Distributed Locally By:
Installing The Holidays
Phone: 704-936-6979
Holiday Graphics 2010/2011

Events

Promotions

Illustration

Retail

Pole Banners

Holiday Graphics

Light Pole Banners	2
Light Pole Banners & Shapes	3
Holiday Designs	4
Creating a Banner	14
Banner Stands	18
Pole Banner Mounting Hardware	20
Holiday Graphics	22
Image Projection System	28
Banner Enhancers	30
Substrates	32
Art Specifications	33

Holiday Light Pole Banners

Our colorful and unique holiday pole banner designs are a great way to create visual interest and communicate your message with minimal investment! All our stock banner designs can be printed as single or double banners on 13-19 oz matte or glossy vinyl and are backed with our 3 year no-fade warranty.

Our stock banners can be designed to fit any of these custom shapes

Double Rectangle

Rectangle & Companion (12")

Double with Swallow Tail Extension

Double with Diagonal Extension

Double with Spear Extension

Double Triangle

Double Flipped Triangle

Double Tapered Triangle

Candy Cane (Double)

Snowman & Gifts (Double)

Icy Winter Blue

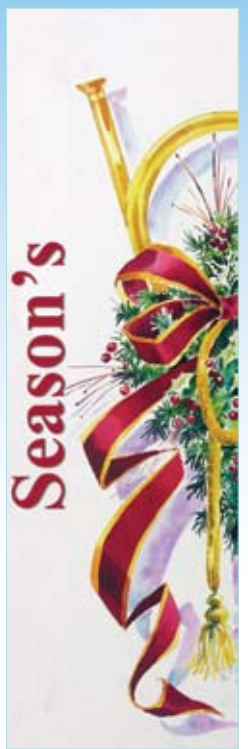
Colorful Ornaments (Double)

Pair of Doves (Double)

Cheerful Stocking

Icy Winter Red

Cheerful Ornaments (Double)



French Horn (Double)

Candy Cane Blizzard

Giant Candy (Double)

Snow Family (Double)

Tis the Season (Double)

Golden Spheres (Double)

Three Wreaths

Pear Wreath (Double)

Holiday Setting (Double)

Gift Tree

Happy Forest

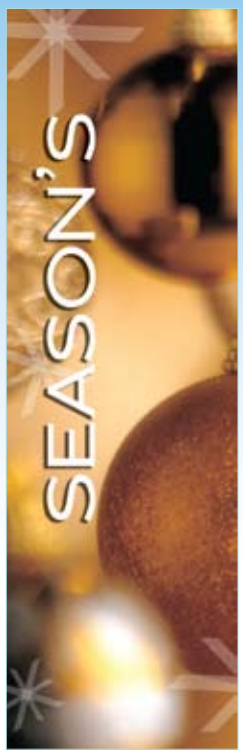
Festive Holly Berries (Double)

Polar Bear & Penguins (Double)

Hannukah Candles

Frosty (Double)

Frosty Forest (Double)



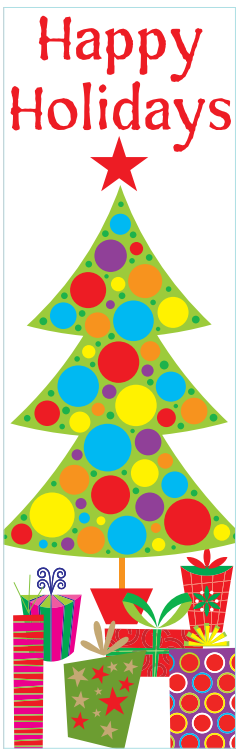
Golden Holidays (Double)

Santa (Double)

Winter Musical

Watercolor Poinsettia (Double)

Snowfall (Double)



Christmas Morning

Tree & Presents

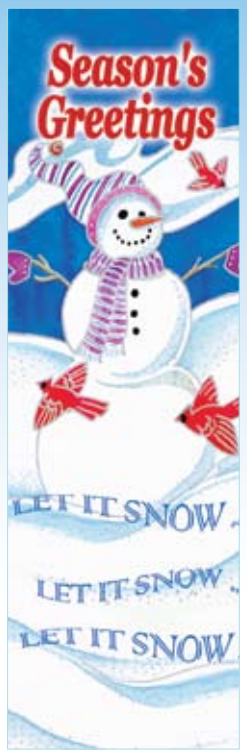
Let It Snow (Double)

