

# FlagsUnlimited®

## CASE STUDY York Region Rapid Transit



Photo from Metrolinx, Viva.NE



**7 Years**  
**28 Campaigns**  
**84 Designs**

The communications department for York Region is responsible for the corporate branding, reputation and issue management as well as public communications for YRRT (York Region Rapid Transit Corporation).

### **YRRT's Challenge**

The YRRT issued a request for tender on a seven year contract for providing pole banners and services. They were seeking a range of outdoor signage solutions. The YRRT needed four unique designs each year, including three seasonal campaigns and one commissioning campaign.

Each campaign would feature three different style banners;

- Streetlight pole banners
- Flagpole banners
- Station flagpole banners

The YRRT also needed installation and maintenance of the new banners as well as the removal and disposal of damaged and/or out-dated campaign banners.

### **Flags Unlimited's Solution**

Flags Unlimited's graphic design department used client supplied artwork and provided custom mock-ups of all banner artwork. Flags Unlimited then facilitated all printing requirements within the campaign time line.

The banners supplied by Flags Unlimited were weather resistant and did not bleed while maintaining vibrant, high resolution images. Flags Unlimited's high-quality colour management processes helped ensure YRRT stayed true to their brand with their selected Pantone colours

### **Installation**

Flags Unlimited completed installation of all seasonal banners for each campaign within 21 days of printing them.

Flags Unlimited worked within client specified installation time to reduce impact on street usage and interference with citizen life. Installation was completed between 2:10am to 4:50am. Once installed, the banners for each campaign would remain in place for 120 days.

### **Maintenance**

To ensure there was no damage to the banners and they were in top condition, Flags Unlimited provided visual inspection of the banners both on a monthly basis, and following significant weather events such as snow, rain, or high winds.

Flags Unlimited maintained all installed banners for the duration of the campaign and replaced any damaged signage. This replacement included the removal and disposal of the damaged flag/banner and installation of a new one. Flags Unlimited also inspected, repaired and/or replaced any banner hardware to ensure proper installation and use over the life of the campaign.

### **Specifications**

The YRRT needed a variety of banners in different sizes and for different applications. To meet this need Flags Unlimited supplied banners on a range of substrates following a strict guideline of criteria.

#### **Vinyl Streetlight Pole Banners**

##### **Substrate: 21oz. Double-Sided Vinyl**

Banners needed to withstand the weather without wind vents. Each banner was designed with top and bottom pole sleeves, reinforced with seat belt webbing and grommet in each corner.

#### **Flag Pole Banners**

##### **Substrate: DuraKnit III® Polyester with Block Out Liner**

Each double-sided banner was made of two pieces of polyester fabric sewn back to back with a block out liner in between. Flag Pole Banners were designed and finished with a top pole sleeve and the left was finished with seven grommets.

#### **Station Flag Pole Banners**

##### **Substrate: DuraKnit III® Polyester with Block Out Liner**

Each double-sided banner was made of two pieces of polyester fabric sewn back to back with a block out liner in between. Outfitted with top and bottom pole sleeves and grommets. These banners were reinforced with heavy-duty stitching and added webbing in stress locations.

Flags Unlimited provided a warranty on the products and service for a 120 day period from the date of installation for the entire length of the contract. This warranty was against all defects and deficiencies in manufacturing, installation and workmanship.

**Flags Unlimited supplied banners on various substrates following a strict guideline of criteria.**



**FlagsUnlimited®**





**Municipalities and BIA's looking for an experienced, reliable and professional comprehensive custom signage service can rely on Flags Unlimited to complete the job in a timely manner.**

### **Campaign Result**

Flags Unlimited's in-house team met YRRT's campaign expectations.

1. Fabrication of custom banners in various substrates within the specified time frame.
2. Developed solutions to accommodate YRRT's unique storage and installation requirement.
3. Installation of banners during set times and days.
4. Ongoing maintenance and inspection of all banners.
5. Removal of damaged banners and installation of new banners.
6. Removal and disposal of banners at the end of each campaign.
7. Commitment of contract pricing for the seven year duration.
8. Dedicated and experienced staff to ensure optimal performance from manufacturing to customer service.
9. Reliability to perform year over year.

Flags Unlimited was able to offer a full service solution to YRRT. Our in-house comprehensive team was able to provide timely banner replacement and reduce overall spend for YRRT.

Flags Unlimited offered the reliability and dependability the YRRT needed to ensure a professional display and a satisfied customer. Flags Unlimited is proud to list YRRT as one of our valued customers.

**Contact Flags Unlimited today to get in touch with a dedicated account representative.**

# **FlagsUnlimited®**

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