



Have You Been Lulled Into A False Sense Of Security? Do You Know How Much Money You're Losing Due To Bad Purchasing Decisions?



A must read!

9 Mistakes To Avoid When Choosing A Bannerstand

If You Buy Display Systems, Or Large Format Graphics, Then This Bulletin Will Be One Of The Most Important You'll Ever Receive.

1. The most common mistake is selecting a “Self-Retractable” bannerstand that has a **cheap spring** mechanism inside. After repeated use these springs can uncoil and become unfunctional, leaving your client in a potentially embarrassing situation. Avoid stand failure by using premium systems.
2. Make sure the top attachment for the graphic panel has a **‘positive self clamping’** grip system. Some stands use double-sided tape to attach the panel to the top rail. However this tape can detach from the aluminium, leaving an expensive graphic to self-destruct in front of your client’s eyes.
3. Digitally printed PVC substrates are ‘under fire’ from environmentalists (Simply Google “PVC”) PVC is a ‘toxic’ product to produce and dispose of. Most European and American bannerstands now feature **100% fabric graphics which are recyclable**, have no ‘curl’ on the edges, can be washed, and have no laminate to ‘dull’ the graphic.
4. **Paying too much!** Prices for bannerstands should have dropped due to the higher NZD – they haven’t. You owe it to your clients (and your own company) to source the best value possible.

The Highest Quality Doesn't Have To Be At The Highest Prices



5. Ugly is definitely not cool! Beware of taking a price shortcut by purchasing the cheapest (read the ugliest) bannerstand. Often for just a few dollars more you can provide your clients with a premium eye-catching **“Rolls Royce”** high-end stand, but at “Toyota Corolla” prices.
6. Printers will often strip a large print file down for digital printing. This shortcut saves them time, but the end result is a **low quality print job** that won’t do justice to all your hard work designing it.
7. Paying extra for proofs and setup costs, these items should be **included within every price.**
8. **Make sure you have a fixed price** for large format printing. Pull Up stands have a standard size, therefore the price should be fixed. For varying sizes then get them to quote a fixed square meter (m2) rate.
9. Not buying direct. Purchasing display stands from a manufacturer can produce **considerable savings.**

LAST BUT NOT LEAST - MAKE SURE YOU DEAL WITH A PASSIONATE SALESPERSON!

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