Holiday Shopping (Double)

Cardinal & Berries

Gifts Galore (Double)

Festive Ornaments (Double)



Frosty & Friends

Snowman & Stripes

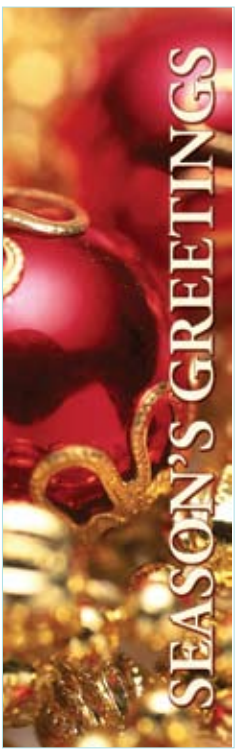
Mr. Snowflake (Double)

Tower Tree

Holly Branches

Holiday Glow

Deck the Halls

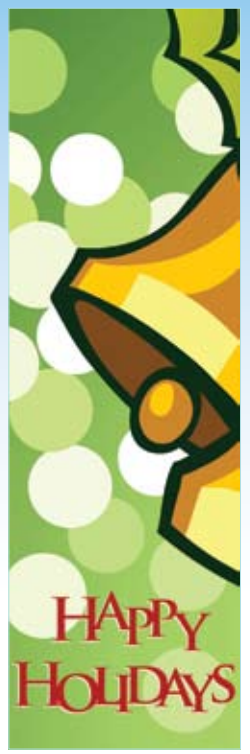


Season's Greetings

Golden Bells

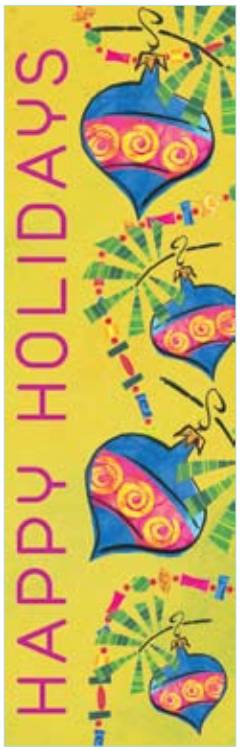
Retro Trees

Star Ornaments (Double)



Holly Bells (Double)

Snowman &Ornaments



Falling Ornaments

Cartoon Santa

Holiday Squares

Snowy Gifts

Holiday Cheer (Double)

Merry Ornaments (Double)

Fantasy Rudolph

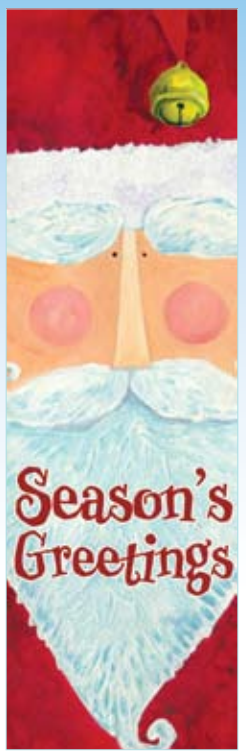
Festive Packages (Double)

Dreamy Rudolph (Double)

Whimsical Tree

Gift Giving

Partridge & Pear



Santa Claus

Santa's Friend

Peppermint

Custom Banner Designs

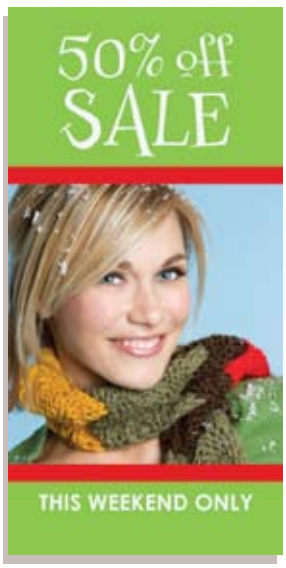
Don't see any designs that fit your needs? We can create a custom light pole banner design for you. Our graphic designers are holiday experts and can design the perfect light pole banner for your shopping center or city street!

Creating a Banner

Designing a banner is simple! The following suggestions will get you started and help you complete a professional looking design for your banner project.

