



TRANSILWRAP COMPANY, INC.

Technical Tips

from
Transilwrap Company, Inc.

Outdoor Banner Finishing

Reducing wind load is always a concern when your specs call for the use of outdoor banners. Proper planning, as well as accurately calculating the scope of wind exposure, can help alleviate poor banner performance.

First, you must determine wind direction. (Obviously, the stress placed on the banner is much less if the wind is not blowing head-on into the material.) Second, you must figure the area exposed to the wind. Let's assume a size of 96" x 48", for a total surface area of 32 square feet. Cutting holes in the banner may seem the way to go, but in reality, the wind and its effects will stress the banner material most along its edges. (Who wants to see a banner full of holes anyway? It defaces the material and the message!)

Strengthening the banner at pressure points will help eliminate wind load damage; this can easily be done by double-seaming the outside edges. In addition, it pays to choose a heavier weight material. Transilwrap's scrim-reinforced 10-ounce Dakota and 14-ounce Yukon are good, printable materials, but won't handle heavy wind exposure. A better choice would be the mesh-reinforced 13-ounce Sierra vinyl, with two-sided printability and extra durability for limited outdoor use, where exposure to the elements is a concern.

Also, employing more grommets and utilizing more connection points will help relieve material stress.

Choose your banner material wisely, based upon your needs and anticipated use. The available inventory in today's marketplace — from vinyl reinforced, laminated and coated materials, to pressure sensitive vinyls, to extra wide rolls — offers a multitude of options for today's sign and banner messaging.