

This is a short guide to assist you when you are choosing a feather flag

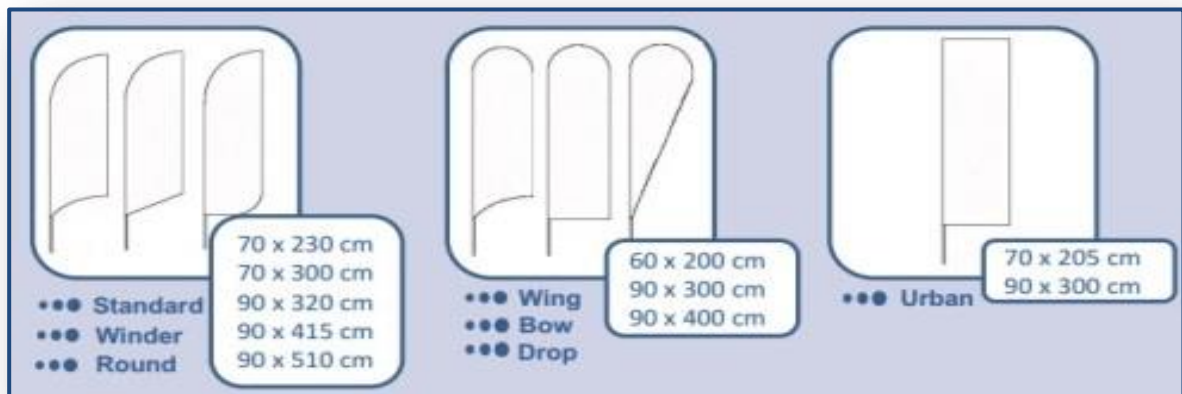
What type of styles can I choose from?

Our feather flags come in a range of styles....

- Our standard flag is the most popular, closely followed by our drop, or teardrop flag.
- The style you choose may depend on the type of branding or image you would like to print on the flag, or it may just be personal preference.
- The standard flag has a larger printable area than a drop flag which is important to consider if you have a large image or logo you would like to use.

What size do I need ?

- We have a good range of flag sizes to choose from, our smallest feather flag starts at 2m and our largest flag is 5.1m high.
- Taller flags are great for signage at events and are more appropriate since they can be seen above the crowds.
- However if you want to promote your business outside a shop or café then a smaller flag might be more appropriate.
- Here is a quick guide to show you which flags come in which sizes.



What type of base do I need?

The type of feather flag base you need depends on where and how the flag is to be used. Here is a quick checklist for you to use...

- **Car Bases** – ideal for forecourts and automotive use.
- **Cross Bases** – great for indoor use and if extra stability is required then a water filled tube can be added on top of the cross base.
- **Water/Sand filled Bases** – good for outdoor use, as once filled the base offers good stability.
- **Ground Spike** – ideal for outdoor use on grass or soft ground.
- **Ground Screw** – great for use in snow or ice.

What design can I have printed on the flag?

- We supply templates which show the printable area available on the flag you have chosen.
- You can have any design they would like in this area.
- We can Pantone match all colours to ensure that the finished flag matches your requirements.
- We ask that all artwork for printing is sent to us as an Adobe Illustrator file or an EPS to ensure that your design is of a high resolution and can then be reproduced accurately.

Are there minimum order quantities?

- You can order 1 flag or 10,000 flags, it's up to you.
- There are discounts available for multiple quantities, so some of our customers choose to print flags in greater quantities and then keep them in stock to use when they need them.

How are your flags printed?

- The majority of our flags are digitally printed using dye sublimation methods. This ensures a high quality print and excellent show through on single sided flags, giving a strong mirror image on the reverse.
- For larger quantities we screen print flags which provides the same high quality print and show through but is more economical than digitally printing flags for large print runs.

Which fabrics do you use?

We use two types of fabric for our feather flags;

- **Knitted Polyester:** This is lightweight, durable and has excellent show through and high quality image reproduction.
- **Polystretch:** This is recommended if the flag is going to be used for outside for a prolonged period of time as it has elongated holes in the fabric which helps to reduce wind resistance.

Should I choose single sided or double sided flags?

- Most of our customers choose single sided flags; there is an excellent show through of the design which results in a mirror image of the design on the reverse of the flag.
- If the image/words need to read correctly on both sides of the flag then you can have a double sided flag with an interliner, however this will increase the cost of the flag.

How do I take care of my flags and how long will they last?

- We recommend that flags are taken down in winds 40mph + as they can be damaged by high winds.
- To prolong the life of your feather flag then taking it indoors regularly is recommended.
- All our flags can be washed in cool or warm water without it affecting the print, but you must ensure that the flag is dried before folding or stowing away.
- How long it lasts depends on how you use the flag, if it's for indoor use only it is likely to last longer than a flag that is outside week in week out.