Select the images and messages that best convey your point. Bright and colorful graphics and photographs are guaranteed to attract attention. To ensure the best results, use the highest resolution possible.

Make sure you know what size light pole banner you need. Our most common size is 30" x 96", but we often create banners that are 30" x 60" or 30"x 84". The ratio of the banner makes a big difference in how your image will be cropped.



30" x 60"

30" x 84"

30" x 96"

We have thousands of stock images and illustrations for you to choose

Add Your Message

There may be times when you want your banner to be completely filled by the image. If so, choose an image that has some open space to allow for the placement of text. This way the image doesn't interfere with the legibility of your message.

Images with a lot of detail may interfere with the legibility of your text. If your image is busy or has several colors, then it is a good idea to place the text in separate fields. This will ensure that your message is legible.

30" x 96"

30" x 96"

If your image is busy, place the text in a separate field for increased readability

Colors and Fonts

Different color combinations and font styles can create a different look and feel within the same design. Experiment with different colors sampled from the image and decide which one looks best in your banner design.

Avoid using too many colors and fonts, especially when the image featured in your banner is busy. This will keep your banner from looking cluttered.

Whatever your design, take care to choose fonts that are easy to read. Avoid overly decorative fonts, as these lose legibility at a distance.

Different color combinations and font styles can create a different look and feel within the same design

Expand Your Brand

Once you have settled on a design for your banner you can reuse and rearrange elements of your design in other formats. Coordinating light pole banners with window graphics and other signage reinforces your message and helps you get the most bang for your promotional dollar.

We can help you create a coordinated graphics program across light pole banners, over the street banners, window graphics, backlit signage, murals, hanging signage and more. Talk to one of our design experts about how you can best achieve your promotion goals through cohesive design and large format prints.

Backlit Sign

Window Graphic

Achieve your promotion goals through cohesive designs

Banner Stands

We carry a full line of banner stands and accessories to suit any banner application. Our banner stands are available in a range of shapes and sizes from a sign holder for your corporate lobby, to a grand format banner stand for a tradeshow backdrop.

FIXED WIDTH BANNER STANDS

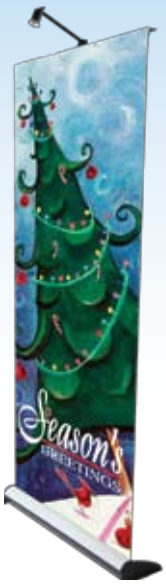
FIXED WIDTH TOWERS

SIGN HOLDERS

POLE SYSTEM BANNER STANDS

CLASSIC BANNER STANDS

Contact us for specifications for our full line of banner accessories and hardware



MERCURY RETRACTABLE BANNER STAND

QUICK SERIES BANNER STAND

SNAPGRAPHICS GRIPPER

TEARDROP BANNERS

GRAND FORMAT BANNER STAND

ROLL UP PROFESSIONAL BANNER STAND

A

Windbreaker™ Banner System w/ Adjustable Bands

Engineered to withstand sustained 70 mph winds when installed with Band-It ™ strapping. Adaptable to poles 2 ½" or larger. Simple to install and remove. Set includes: 2 banner bracket shoes, 2 pole assemblies, 4 adjustable band clamps, 8 ¼" hex bolts & 2 pieces solid core wire. Includes 6-year limited warranty.

B

Band-It™ Strapping Material, Buckles & Tool

Bright stainless steel finish resists oxidation and many corrosive agents. Imprinted scale on band for easy measuring.

Stainless Steel Banding
[3/4", 100' roll] ACBANDIT

Stainless Steel Buckles
[100 qty, 3/4"] ACBANDITBKL

Banding Tool ACBANDTOOLSTK

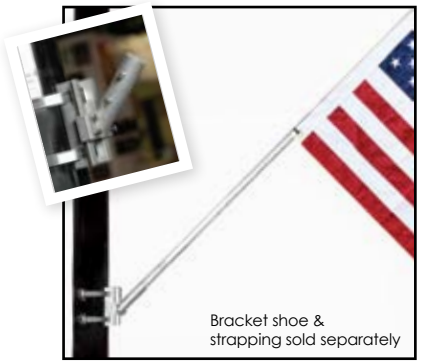
Pole Banner Mounting Hardware

We know how important it is that you have the right hardware for your pole banner installation, that's why we carry only the strongest and most reliable hardware for your job. Engineered for long-lasting exterior installations, our Windbreaker™ banner brackets are the strongest banner bracket system in the industry.

