



Operator Benefit Statement for Glue-Free, Single Sheet Posters

Features:

General Features

- The Cable System eliminates the use of glue/paste in favor of a single sheet, recyclable plastic film
- No more visible seams, image “show through”, flagging or other weather or glue related problems
- Better color match: Eco-Posters (single sheet posters) are printed as one seamless printed substrate from start-to-finish on the same printer at the same time providing uniform color and quality (vs Litho or Screen printing where each panel is printed individually/separately from the other panels)
- The brightness of Eco-Posters is substantially greater than any available poster paper
- Constructed of the most durable materials available
- Ads look better longer -- regardless of weather conditions
- Posters are made from recyclable, 100% polyethylene, the most commonly recycled plastic in the world.

Cost Saving Features

- The system provides cost savings opportunities by eliminating the use and cost of paste and the cost of staffing and supplying the glue/paste room (such as collating and running posters through a glue machine)
- The elimination of adhesives is expected to increase the life of steel poster panels and greatly reduce the capital expenditure costs needed for their replacement.

Operational Features

- An Eco-Poster can be taken down and replaced in 15 minutes. There are no hidden operational costs such as cutting pole pockets or installing clips at the shop prior to arriving at the posting site. There is also no wasted time following installation to remove poles or remove a clip from both the cable and the poster.
- Installation training is extremely simple which greatly increases the labor pool of prospective bill posters
- A weight reduction from 40-pound wet-paper-posters to 5-pound Eco-Posters reduces occupational hazards and related injuries
- The elimination of glue/paste eliminates dermatitis, other health related concerns, and related environmental regulatory issues
- No seasonal or weather related changes to installation procedures are required for One-Piece-Posters (e.g., adding anti-freeze to glue in the winter).
- Eco-posters can be installed from the catwalk: no posting ladders, no gripper bars and no power tools
- System offers an easy transition between Paper, Vinyl and Lightweight Flex posters
- All hardware is completely hidden behind the trim
- System is interchangeable with both Round and Square corner panels

Benefits:

- **IMAGINE ...** Posters that now look the same as bulletin flex helping your customer build a consistent brand image throughout their 30 or 60 day campaign.
- **IMAGINE ...** The press and media attention related to your use of a new, recyclable substrate that will earn your company a reputation for having the best green practices ad industry, which will give you additional ammunition for those regulatory and legislative battles
- **IMAGINE ...** Possibility of increasing rate and occupancy as a result of vastly improved poster presentation
- **IMAGINE ...** Fewer dissatisfied customers, fewer credits (and related paperwork and administrative costs to track customer credits) for “make goods” because posters are no longer affected by weather – looking as excellent at the end of the campaign as they did on day one.
- **IMAGINE ...** Getting customers into billing sooner because posters are delivered ready for “same day” installation
- **IMAGINE ...** Cost savings related to the cost of personnel in glue rooms, and related health and environmental regulatory issues that can be eliminated
- **IMAGINE ...** Being able to establish efficient and standardized installation methods (i.e., Best Practices) throughout an organization as a result of the Cable System
- **IMAGING ...** A much safer system where Eco-Posters are completely installed from the catwalk
- **IMAGINE ...** Cross-training of staff to give your operation greater posting capacity and flexibility (e.g., flex installers and billposters can now be interchangeable).

Costs and Other Considerations:

- The Cable System is designed for low-cost retrofit onto all current poster stands.
- The Cable System hardware can be easily installed in less than an hour.
- A typical complete system is \$125. Retrofit installation is simple and estimated at less than one hour per poster panel. There are also some low-cost kits that can assist operators w/ hardware and poster installation (only a few per plant will be needed).
- All billboard printing companies utilizing standard grand-format digital printers will be able to produce one-piece posters for the Cable System.