

# For All Your Media

*One Trusted Partner*



One Trusted Partner

## Britten: Your Turnkey Solution



Big spaces, big ideas, big impact!

### Relax. We're On It.

You sell the space. We'll make it happen. At Britten, we print, then ship or install even the most complex displays – schedules met, quality flawless, every time. It's the reason leading media owners and sellers around the world trust us to handle displays for all kinds of out-of-home media. Rely on Britten for one-stop, sure-success solutions for media in every venue:

- Airports
- Retail properties
- Fleets
- Roadways
- Municipalities
- Parking lots
- Sports stadiums

*Get ready for a new standard in doing business: With one call to Britten, your media displays are brilliantly printed and in place. No problems. No delays. Job done.*

Around the world are airport concourses and malls filled with backlit dioramas. Roadways dotted with billboards and pennants. Stadiums featuring rotational displays. Trucks rolling by with paid advertising on their sides. And high-ceilinged spaces hung with revenue-generating ad banners.

All these media share a common strength: they carry displays impeccably produced by Britten Banners.

Britten has become the trusted partner of leading media companies in the U.S. and internationally, relied upon for our remarkable workmanship and revolutionary vision of customer service.

**Beyond Convenience: A Total Solution.** With one call to Britten, you get advertising displays produced for any out-of-home medium, shipped on time. And if needed, expert installation and change-outs as well, through our nationwide installation teams.

Our mission is to make your regular projects trouble-free and your next-to-impossible challenges routine.

**Great Work, Strong Relationships.** Britten's unflagging excellence strengthens your relationships up and down the business chain – with facilities that host media, with ad agencies that buy space, and with the advertisers themselves, who rely on you to strengthen their image with consumers.

There's never a hitch in our performance, never a doubt the job will be done right.

Our value is proven by our partnerships with leaders in the field, such as Clear Channel Airports, JC Decaux, and ANC Sports. They count on us to get the job done, perfectly.

1.800.426.9496  
[www.BrittenBanners.com](http://www.BrittenBanners.com)

*"In the fast-paced world of sports marketing and media, Britten Banners has been the perfect partner. Their speedy turnaround, top-quality print production and follow-up is unparalleled in the industry."*  
—ANC Sports, Inc.



Put fences to work with FenceScrim.



Capture the crowd's attention with EventTruss.



Marketing possibilities are everywhere!

**Top Workmanship and Service, Always on Display.**

At Britten, we work closely with your people to make every program's success effortless.

Billboards and other traditional out-of-home media benefit from our advanced, high-capacity digital printing equipment, able to print up to 16' wide. Quite simply, Britten does large displays faster and better.

Banners get a boost from our enormous range of capabilities. You can rely on Britten for the highest quality printing on a variety of fabrics, vinyls, metals and more.

However complex the media, we can handle it. More sophisticated media, such as spectaculars and rotationals, depend on our specialized expertise. Britten's work is on view worldwide, attracting consumers and satisfying our customers.

Britten also prints and installs graphics on buses and buildings, turning them into massive high-visibility advertising vehicles.

**Innovations Available Only Through Britten.**

Britten's exclusive, patented inventions are at the heart of hundreds of media programs each year.

Our ingenious lightpole bracket system, BannerSaver®, protects city street and parking lot banners from wind damage. It's the only system allowed in many cities worldwide!

Even high placements become unbelievably easy and cost-effective advertising spaces with BannerDrop®, our remote-controlled display hoist system. Just as easy is our BannerRail® system that brings huge revenue-generating possibilities to the backs of grandstands and other big, open spaces.

# One Trusted Partner Supporting Your Success

*"The people at Britten are knowledgeable and accommodating, even when we come to them in a time crunch. Without fail, they provide us with high-quality products that make our clients – and eshots – look great!"*  
–eshots, Inc.



A growing number of major national and international media marketers rely on Britten to make them look like heroes in the eyes of their customers. Our partners include:

ANC Sports  
Clear Channel Airports  
General Growth Properties  
JC Decaux  
Live Nation  
Ross Marketing Group  
Simon Brand Ventures

Through our relationships with media marketers, Britten-produced displays are featured in:

30 NHL Arenas  
13 MLB Stadiums (including Yankees/Mets/  
Red Sox/Indians/Padres)  
14 NBA Arenas  
14 WNBA Arenas  
6 NFL Stadiums (including Jets/Giants/  
Texans/Redskins)

JFK International Airport (JFK)  
Detroit Metropolitan Wayne County (DTW)  
Chicago O'Hare International Airport (ORD)  
Los Angeles International Airport (LAX)

Britten's quality, on-time and on-budget work meets the demands of internationally recognized advertisers, including:

Budweiser  
Geico  
GM (Cadillac)  
IBM  
McDonalds  
Motorola  
Sprint  
Verizon

To learn what Britten can do for *your* program, speak to one of our Britten Media Marketing Advisors. We're here for you.

## How Britten says "Yes."

Where there's a need, Britten finds a solution, offering innovative technologies and services to meet a special challenge or create new opportunities. Our commitment to saying "Yes" to partners has led to these revolutionary media products and services:

- **ColorJazz Digital Printing** – dazzling digital printing for displays and banners up to a seamless 16' x 150', even larger if needed
- **BannerSaver**<sup>®</sup> – protects lightpole banners from winds of up to 75mph
- **BannerDrop**<sup>®</sup> – mounts banners in high-reach places such as airport corridors with pushbutton ease, no lift rentals required
- **TruckSkin**<sup>®</sup> – turns vehicles of any size into rolling billboards
- **BannerRail**<sup>®</sup> – turns exteriors such as arenas and grandstands into large-format media space
- **BannerStretch**<sup>™</sup> – elegant "frames" for large-format images anywhere
- **BannerWrap**<sup>™</sup> – secures large-format displays to interior or exterior walls with no visible frame at all
- **AdMesh**<sup>™</sup> Banners – wind-permeable for the ultimate in large-format advertising

To learn more about any or all of these advances, talk to your Britten Media Marketing Advisor or visit us at [www.BrittenBanners.com](http://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](http://www.BrittenBanners.com)

**Britten**<sup>®</sup>  
Banner Partner to the World