

CASE STUDY

York Region Rapid Transit

Flags Unlimited provided a full service solution with timely banner replacements and reduced spend for YRRT.

Background

The communications department for York Region is responsible for the corporate branding, issues management and public communications for YRRT (York Region Rapid Transit Corporation). The YRRT issued a request for tender to provide pole banners and services for a period of 7 years. Specific requirements included:

- Supply banners for the rapidways
 - Four banner designs each year;
 - three (3) seasonal campaigns
 - one (1) commissioning campaign
 - Each campaign would feature three (3) different style banners;
 - streetlight pole banners
 - flagpole banners
 - station flagpole banners
- Install and maintain all banners
- Warehouse additional banners that were not in use
- Removal and disposal of damaged and/or out-dated campaign banners

Approach

Upon receipt of the art work from YRRT, Flags Unlimited provided mock-ups of all banner artwork. With signed approval from YRRT, Flags Unlimited facilitated all printing requirements within the agreed upon period (21 days). Flags Unlimited was able to provide street banners that were weather resistant and did not bleed while maintaining vibrant, high resolution images. Flags Unlimited's colour management processes helped ensure YRRT stayed true to their brand with their selected Pantone colours.

Installation

For the seasonal campaigns, Flags Unlimited completed the installation of all banners for the specific campaign, also within 21 days of printing them. Flags Unlimited ensured that the installation of the banners was done between the specified time of 2:10am to 4:50am. Once installed, the banners for each campaign would remain in place for 120 days.

Maintenance

Flags Unlimited provided visual inspection of the banners on a monthly basis, or after any significant weather events such as snow, rain, wind to ensure there was no damage. Flags Unlimited maintained all installed banners for the 120 days. If a banner was damaged, it would be replaced by Flags Unlimited. 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.



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

Specifications

For each campaign, six (6) additional streetlight pole banners were printed on vinyl and stored by Flags Unlimited until utilization. Because the YRRT was looking for a variety of banners in different sizes and for different applications, Flags Unlimited had to supply banners on various 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 had one (1) nickel coated metal grommet in each corner. Depending on the size of banner, Flags Unlimited reinforced them as required and made sure any reinforcements were not visible or alter the design/appearance.

Flag Pole Banners

Substrate: DuraKnit III® Polyester with Block Out Liner

Each double-sided banner was made of two (2) pieces of polyester fabric which were sewn back to back with a block out liner in between. The liner ensured that the image isn't seen the wrong way from behind. DuraKnit III® is a superior flag fabric designed to stand up to the weather. Flag Pole Banners were designed and finished with a top pole sleeve and the left was finished with seven (7) metal grommets.

Station Flag Pole Banners

Substrate: DuraKnit III® Polyester with Block Out Liner

Each double-sided banner was made of two (2) pieces of polyester fabric which were sewn back to back with a block out liner in between. The liner ensured that the image isn't seen the wrong way from behind. Banners were constructed to be sufficiently weather resistant. Outfitted with top and bottom pole sleeves that were closed on one side. Two (2) nickel grommets were added along one side added to properly secure the banners to the hardware. 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 each installation for the entire length of the contract. This warranty was against all defects and deficiencies in manufacturing, installation and workmanship.



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Flags Unlimited has been providing premium service to YRRT for seven years.

Conclusion

Flags Unlimited was able to meet all of YRRT's expectations including the:

1. Fabrication of all custom banners in various substrates within a specified time frame
2. Installation of banners within a specified number of days and time of day
3. Storage of replacement banners
4. Maintenance of all banners including repairs or replacement of 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 (7) year duration
8. Dedicated and experienced staff to ensure optimal performance from manufacturing to customer service
9. Reliability to perform year over year

Results

Flags Unlimited was able to offer a full service solution to YRRT which provided timely banner replacement and reduced spend for YRRT. Flags Unlimited offered the reliability and dependability the YRRT was looking for to ensure a professional display and a satisfied customer. Flags Unlimited is proud to have been providing premium service to YRRT for a period of seven (7) years.



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