Banner Bracket Pole Ends
Solid aluminum pole ends screw onto 3/8" threaded end of Windbreaker™ arms. Available in brushed aluminum or anodized gold. Custom anodized colors available.

Mini Windbreaker™ Bracket Kit
For smaller banners, use our Mini WindBreaker™ Bracket Kit. Adaptable to poles 2 ½" or larger. Simple to install and remove. Set includes: 2- WindBreaker Mini Pole assemblies, 4- adjustable bands, 2- 1' pieces of 14 gauge wire. Includes 6-year limited warranty.

Banner Light
Adjustable lamp mounted to a 30" long, 1" square steel arm. 10' outdoor lead cord. Slotted base and two 28" snaplock mounting straps included. Uses PAR 30, 75 watt bulb.



Flag Pole Bracket
Use with Windbreaker™ brackets to hold pole at 45- degree angle. Constructed from aluminum. Supports up to 7/8" fiberglass or wooden rod.

Wall Mount Brackets
Use with Windbreaker™ Banner Arm. Constructed from solid steel with an aluminum finish. Hardware is not included.

Triangle Banner Bracket
Adaptable to poles 2 ½" or larger. Simple to install and remove. Includes the following: 3- Stainless steel adjustable bands, 1- Arm 30" in length, 1- Quick link connector, 1- "D" ring.

Holiday Graphics

Our collection of beautiful digital and hand-painted designs are the perfect holiday solution for Windows, Banners or Displays. Our custom designs and illustrations can be made to any size or to fit any application!

Festive Ornaments & Beads

Whimsical Stockings

Holiday Forest

Decorating Bears

Holiday Forest Window printed on matte white static cling.

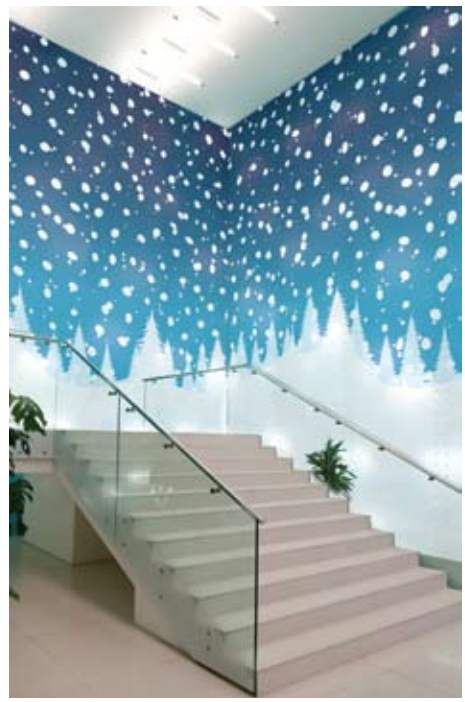
Holiday Windows

Designs can be printed on high quality window adhesive or static cling and made to fit any window! Applying window graphics as part of your holiday decorations is a surprisingly affordable alternative to traditional window displays. Full block-out holiday designs are perfect for construction areas or stores for lease. Window Graphics are reusable and can be applied to any glass surface without leaving an adhesive residue.

Wall Mural printed on matte adhesive vinyl.

Holiday Wall Murals

Add to your holiday decorating project by including a holiday wall mural! Perfect for a backdrop for your Santa Set, to cover construction zones or to create interest in any environment. Durable and long-lasting, our wall murals are easy to apply and remove, printed on a gloss or matte substrate with permanent or removable adhesive.



Wall Murals printed on matte adhesive vinyl.

Floor Graphics laminated with no-slip laminate.

Holiday Floors

Festive graphics applied to the floor will lead your customer to your best holiday bargains! Or use as part of the decoration for your Santa Set or Stage! Floor graphics can be applied to most floors and are printed on an opaque or clear durable vinyl, finished with a scuff and slip resistant overlaminate. The possibilities are endless — with attention grabbing designs at an affordable price!

