

Life of a Flag 2012

Longevity:

There are huge amounts of variables which affect and therefore determine how long a Flag may last. The expected Life will also differ across styles of flags. If all due care is taken a flag can be expected to last between 6 and 9 months. However; Flags have been known to last up to 2 years when looked after correctly likewise they have lasted less than 3 months on occasions, having been damaged by severe conditions, or by hitting against a roof or a wall during flying. A Street Flag, by their nature and design, will have less of a life span than any other flag product.

It is advisable to use [TA717T](#) or [TA700T](#) (raw cut) for extended life when purchasing a Street Flag or a Custom Flag that may be left out 24 hours a day 7 Days a week. [TADS](#) (double sided block out) is ideal for Events. [TADS](#) is not suitable for Custom Flags, Street Flags or Swing Arm Banners (used outside).

It is important to manage your clients expectations on the longevity of their Flag and you should realistically expect to replace your flags at least annually. This time frame will vary across the range of Flags.

Fabric Choices:

[TA700T](#) and [TA717T](#) flag fabric will outlast [TA065](#) flags, due to its unique lock-knit construction. [TA065](#) flags are ideal for the likes of Real Estate Agents Swing Arm Flags, or where the flag usage is more 'occasional' – and not for frequent/daily use. [TADS](#) (double sided block out) is a better option for Events rather than frequent Point of Sale usage – long term exposure to Ultra Violet Rays (UV) can effect the fabric and it has a tendency to 'snag'.

Ultra Violet:

Water Based Dyes are used in the printing process and this means that Ultra Violet (UV) rays affect the flags quicker than many other print processes. Some colours will deteriorate quicker than others – testing is underway to try to extend the colour integrity of all flags. UV rays and high winds cause the breakdown of fibres in flags, particularly the extremities and sewn edges. As light does not 'illuminate' the back of Double Sided flags, the impression is that UV affects Double Sided flags quicker.

Wind:

Prevailing conditions will largely determine the longevity or the life of a flag. A flag that is flown in extreme conditions will not last as long as a flag flown in more temperate climates.

Fly Freely!:

To increase the life of your flag, ensure that it flies freely. It should not be impeded by surrounding structures. It is important that it is properly attached to the pole so that it does not wrap itself around it repeatedly. If you wish to maximise its life, bring it in each evening and in bad weather. Note, flags are not designed to be secured by all four corners.

Colour Matching:

We can do our best to match to a PMS colour, but it is not guaranteed. A4 Fabric Samples are always recommended.

Care:

Expect accelerated deterioration of flag where close to coastal conditions.

The life of a flag also depends upon its flying time. A flag that is flown constantly (24 hours per day 7 days a week) cannot be expected to last as long as a flag flown during the day and then brought in in the evening or in extreme weather conditions. It must be recognised that the flying time of a constantly flying flag is more than doubled, thus its life is considerably reduced.

Print Methods:

Both Digitally Printed and Screen Printed methods are available. Pricing is based on the Size, Quantity and Number of Colours within the artwork. Please contact us to discuss the best solution for you.

Screen print

- Best for colour penetration
- Better cost where quantity is high and/ or solid colours are present
- Flag Longevity same as digital [TA700T](#) (best raw cut [TA700T](#))
- Better UV longevity than digital

Digital print

- Ideal for complex images and / or shorter runs
- Can be sampled at little or no cost
- Flag longevity same as screen print (best raw cut [TA700T](#))
- Precise colour matching available.

Washing & Care Instructions:

- Cold wash with mild detergent
- Do not bleach
- Do not soak
- Do not leave rolled up
- Hang up immediately
- Do not tumble dry
- Do not dry clean

[Please contact our Sales Team if you have any questions or for additional information.](#)