



*Full color fabric printing made easy.*

25TH ANNIVERSARY EDITION

# Top 5

## Flag, Banner and Display Markets

and

### SPECIAL PARTNERSHIP BENEFITS

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Product  
Picks

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Contact  
Tips

Uncover  
20 New  
Sales  
Targets





## Dear Valued Distributor,

Our specialty at Quinn is helping you sell more. Chances are you've got your foot already in the door of an account that needs flags, banners, displays or soft signage. When you explain the value, even clients who have not used these products before will listen. Top industry markets such as corporate, education and retail utilize flags, banners, displays and soft signage for a variety of events and promotions. In fact, these products are used in almost every market including trade shows, automotive, health care, financial, real estate, construction, schools and universities, hospitality, municipalities, food and beverage, sports, entertainment and many more!

We provide a wide range of services including rush services, new innovative product development, idea generation and marketing support. Let us help identify your clients' needs and give you the knowledge and tools to fulfill them. We make it easy by providing high quality products at low prices, no set-up or proof charges, free virtuals and full color printing on most products. Please contact us with any specific need and let our professionals help you provide the promotional solution that helps you close the deal!

Sincerely,

Matt Quinn, President



asi / 80228

ppai / 360359

dc / 357404

sage / 69908



*Full color fabric printing made easy.*



No set-up  
charges



Full color digital  
imprinting...  
**at no extra charge**



Free mockups  
and virtuals



24-48 hour  
turnaround on  
core products



5-star ASI  
rating



A+ SAGE rating -  
**more than any other  
Flag & Banner supplier!**



We can cover  
virtually  
**ANYTHING**  
in fabric



Real, live caring  
people answering  
your calls... no  
voice mail hell



## EDUCATION

# TEAM SPIRIT & SCHOOL PRIDE

Educational clients from preschools to colleges make up slightly more than 11% of promotional product sales. Flags fill many needs. Not only do schools and teams need spirit flags and banners to display their school colors and insignia, there are numerous smaller groups within the academic community that use flag promotions.

Felt Pennants are generally purchased in volume and used frequently by high schools, colleges and universities.

Academic clubs such as debate, drama and mathematics use Podium Banners at presentations, performances and matches.

Spirit Flags and Breakaway Banners are used during pre-game events, parades and halftime shows. The school band will also need marching banners.

*Contact Tip: For elementary through secondary schools, know the school's principal. Beyond that, a PTA president will be an excellent ally in selling flag/banner promotions to schools. They most often work with teams and booster clubs for fundraisers and can provide an introduction to club sponsors. At the collegiate level, you have numerous points of contact, from public affairs/institutional advancement officers to directors of alumni relations and admissions.*



A. Car Flags catch the eye as they catch the wind. The durable knit polyester material and strong plastic staff stand up to highway speeds. Digitally printed in full color for maximum impact. Sell to any group or company ready to boost spirit or sales: sports teams, schools, booster clubs, realtors, restaurants with delivery services, etc. Other types of car flags include Magnetic, Pennant, and Multi-Shape Flags.

B. Table covers are perfect for a variety of school events: back to school night registration table, dance and social event ticket collection table, sporting event refreshment table and more. Table covers are also ideal for when schools are exhibiting at community events as well.



## 5 great education markets to target

- |                                |                               |
|--------------------------------|-------------------------------|
| 1 Public K-12 schools          | 4 Private / parochial schools |
| 2 Colleges / universities      |                               |
| 3 School clubs / organizations | 5 Booster clubs/ sports teams |



## RETAIL

# WHAT'S IN STORE ...

Give retailers a reason to raise a flag. They can be volume customers, particularly when corporate wants to roll out a promotion franchise by franchise. Grand openings, new products, consumer contests and sales are all occasions worth raising a windchaser or decorating with custom pennant strings. Outdoor flags being waved by hand or free-flying from a pole effectively catch consumers' eyes whether they're walking or driving by. "Open" flags clearly indicate when a store is welcoming business.

Feather Flags lining the entrance to a store parking lot makes it easy for consumers to spot a retailer, then make an unplanned stop.