Use *'vector graphics'* for your floor and wall images. These images will look clean and crisp at any size!

Floor Graphics laminated with no-slip laminate.

Hanging Flat Wreath Signage printed on 1/8" sintra and cut on router. Assembled on hanging wire.

Decorating Bears Standees with LED C7 Lights. Printing on Foam Core on Flatbed Printer and cut on Router.

Holiday Cut-Outs

We are your Holiday Graphics specialists and with our state of the art print production department we can create custom graphics and fit them to any application. We can design dimensional signage and decorations that will enhance your holiday decorations and promote your business!

Scroll Tree Standee printed on Flatbed Printer and cut on router. Assembled on frame.

Custom glass gobos add depth and color to your design!

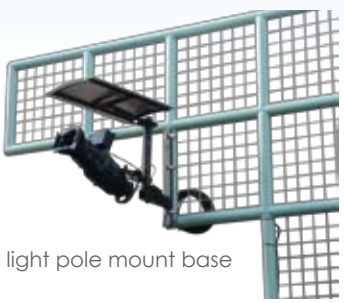
IPS with Custom Glass Gobo

Rotator with Stainless Steel Gobo

Image Projection System (IPS)

Includes: 50 lb. base (28"), 6' support pole, rotator unit, rain shield, attachment clamp, two stainless steel snowflake gobo disks, one 575-watt bulb, 3-foot lead cord and a storage crate. (total weight 185 lbs.) IPSSYSTEM

Storage Crate



Alternate light pole mount base

Snowfall

Twilight Stars

Glass Santa in the Sky

Snowflake Group

Seasons Greetings

Glass Angel Floating

Image Projection System

Image Projection Systems bring a unique return on your holiday décor investment. Stainless steel gobo designs and custom glass slides brand your property with individual style. Our designers can design a custom steel or glass gobo to enhance your property indoors & out!

Steel Gobos

- Indoor and outdoor use
- Made from 50% thicker steel than industry average for a longer life
- Custom designs available

Glass Gobos

- Recommended for indoor use
- Full color designs for added depth and visual interest
- Customize your gobo for a unique look!

Custom Glass Gobo Design

Custom design with silver flitters

Banner Enhancers

Dress up your banners with Banner Enhancers! Brightly lit designs will add flare to your light pole banners and add night-time appeal!

A. Banner Enhancer with Shooting Stars
(378 watts, 57 C7 bulbs, 15 lbs.) PMBESS60
B. Banner Enhancer with Ornament
(315 watts, 45 C7 bulbs, 10 lbs.) PMBEOR60
C. Banner Enhancer with 4 Stars
(427 watts, 61 C7 bulbs, 18 lbs.) PMBEST60
D. Banner Enhancer with Snowburst
(322 watts, 46 C7 bulbs, 14 lbs.) PMBESB60
E. Banner Enhancer with Horn
(399 watts, 57 C7 bulbs, 18 lbs.) PMBEHO60

A

B

C

D

E

Banner Enhancers add night-time appeal to your light pole banners!

All hardware included

Substrates

Media

Banner : 13oz -19oz gloss or matte vinyl w/hem and grommets.
Mesh Banner : 66" tall, for fence wraps, windy areas and distant views.
Fabric Banner : Used for tradeshow graphics, pop-ups, and non-glare displays.
Adhesive Back : w/laminate -short or long term removable film designed for flat surfaces. Window graphics, sides of trailers, or interior walls.
3m Control-Tac : 30" - 60" tall - short or long term removable film for vehicle graphics or interior/exterior signs. Used to conform to irregular surfaces.
Window Perf : Mesh adhesive back material for exterior windows & cars.
Magnetic : Print applied to magnet and trimmed with laminate.
Poster Paper : Used for POP displays, tradeshow graphics, promotional signs, and inserts. (Indoor only)
Back Lit : Used for lightboxes and back-lit signs. Vivid color and high image resolution.
Static Cling : Used for window graphics, POP, and temporary window stickers.
Canvas : 15MD Polyester/Cotton Blend Used for long term graphics fine art, stretching, and photo reproduction. (Indoor only)
VDC "Vinyl Die Cut" : Cut vinyl lettering and graphics. Used for die-cut applications to windows, vehicles, and signs.

