

BANNER Frequently Asked Questions

Question: What does the “ounce” weight of banner refer to?

Answer: If you take a 36” x 36” square of any banner (one square yard) and put it on a scale, the weight should match. This is meant to be a representation of the amount of PVC used to coat the scrim. 8oz is less durable than 13oz which is less durable than 18oz.

Example: A square yard of 10oz banner should weigh in at 10oz, while the same size square of 13oz banner should weigh 13oz.



Question: What is “denier”?

Answer: Denier is a term used to measure textiles and scrim banner, specifically to measure the thickness of threads. A 500 denier thread means that the single thread has been twisted 500 times in the finished length of 1 inch. The higher the number the thicker the tread and the stronger (as long as made of the same fibers). Think string compared to rope. Note: Denier is a primary driver of the price of the material. *For banner, the denier numbers are shown in warp and weft directions (see below). 250 x 500 means the warp threads are 250 denier and the weft threads are 500 denier.*

Question: What does “weave” or “thread count” mean?

Answer: Thread count or weave refers to the “Threads per Inch” in a textile. The more threads per inch make a textile smoother. *For banner, the numbers are shown in warp and weft directions (see below). 12x18 means there are 12 threads in an inch across the warp direction, and 18 threads in an inch across the weft direction.*

Question: What do “warp” and “weft” refer to?

Answer: When referring to textiles and scrim banner, the warp refers to the length and weft refers to the width of the textile and scrim banner.

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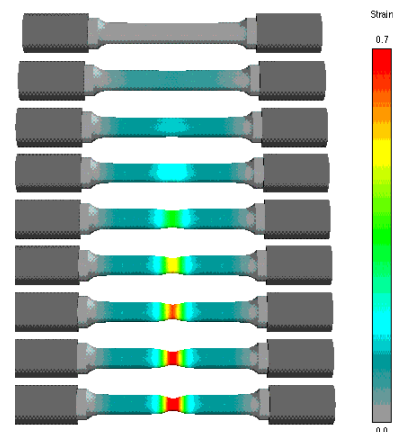
Question: What makes one banner stronger than another?

Answer: Banner strength is the result of all the components that make up the banner itself: ounce weight, thread denier, and thread count, as well as the quality of the components making up each of those. Generally a 13oz banner will be stronger than a 10oz banner or a 1000x1000 denier banner will be stronger than one that is 500x500; however, the only true measure of a banner's strength is the total combination, which is specified by the tear strength (see below).

Question: What is the difference between “tensile strength” and “tear strength”?

Answer: Tensile strength is the measurement of the force required to deform a material that it will not return to its original shape. Depending on the material too much force may break the material, or permanently distort it. *For banner, this would be the amount of force the material is capable of handling before it becomes mis-shaped.*

Tear strength is the measurement of a material's resistance to tearing under force. Technically it is the amount of force required to tear a material divided by the material thickness. *For banner, this would be the amount of force the material is capable of handling before it rips.*



Question: What is the durability of 13oz banner material?

Answer: Very few banner manufacturers are offering any durability warranty for their banner material because of the extreme range of environments banners can be placed in. Durability of any banner material is impacted significantly by how it is installed, where it is installed, how long it is in application, plus the climate and how much wind and sun it is subject to. While customers can control how a banner is installed, and how long it is up, no one can control the weather.

For banners, generally a 13oz banner may last up to 1 year outdoor, while a 10oz banner is recommended for indoor use, or protected short term outdoor use.

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Question: Are there Best Practices for banner fabrication?

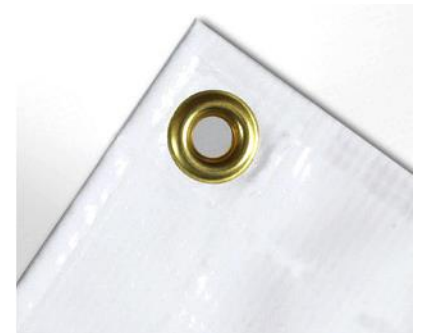
Answer: There are many opinions on banner fabrication, and arguments can be made for or against each:

Wind Slits – *Never* cut wind slits into the face of a banner. The idea is that the flap of material will allow the wind to pass through, whereby taking strain off the hems and corners. The reality is that cutting slits cuts the mesh scrim that makes up the banner strength itself. If the edges of the banner are properly hemmed and supported, they will be strong enough on their own with proper installation.

Hems or No Hems – Hems are important for a number of reasons. First, folding over the edge of the banner to at least 1" or 1 ½" will provide the reinforcement that the banner needs around the edges to take the pressure from regular day-to-day winds. Doing a double fold-over for the hem offers additional strength for tougher conditions. Secondly, hems will provide the solid foundation needed to adequately anchor grommets. Grommets placed close to an un-hemmed raw edge will tear out with minimal stress. All four edges of the banner should be hemmed for optimal durability.

Stitching vs. Taping – There is little difference to durability if a banner hem is made by using special double-sided tape versus sewing. Just as the banner tape should be good quality, so should the thread used. One detail on sewing the hem – do not exceed 5 stitches per inch or there is risk of perforating the banner and weakening it.

Grommets – Metal rings placed through the face of the banner near the edge (and on a hem) give the proper strength for hanging up the finished banner. Grommets should be placed at least ¼" in from the edge of the banner and spaced every 18". If a banner is oversized or expected to be subject to harsher conditions, consider placing grommets every 12".



Bungees or Rope – The correct answer is *both* bungees and rope. Banners should be strung up on the top and bottom with good quality rope. The banner should be taught, with no excess to flap loose in the wind. In addition, the corners of the banner should be pulled taught with bungee cords. This allows for the banner to flex with the wind, and still stay taught when the wind recedes.



Wind – Remember no matter how well banner is fabricated, nothing can sustain prolonged winds or excessive winds...just ask Jim Cantore. ☺

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