Propose a co-op promotion to a collection of small boutiques in the same neighborhood. As a group, they can sponsor custom digitally printed Avenue Banners or Flutter Flags that draw shoppers to their shopping district.

Remember that a store's inside point-of-purchase display is important too. Custom Half Drop banners can flag an aisle of sale items; X-Banners and Retractable Banner Stands can be moved about to draw attention to each week's featured products.

*Contact Tip: Approach the corporate marketing department for larger, franchised retailers that typically require volume flag orders. On a smaller scale, local independent businesses will have onsite store managers to handle promotional planning.*



Windchasers allow you to fit more content than the average Feather Flag or Teardrop Banner. Our popular vertical design of 2 feet by 8 feet provides ample room for your client's message and custom artwork. A rigid bar at the top of the flag makes Windchasers fly like a flag, yet stay open like a sign to keep the message and logo always visible. Perfect for grand openings, beverage and snack brands, retailers and festivals.



## 5 great retail markets to target

- |                              |                                   |
|------------------------------|-----------------------------------|
| 1 Shopping malls             | 4 Supermarkets                    |
| 2 Food and beverage          | 5 Big box and specialty retailers |
| 3 Car / motorcycle / RV lots |                                   |

## CORPORATIONS

# BRAND IDENTITY IN MOTION

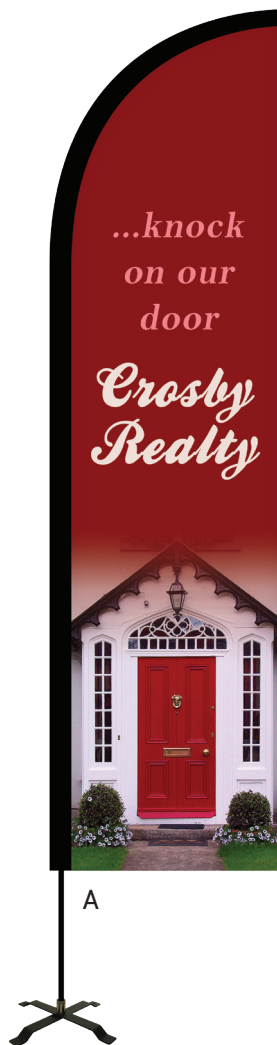
Companies large and small create brand identity through colors and design. A flag is the perfect way to present a corporate logo or mascot, flying high on a traditional flag pole or generating buzz around town with car flags. Financial companies are one of the top five markets for promotional product sales and can be a lucrative market. Banks, financial advisors, mortgage companies and insurance agencies have a common need for community outreach, often engaging in sponsorship of local events and causes. In fact, according to the 2013 Cone Communications Social Impact Study, 89% of consumers will switch from one brand to another if the other brand is associated with a good cause. Flags become the perfect medium to develop brand recognition for corporate sponsors.

Ask your corporate clients if they sponsor a group or event in your area. If so, suggest corporate logo Flags or a Teardrop Banner to generate awareness for the cause and the corporation. Avenue Banners are perfect for large scale recognition. Use custom handheld Stick Flags to fuel crowd excitement.

Improve a corporation's trade show presence with a coordinated collection of Table Covers, Backdrops, Retractable Banner Stands and Portable Teardrop Banners.

Large firms with corporate campuses can use flags to indicate separate facilities and departments to make it easy for visitors to navigate the grounds.

*Contact Tip: Directors of marketing or corporate communications handle outreach and image matters. They can introduce you to others in the chain of command for specific roles, such as a special events/trade show coordinator.*



A. Portable Half Drop Banners have a wide variety of uses: trade show exhibit booth, as additional signage for mall kiosks, employment fairs, lobby displays and more.

B. Custom Stick Flags are a great advertising tool that will help you get the exposure you deserve while being affordable, portable and long-lasting. Use in direct mailers, handouts at parades or branding at your local bank.

C. Banners are available in any shape or size your clients need! From mini banners hanging off rear view mirrors to huge banners seen in sports stadiums.



