

## BUYERS GUIDE: Feather Flags

### What are Feather Flags



Feather flags are a popular outdoor advertising product. They are a fantastic combination between traditional flags and banners, which is why they are sometimes also referred to as feather banner stands. Unlike normal flags they are not reliant on the wind to be clearly visible, as the material is stretched over a flexible tensioned frame ensuring your marketing message can always be seen. Feather flags come in all shapes and sizes so we have outlined the key features to help you choose the right solution.

### About personalised Feather Flags



Let's start with why are they called feather flags? Quite simply because they are shaped like a feather and are light weight. Despite the fact that feather flags can be seen everywhere today, the idea is not new, in fact feather flags as you see them now were around in the early 1980's to promote business and services. Originally they were just a top arm which held the flag out in light winds, but today manufacturing techniques and materials have led to many different styles. Unlike static forms of outside advertising these flags move in the wind which helps attract attention making them ideal for outdoor events.

### Feather Flag Printing Methods



Digital printing has revolutionised customised displays over the last few years making single prints affordable even when they are in full colour. Flags are printed using a dye sublimation process. This process infuses the image into the weave of the material giving it a long outdoor life.

Although double sided flags are possible, feather flags need to be light so they are nearly always printed single sided. This means the message is a mirror image on the back. As with all printing, our advice is to make sure you use an experienced company to ensure you get crisp images, bright text and UV stable inks that will last outdoors.

You will come across some stock feather flags such as "store opening" and "sale" but most feather flags are custom printed, allowing you to display a personalised marketing message or your company's branding.

### Design



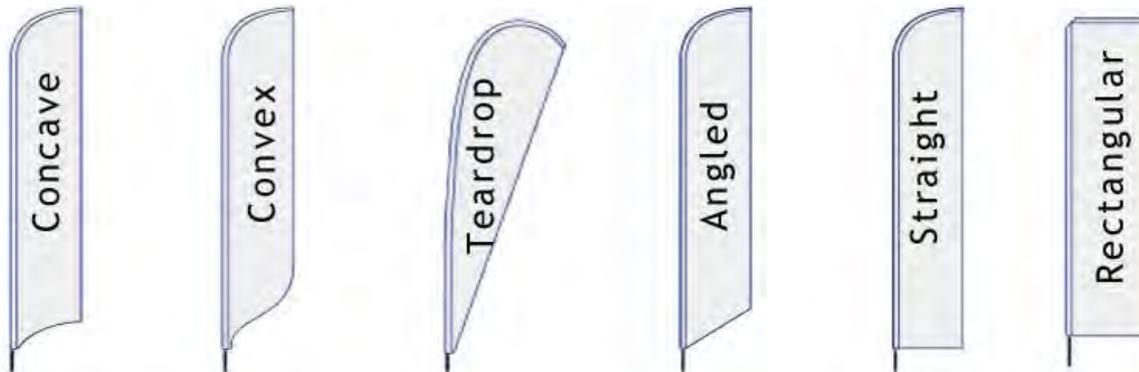
The best advice is to keep your design simple. As an outdoor advert and one that involves movement you only have seconds to catch the eye of passing trade so keep the message simple. One colour and a logo or perhaps a product image can be used to great effect.



## Is a Feather the only Shape

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Although traditionally the shape is similar to a feather, these advertising flags now come in a number of shapes; concave, convex, straight, angled, rectangular or teardrop. They all behave in a similar fashion, so it really comes down to personal choice and the type of design you want printed. Teardrop flags have a smaller available space to promote your brand than feather flags, so bear this mind.



## Hardware

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Frames used for sail flags tend to be made from either aluminium or fibreglass. There is not a lot to choose between the two materials. They both come in sections that push together, so they are easy to transport and store. As with all displays quality comes at a price.

Look out for cheaper fibreglass options, they may crack and break and only last a few days. These are cost effective advertising displays, but they have to stand up to the rigours of being used outdoors so spending a little more will pay off in the long run.

## What Bases do Feather Flag have

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All portable flags poles should be taken down when winds start to gust over 20mph. Even if you have a very heavy base the poles themselves could bend or break. The larger the flag, the heavier the base you need.



Ground Spike for soft ground



Heavy duty forecourt concrete base



Simple water fillable bases



Metal base with water filled weight bag



Base to go under a car wheel

**Ground spike** - if you are going into fairly soft ground a ground spike can be a good idea. lightweight and easy to transport and you don't need water or stand.

**Concrete** - Heavy duty solution for big flags. Leave it on your forecourt when you take your flag in at night.

**Water based** - If you going onto hard standing then a water fillable base is the answer. For shorter term or portable use compared to the concrete base. Ideal event solution or where you need to transport your flag.

**Metal cross over** - Suitable for indoor use at exhibitions. These often have an options water fillable bag to give them a little extra stability in heavy traffic areas.

**Car bases** - Drive your car wheel over these to anchor them down. Garage forecourts, Outdoor events, Motorsports and the like.

## Uses of Feather Flags



- Product Launches
- Forecourt garage signage
- Event Branding
- Creating an arena
- Promotions
- Store openings
- Concert and shows
- Real estates sales

## Other terms used when describing feather flags



- Sail Flags
- Teardrop Flags
- Banner flags
- Bow flags
- Swooper Flags

Considerations when choosing the best flag for you:

- Weather resistance
- Print quality
- The base
- Flag fabric
- Shape and size

Be sure to choose a reputable design and print company with plenty of experience in flags, a helpful way is by reading their reviews.

**View our full range of feather and teardrop flags now.**

**If you would like a free sample please email  
[sales@discountdisplays.co.uk](mailto:sales@discountdisplays.co.uk) or call  
**0844 800 1020.****