

Building Brand Success

Make a Powerful Connection with Targeted Audiences



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Building Brand Success

The Power of Britten



Take your brand anywhere your customers are.

Your Brand: Front and Center

Britten is a master at bringing corporate brands to life in the places that garner the most attention from targeted audiences. Thanks to our industry-leading equipment, expertise and experience, we make it easy for you to support your marketing efforts with large-scale, full-color banners that drive interest and sales.

Britten is your trusted partner for:

- Large-format banners
- Building wraps
- Truck wraps
- Ceiling, floor and window displays
- Point-of-purchase displays
- Packaging
- Life-sized posters and pop-ups
- Custom cut-outs
- Store backdrops
- Lightpole banners

The world's consumer brand giants count on Britten to protect their brands and produce a high-impact presence in the marketplace. We do what others can't – and we make it look easy!

Whether you're a regional company, a national enterprise or an international market leader, your brand is one of your most important assets...and a crucial link to the hearts and minds of your customers and prospects.

Britten is your turnkey solution to designing, producing and installing high-quality banners and displays that make the most of every contact with your target audiences.

Customized and Standardized. Our dazzling technical capabilities make it possible for Britten to create original displays that "work" for your consumer environments, your markets and your brand. We can – and do – meet the most complex challenges, sophisticated requirements and daunting deadlines.

We also develop programs that make it possible for people throughout your organization to order brand-appropriate banners and displays online. Simple and efficient, these programs protect your brand from unauthorized changes that can creep in and undermine your image.

Our Top Priority. You've never seen anything like it. At every step of the process – from order to installation – Britten people make your success their driving mission. Our approach to customer service gives new meaning to the term "above and beyond."

It's a promise that comes from every corner of our company, and the reason why so many Fortune 500 corporations rely on us.

1.800.426.9496

www.BrittenBanners.com

"Britten's staff members are knowledgeable about their products. The quality of work always exceeds expectations. Britten manages to deliver our jobs on time, every time – even with Thule's demanding delivery schedules." – Thule Inc.



Impact your audiences where they play...



...where they work...



...where they shop.

Printing Muscle. We regularly invite corporate executives to visit our 125,000-square-foot facility, and for good reason: it knocks their socks off.

Inside our doors are the world's most advanced, high-speed digital presses and flatbed printers. Not just one or two, but nearly two dozen. The result is our ability to produce the most sophisticated, intricate banners and displays, and to do it all quickly and cost-effectively.

Nationwide Installation. For complex displays, your Britten turnkey solution can include on-site installation. Our own installation teams – located across the U.S. – can come to you, wherever you have an opportunity to influence your target audiences. Expert installation means your banners look great and go up on schedule ... without unforeseen hassles.

Exclusive Products. True Innovation. Of course, Britten has the capacity to create a customized solution to your most challenging request. But we also have a wide variety of our own patented inventions that put us at the forefront of our industry.

Our BannerSaver® lightpole banner brackets, for example, protect banners from wind damage. Festive displays on sidewalks and in parking lots are now a better, surer investment. Our wind-permeable AdMesh™ is a great solution for large-format displays. From huge banners to building wraps, AdMesh makes graphic images – and your brand – look sharp.

Our People Power, Focused on You. Work with Britten and you have an army of banner specialists poised to deliver superior products and performance. We're here to make your marketing program a success and your brand stronger than ever.

Building Brand Success Added Impact With Every Interaction

*"With a quality product, exceptional customer service and the friendly attitude to keep us coming back, Britten is equipped to handle all of our needs."
– Sunbelt Rentals*



Britten's banners, displays and service are strengthening the brands and consumer appeal of leading corporations. Britten is the trusted partner of these and other companies:

- | | | | |
|-------------------------|---------------------------|-------------------------|----------------------------------|
| Adidas USA | CRF Communities | MasterCard | Tide |
| Amateur Athletic Union | Dew Action Tour | Nike | Toyota |
| American Cancer Society | ESPN | Nintendo Wii | Underwriters Laboratories |
| Ameron International | Garmin International | Notre Dame University | University of Michigan Hospitals |
| Atlanta Falcons | General Growth Properties | Petro | US Navy |
| Bank of America | Head/Penn | PGA | US Youth Soccer |
| BlackBerry | Racquet Sports | Phillip Morris USA | Valmont |
| Busch Gardens | Holly Performance | Porsche | Verizon |
| CBL & Associates | Kroger | Schutt Sports | Westfield |
| Choice Hotels | Liberty Tax Service | Sharpie | Wyndam Hotel Group |
| Coca-Cola | Live Nation Properties | Simon Properties | |
| Colortyme | Macerich | Southern Wine & Spirits | |
| Corporate Express | Marine Corps | Steiner & Associates | |
| | Marathon | Thule, Inc. | |

To learn what Britten can do for *your* brand, speak to one of our Britten Corporate Advisors. Very smart. Very easy.

How Britten says "Yes."

Where there's a need, Britten finds a solution, conquering the most demanding challenges and offering innovative technologies that help our customers succeed. Our commitment to saying "Yes" is based on these innovative banner-printing capabilities and products:

- **ColorJazz Digital Printing** – dazzling digital printing for displays and banners up to a seamless 16' x 150', even larger if needed
- **HP FB6700 flat-bed digital printer** for rigid and semi-rigid stock at 600 dpi, sheet sizes 62" by 145"
- **Advanced equipment for precision cutting and routing**, for automated, high-speed production of life-sized posters and intricate die cuts
- **BannerSaver®** – protects lightpole banners from winds up to 75mph; the only system permitted by many cities worldwide
- **BannerStretch™** – elegant "frames" for large-format images anywhere
- **AdMesh™ Banners** – wind-permeable printed wraps for any large surface or structure
- **Portable RotoTop® flagpoles and weather vane poles** – along with Britten-printed flags and pennants, for added fun and brand visibility
- **BannerGalaxy™** – web-based banner ordering program for brand consistency

To learn more about any or all of these advances, talk to your Britten Corporate Advisor or visit us at www.BrittenBanners.com.

Ready to go? Want to learn more?
Call us toll-free 24/7 at 1.800.426.9496 or visit www.BrittenBanners.com

