

BannerRail™

**Britten**
Banner Partner to the World



BannerRail™

*Get on track for big ad revenues with Britten's exclusive BannerRail™
– bringing pushbutton ease to large-scale, high-reach banners.*



IZOD Center (East Rutherford, NJ)



Fashion Show Mall (Las Vegas, NV)

Imagine the possibilities: Huge banners that raise, lower and look great ... without expensive lift rentals and risky, labor-intensive installations. Our own patented BannerRail™ does it all, safely and cost-effectively.

With BannerRail, just push a remote control button and banners move along low-friction rails from easy-reach ground level to exactly the height you need. Banners stay secure and keep looking taut and terrific, framed on all sides by rails and lightweight tension bars.

Bad weather on the horizon? Push the remote control to bring banners down quickly and safely. There's no damage to your banners ... or your ad revenues.

Large-scale, high-reach graphics have never been more practical or profitable – which makes BannerRail ideal for sports stadiums and arenas, shopping centers, plazas, convention centers, theaters, and special-event venues.

For specs, prices, or questions, call or visit our website. And if what you see isn't exactly what you need, tell us about it and we'll put together the perfect solution. That's the Britten promise.

Invented to raise big banners and profits

- Easily raises and lowers large-scale banners
- Eliminates the costs, insurance and risks of lift rentals
- Quickly, safely removes banners if bad weather threatens
- Creates new ad and sponsorship opportunities in current, do-nothing spaces
- Saves time and labor during banner change-outs
- Keeps banners securely in place and looking great
- Can be installed to any existing structure
- Can accommodate banners in a range of vertical proportions
- Backed by Britten's unmatched customer support and service

1.800.426.9496
www.BrittenBanners.com

The most important BannerRail feature?
Britten innovation – creating solutions that help you generate new revenue.



Victory Field (Indianapolis, IN)



Daytona International Speedway (Daytona, FL)

Inspiration for BannerRail began when one of our customers wanted to turn the back of a grandstand into money-making ad space. At Britten, we put our heads together and designed a system that's simply brilliant not only for that one customer but for lots of operations – easy to use, virtually no maintenance required, and the gateway to big new ad and sponsorship revenues.

Keys to BannerRail performance

- *Remote control device.* Raises and lowers even the biggest banners to and from hard-to-reach heights. The remote control activates a robust motor located at the bottom of the system for easy maintenance.
- *Low-friction rails.* Banners rise along rails from an easily accessible level, then can be lowered for fast removal or change-outs. Banner material folds upon itself as it is lowered, ready for easy detachment.
- *Spring loaded arms.* Tension bars keep banners in place and secure. Along with the rails, they provide a four-sided frame for banners, so displays hang taut at all times and have the high-impact look advertisers want.

- *Scalable.* Banner width is fixed to the distance between rail mounts, with each BannerRail unit able to accommodate banners of varying vertical size, from 12' to 48' high. Pricing is based on the length of the rails (measured from ground up).
- *Dependable installation.* BannerRail can be securely mounted to any structure. Britten's outstanding nationwide network of professional installers set units permanently in place, ready to hold all the revenue-producing banners you sell.

BannerRail™

Britten's BannerRail is increasing NASCAR's revenue to new levels.



Route 66 Speedway (Chicago, IL)



Daytona International Speedway (Daytona, FL)

BannerRail™ first revved up revenues at the Route 66 Speedway outside of Chicago, and came to global attention at the Daytona International Speedway. In fact, BannerRail made it possible to transform the entire back of the Daytona grandstand into a revenue-generating signage system.

At Daytona, BannerRail's quality, ease and impact proved its worth for all large-scale venues.

Looking for even greater cost-effectiveness?

Turn to Britten for a turnkey solution. We'll design and print the big banners your clients need for their BannerRail placements and deliver them on time, as promised.

Talk to your Britten representative and let BannerRail help you bring new, high profits within easy reach.

>If you'd like to see BannerRail in action, go to our website or www.youtube.com and search "bannerrail"

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

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