

# A Fresh Look at Retail Spaces

*Large-Scale, Full-Color Banners Add Excitement  
and Build Your Brand*



A Fresh Look at Retail Spaces

## Grab Customers' Attention with Dazzling Color



Turn unexpected spaces into eye-catching advertisements.

### You + Britten = Brand Magic!

Meet Britten — a company as demanding and quality-oriented as your own. Our visionary innovations, unmatched equipment and capacity, and world-class service have literally transformed the large-format printing industry. It's the reason we've become the leading name in banners, displays and innovative hardware products across the U.S. and around the world. Partner with us, and you can easily bring extraordinary, brand-strengthening visuals to your retail environments:

- Elevator Doors & Shafts
- Escalator Sides
- Bulkheads
- Entrances
- Construction Barricades

*For Displays That Connect with Customers and Advance Your Brand Image, Turn To Britten — the Preferred Choice for Retail Environments Nationwide.*

You've probably already seen our work — in malls and shopping centers nationwide. That's because top retail developers have made Britten their large-format display partner.

Simon Property Group, Westfield, General Growth Properties (GGP) and CBL are among the companies that rely on us — day-in and day-out — to produce everything from impeccably crafted displays to complex large-format banners.

In fact, we may already have created displays featuring your brands. Now, see what we can do working directly for your company.

**More Firepower for More Sizzle.** What makes our work look so crisp, clean and brilliant? The secret is in our technology.

We maintain a huge arsenal of state-of-the-art digital and screen printing equipment, and advanced cutting and routing machinery.

The result is the ability to handle the most complex assignments — from precise 8-color registration on semi-rigid stock to intricate die-cuts. Whatever your designers can throw at us, we can handle. And make it look easy.

**Our Style: Amazing Service.** Britten defines great service like nobody else.

Everything we do is done with an eye toward perfection. Every item you order arrives on-schedule, on-budget and on-brand. Every detail — small or large — is attended to, no matter how much energy or ingenuity it takes. This is the Britten promise.

For Britten, accomplishing even the next-to-impossible — so you can look good to your customers — is all in a day's work.

1.800.426.9496

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

*"Finally a POP item that can be customized easily. The banners are inexpensive and easy to order. They are a great tool to help sell our products. They create a professional look for the store."*  
—GIANT Bicycle, Inc.



Banner solutions for every retail space.



Large-scale banners offer large-scale impact!

**Unlocking Imaginations.** As ongoing partners in our customers' success, we frequently turn special challenges into original innovations. Your goals and objectives inspire our creativity ... and lead to exclusive products that can unleash yours.

Among these patented products are unique ways to elegantly frame large-format displays. Or mount displays on invisible frame assemblies. Or enliven entire walls with high-impact images, from floor to ceiling.

For multi-story stores, we also offer systems that can help you make the most of exterior walls, elevator shafts, escalator walls and stairways.

Britten makes even high-ceilinged placements unbelievably easy and cost-effective with BannerDrop®, our ceiling hoist display system. Display and change an endless succession of banners without lift rentals or labor costs. Just push a button and it's done!

**Happy Endings, No Suspense.** At first, our exceptional capabilities, superb quality, practical innovations and fanatical service may catch you by surprise.

But soon, you'll come to rely on them. You'll order displays, send us your artwork, and tell us your crazy deadlines with complete confidence, knowing that Britten will get sensational finished products to all your locations across the country on time. We'll even install displays if needed, using our own nationwide installation teams. No worries, no doubts.

**For Everything You Need.** Get ready for displays with a difference — the difference of Britten. As your printing partner, we'll consistently deliver the benefits of our:

- Impeccable workmanship
- State-of-the-art equipment
- Mastery of even the most complex projects
- On-time delivery to locations nationwide
- On-site installation
- Exclusive products that lead to new and exciting display possibilities

# A Proven Partner for Your Stores and Brands

"Britten continues to exceed our expectations with a terrific staff, quick turnaround and great print quality."

—Laitner Brush, Inc.



Britten helps retailers and mall property owners profit the most from every inch of space. Our state-of-the-art printing and innovative technologies enliven store interiors with large-scale, brand-right images, even covering entire walls. And our unique combination of turnkey services, products, and ad program management tools generate mall revenue up, down, all around — the reason today's leading property owners partner with us. Contact your Britten Retail Advisor to learn what we can do for you.

Creating sales... everywhere you look:

- Walls
- Windows
- Ceilings
- Elevator doors and shafts
- Escalator walls
- Bulkheads
- Construction
- Courtyards
- Domes
- Floors

#### Plus Program Management:

ad placement portfolio and tracking, design studio, installation and rotation.

## How Britten says "Yes."

Where there's a need, Britten finds a solution, delivering the most demanding printing jobs and offering innovative technologies that help our customers profit. Our commitment to saying "Yes" to customers is based on these powerful capabilities:

- **ColorJazz Digital Printing** — for 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 from .20 mm to 3/4" sheets up to 62" x 145"
- Specialized precision cutters and routers for intricate die-cuts
- **BannerStretch™** — elegant "frames" for large-format images anywhere
- **BannerWrap™** — a clean frame-free look for large-format banners
- **BannerDrop®** — mounts banners in high-reach places, no lift rentals required
- **Large-Scale Decals** — opaque or see-through images, for placements such as columns and escalator walls
- **Digital MallPaper™** — transforms blank walls into high-quality ads

To learn more about any or all of these advances, talk to your Britten Retail 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**  
Banner Partner to the World