray costs of banner program</li> <li>• Showcases Community support &amp; involvement</li> <li>• Allows dates to be changed</li> </ul>
Single or Sets	<ul style="list-style-type: none"> <li>• One or two banners per pole</li> <li>• Sets printed different design on front and back</li> </ul>
<b>Sizes</b>	
Standard 30”x 94”/30”x 60”/18”x 36”	<ul style="list-style-type: none"> <li>• Wide variety from which to select</li> </ul>
Customized Any size up to 60”x 120”	<ul style="list-style-type: none"> <li>• Print areas up to 58” x 120”</li> </ul>
<b>Fabric - Screen Print</b>	
Marine Acrylic Fabric (Sunbrella®)	<ul style="list-style-type: none"> <li>• 100% solution dyed marine acrylic</li> <li>• The same fabric used as covers on yachts and awnings/canopies</li> <li>• Weather resistant</li> <li>• Solution dyed to give excellent fade and weather resistance</li> <li>• Wide variety of fabric color options</li> <li>• Manufacture offers 5 year warranty against loss of color or strength from normal exposure conditions, including sunlight, mildew, rot and atmospheric chemicals</li> </ul>
Mainstreet™ Fabric and Avenue™ Fabric	<ul style="list-style-type: none"> <li>• Acrylic coated 100% woven polyester</li> <li>• Acrylic coating helps keep fabric clean</li> <li>• Water resistant and repellent</li> <li>• Ultraviolet and mildew resistant</li> <li>• Flame retardant</li> <li>• Strong durable fabric</li> </ul>
Blockout vinyl liner for lighter colored fabrics	<ul style="list-style-type: none"> <li>• Eliminates “shadowing” on selective colors (a sunlight created shadow that shows one side of the banner through the other side)</li> <li>• Thin layer of gray vinyl between the fabric panels</li> </ul>
Colors	<ul style="list-style-type: none"> <li>• Wide variety of colors</li> <li>• Marine Acrylic banners use the fabric color as background color</li> </ul>

FEATURES	BENEFITS
<b>Ink</b>	
UV Resistant/Inhibitor	<ul style="list-style-type: none"> <li>Minimal fading on a year-round installation after 2 years in any climate (10% after year one and a total of 15% after 2 years is normal)</li> </ul>
Opaque and non-bleeding	<ul style="list-style-type: none"> <li>Ink is intense and vibrant</li> </ul>
PMS (Pantone Matching System) or CMYK colors	<ul style="list-style-type: none"> <li>Ability to reference ink colors from a universal color formula guide</li> </ul>
<b>Street Banner Hems</b>	
4" double rolled & double stitched for 30" x 94" and 30" x 60"	<ul style="list-style-type: none"> <li>Provides durability</li> </ul>
3" double rolled & double stitched for 18" x 36"	<ul style="list-style-type: none"> <li>Provides durability</li> </ul>
For inside use - single roll	<ul style="list-style-type: none"> <li>Less bulky hem for indoor use</li> </ul>
Sponsor finish	<ul style="list-style-type: none"> <li>Allow you to use the same banner for yearly events and change the dates or sponsor on the sponsor banner</li> </ul>
<b>Side Seams on Marine Acrylic</b>	<ul style="list-style-type: none"> <li>Strengthens sides of banners to prevent fraying</li> </ul>
<b>Graphics</b>	<ul style="list-style-type: none"> <li>Bold, dynamic, simple graphics are the best approach for high impact easily understood banners with Marine Acrylic</li> <li>Photographic images possible with vinyl media</li> </ul>
In-house graphic design department	<ul style="list-style-type: none"> <li>Free design service</li> <li>Detailed color mockups provided for proofing</li> <li>20 combined years of design experience, specializing in large format graphics</li> <li>Latest state-of-the-art computers and major software</li> </ul>
Ability to provide own art	<ul style="list-style-type: none"> <li>Custom Banner Art Requirements available on line detailing acceptable media, programs, and design specifications</li> </ul>
<b>Miscellaneous</b>	
Grommets	<ul style="list-style-type: none"> <li>Wire ties go through the grommet and through the hardware which anchors the banner tight to the pole</li> <li>#2 Brass grommets</li> </ul>
Wind slits	<ul style="list-style-type: none"> <li>KBW DOES NOT RECOMMEND. WIND SLITS ADD VIBRATION TO POLES</li> <li>Void warranty</li> </ul>
Banner Program Guidebook	<ul style="list-style-type: none"> <li>Assists in helping determine what needs, what to order, how to create a banner program and gives pointers, idea and common sense solutions</li> </ul>
Sample products provided free of charge for 30 days	<ul style="list-style-type: none"> <li>Allows you to determine the size that best meets your needs</li> </ul>
Quick turnaround time (Shipment after receipt of complete purchase order, approved artwork, shipping information and payment if required)	<ul style="list-style-type: none"> <li>2 weeks - RTP (Ready-To-Print) and RTP w/imprint</li> <li>3 weeks - Custom Marine Acrylic digital</li> <li>7 business days - Digital</li> </ul>
Variety of shipping options	<ul style="list-style-type: none"> <li>Offer all major carriers (FedEx, UPS, etc.)</li> <li>Will drop ship to you, your client or even the trade show</li> <li>Blind shipping upon request</li> </ul>

FEATURES	BENEFITS
Warranty	<p>KBW exterior marine acrylic banners - When attached with full top and bottom bracket arms are warranted for two (2) years from date of invoice, against defects in material and workmanship when installed on BannerFlex® brackets and properly maintained. Banners installed on other hardware with full top and bottom bracket arms are warranted for one (1) year. KBW banners installed on hardware that allows banners to “fly” are not warranted.</p>
Warranty	<p>KBW exterior vinyl banners - When attached with full top and bottom bracket arms are warranted for one (1) years from date of invoice, against defects in material and workmanship when installed on BannerFlex® brackets and properly maintained. Banners installed on other hardware with full top and bottom bracket arms are warranted for one (1) year. KBW banners installed on hardware that allows banners to “fly” are not warranted.</p>