Substrates

Foam Board 1/8" : For temporary use. Used for interior displays, events, and tradeshows. (Indoor only)
Gator Board (Black) 3/16" : Polystyrene foam board bonded between two layers of plastic veneer.
Used for POP displays, exhibit, and signs. Long term use. (Indoor only)
Gator Board (Black) 1/2" : Polystyrene foam board bonded between two layers of plastic veneer (long-term use)
Used for POP displays, exhibit, and signs. (Indoor only)
Sintra 3/16" : Rigid PVC board with matte finish. Used to mount prints, POP displays, framing, kiosks, signs.
Sintra 1/2" : Rigid PVC board with matte finish. Used to mount prints, POP displays, framing, kiosks, signs.
Acrylic 1/8" : Clear plastic w/gloss finish that resembles glass. Used for light boxes, sign faces, signs, and displays.
Acrylic 1/4" : Clear plastic w/gloss finish that resembles glass. Used for light boxes, sign faces, signs, and displays.
Coroplast : Corrugated plastic used for yard signs and street advertisements. Includes flutes to insert wire stakes.
MDO : "Medium Density Overlay" Wood board with white gloss laminate face. Used for post signs, temp signs & wall signs.

Laminates

Matte : Prevents glare
Gloss : For rich color finish
Floor Guard : Textured matte finish used for floor graphics

Installations

Window Graphics : Application of adhesive back or window mesh to retail window, car window, or window panel.
Vehicle Wraps : Full or partial vehicle wrapping.
Banner Installation : Banner hanging
Letter Installation : Install Letters on to building/wall fascia.
Building Murals : Large graphics applied to buildings using banner, mesh banners, or adhesive back.

© 2010-2011 Dekra-Lite Industries, Inc. Reproduction in any manner, in whole or in part, of any portion of this catalog is strictly prohibited. All portions, including copy, artwork, photographs and product designs are the exclusive property of Dekra-Lite Industries, Inc. and their manufacturers or customers. All portions have been copyrighted and may not be copied or reproduced without the express written permission of Dekra-Lite Industries, Inc.

Art Specifications

File types
We accept both Mac and PC formats of the following file types:
TIFF flattened
EPS flattened with all text converted to outlines
AI Illustrator CS3 or lower
PSD Photoshop CS3 or lower
PDF with all fonts embedded

Please make sure to include all images required
All fonts used should be embedded or converted to outlines

Size & Resolution
All files should be built as large as possible. (with a maximum of full size at 150 dpi for extra large prints)

Bleeds
For artwork to be cut on router please include 1/8" bleed. No bleed required for banners.
Please add a clipping mask to EPS artwork

Colors
For best results, please build your files in CMYK colorspace. All banners are printed in CMYK process and may have slight variations in color

Additional Information
Number and placement of grommets, pocket size, special stitching, existing hardware, or other details need to be included in notes but not in file

If banners are going to have pole pockets, please add 1.25" to height only
If banners are going in banner stands, please call for extra height needed for that particular stand

Warranty

Digital Banners are warranted for three (3) years from manufacturer defects and fading when installed per the instructions on Wind Breaker Banner Brackets. **Wind Breaker Banner Brackets** are guaranteed for six (6) years against defects in material and workmanship when installed according to our installation instructions. Please note - any banner programs up over 30 days must use "Bandit-It" stainless steel banding (Model #206) and the banding **must wrap around the pole twice (x2) before clamping the buckles to qualify for warranty**. After three (3) years we prorate our warranty by 50% from the date of delivery. Also, as noted in your instructions, inspect your banner installation 30 days after initial installation and every 60 days there after making any appropriate adjustments. Please verify with your light pole manufacturer or a structural engineer to insure that the light pole is suitable for a banner bracket and a banner application.

Acceptance of Merchandise

All claims of merchandise delayed, lost or damaged in transit are the responsibility of the consignee/ customer. When accepting shipment, claims of any missing cartons or visible damage must be filed within 10 days of the receipt of delivery. All claims must be filed with the delivering carrier. Failure to properly file claims may mean refusal of the claim and subsequent loss to the consignee/ customer.

Installing The Holidays

3611 Mt Holly Huntersville Rd, Ste 204-251

Charlotte, NC 28216

Phone: 704-936-9679 Fax: 866-844-0503

www.installingtheholidays.com