## 5 great corporate markets to target

- |                           |                          |
|---------------------------|--------------------------|
| 1 Building identification | 4 New product launches   |
| 2 Company events          | 5 Corporate sponsorships |
| 3 Trade shows             |                          |

## ASSOCIATIONS/NONPROFITS

# ORGANIZED FOR SUCCESS

According to the National Center for Charitable Statistics, there are 1.4 million public charities, private foundations and other types of nonprofit organizations including chambers of commerce, fraternal organizations and civic leagues in the United States. Trade and professional associations number around 92,000, as recognized by the IRS. Together, associations and nonprofits present ample opportunity to sell flags and banners. All need budget-friendly solutions for mass giveaways and cause awareness.

Generate maximum awareness for causes such as breast-cancer and safety awareness with inexpensive giveaways. The top five products for cost-effective handouts are: Custom Handheld Stick Flags; U.S. Stick Flags with Imprinted Wooden Staffs; Banner Pens; Scroll Banners; and Car Flags.

Provide attractive displays for nonprofit and associations' outreach efforts. An attractive booth would include a Backdrop Banner and Table Cover in the organization's colors showcasing its logo or message.

Scarves, Bandanas, Arm Sleeves, Handheld Stick Flags, Car Flags and Garden Banners all make effective fundraisers, particularly at events such as aid concerts, festivals or walkathons/marathons.

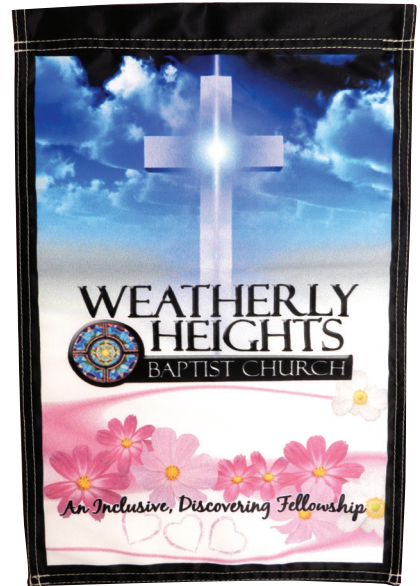
*Contact Tip: Start at the top with an association/nonprofit president or director. They may refer you to specific managers, such as marketing or development officers.*



A



B



C

A. Golf Flags are available with grommets or tubes. Need sponsor changes? Just ask!

B. Garden Banners are a great way to show your message. Perfect for fundraisers!

C. Banners are available in any shape or size your clients need!



## 5 great association / nonprofit markets to target

- |                          |                                  |
|--------------------------|----------------------------------|
| 1 National organizations | 4 Community / sports leagues     |
| 2 Religious              |                                  |
| 3 Local / state          | 5 Rallies / races / other events |



# INVESTING FOR MUTUAL GROWTH

To celebrate 25 years, we chose investments that you and your customers can appreciate and benefit from for the long-term:



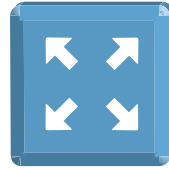
## RELOCATION TO A NEW, LARGER FACILITY

in Hanover, PA, ensuring that we can handle any size order for custom flags, banners and displays made in the USA.



## EXPANDED IN-HOUSE DESIGN AND MANUFACTURING CAPACITY

with state-of-the-art capabilities to deliver the best quality and most impressive full color digital printing in the industry.



## EXPANDED PRODUCT OFFERINGS

including trade show displays and wearables to provide more innovative solutions for your customers' diverse promotional needs.



## HIGH QUALITY MATERIALS

including a variety of fabrics made in-house to make rush services available on most products.

## FULL SERVICE FOR ALL YOUR PRINTED FABRIC NEEDS

In-House design and art services • 24 Hour virtual proofs

Quick Ship 24/48-hour service available on core products

Warehousing, fulfillment and split shipping

Accurate quotes, knowledgeable staff and free samples



Products include **full color** printing at no extra charge...  
and no set-up charges!



*Full color fabric printing made easy.*