

Billboard Frame System™

Installation instructions

Note: The frame comes in three different types of parts: base plate, anodized capping plate, and rubber securing gaskets. Also, long and short self-tapping metal screws are provided for mounting and securing the frame. There are four basic instruction steps outlined below.

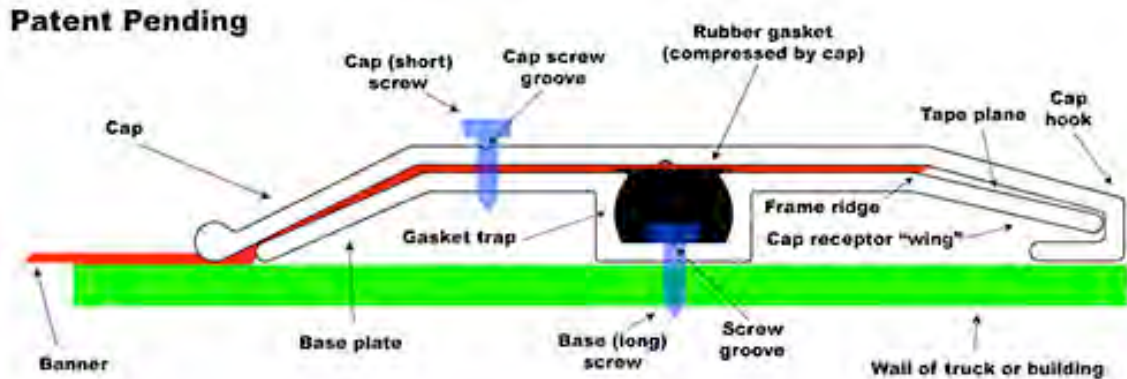


Figure 1: Assembled frame system (with labels)

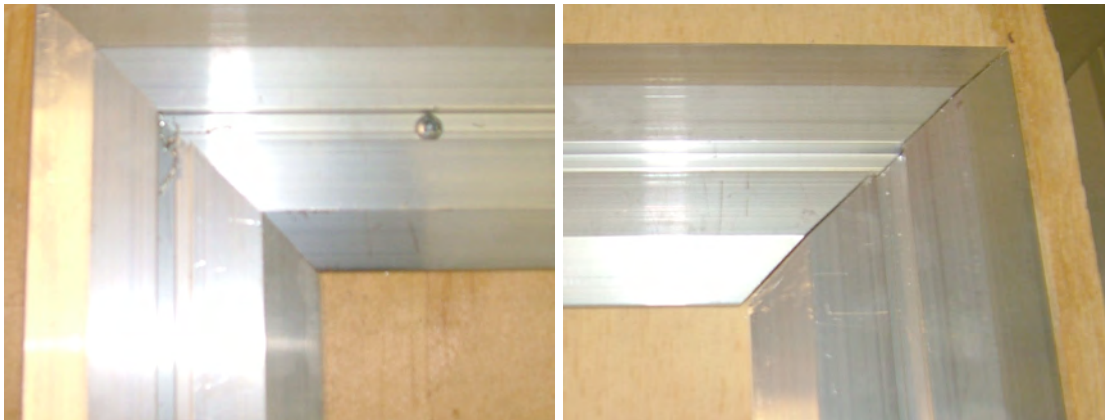


Figure 2: 45° mitering photos

1. Cutting the frame sections

If you have ordered your frame pre-cut, please skip to section 2. If you are going to cut your frame to size yourself, please read on.

The ending corner pieces must be mitered on an exact 45° angle, just like a picture frame, with the points pointing to the outside edge of the frame (see figure 2 above). Figure out the most economical use of the length you need. If it's longer than 8 feet, just butt the ends up together. Remember,

the side must end with another 45° angle on the opposite end.

Using a chop saw rated for non-ferrous metals (usually a carbide-tipped blade), measure and cut the needed lengths accurately and safely. The buyer, by use of this product, assumes responsibility for safety.

Some cutting tips:

- All 45° mitered angles must point to the cap receptor (the outer edge of the frame system, see figure 1 above).
- All cuts should be made with the base plate and the anodized capping plate securely taped together so that they cannot slide, and are therefore cut uniformly.
- Most times, cutting with a light touch, and only cutting in slightly a little bit at a time, quickly retracting the blade, cutting again, retracting again, and so on until the cut is complete, results in a cooler, cleaner cut; in other words, the chop need not be performed in a single stroke. You must find the method that works best with your saw.

2. Installing the base plate

If you have ordered your frames pre-cut, please refer to the assembly plan included with your frames to see which parts go where.

Make sure that the top of the frame is parallel to the design of your truck (don't be fooled with a level; your truck may not be on level ground, or even level). To attach the base plate to a truck or wall, start with the top section of the frame. Use the longer self-tapping screws by inserting them into the screw groove inside the gasket trap (see figure 1). Starting in the center of your frame section, and in the center of your truck (left to right), and at a height that will allow enough room and aesthetic placement of the opposing bottom frame section, place screws every 10 inches, and place an additional screw within 1/2 inch of each end of the frame section. Install all additional pieces of the top section necessary to complete your desired length of the top section.

Now make a pencil mark on the tape plane of the top section that is exactly in the center of the top section. This will be used to line up the center of the banner.

Now, at a perfect 90° angle, and starting with a mitered end, install the left vertical frame section. Make sure that it is at a perfect 90° angle to the top

section. Now install the right vertical frame section in the same manner. We suggest only putting one or two screws in at first in case an adjustment has to be made when the bottom frame section is installed.

Now, install the bottom frame section using the same method as described above for the top frame section. Make a pencil mark in the center of the bottom frame section as you did for the top frame section. This will be used to line up the bottom center of your banner.

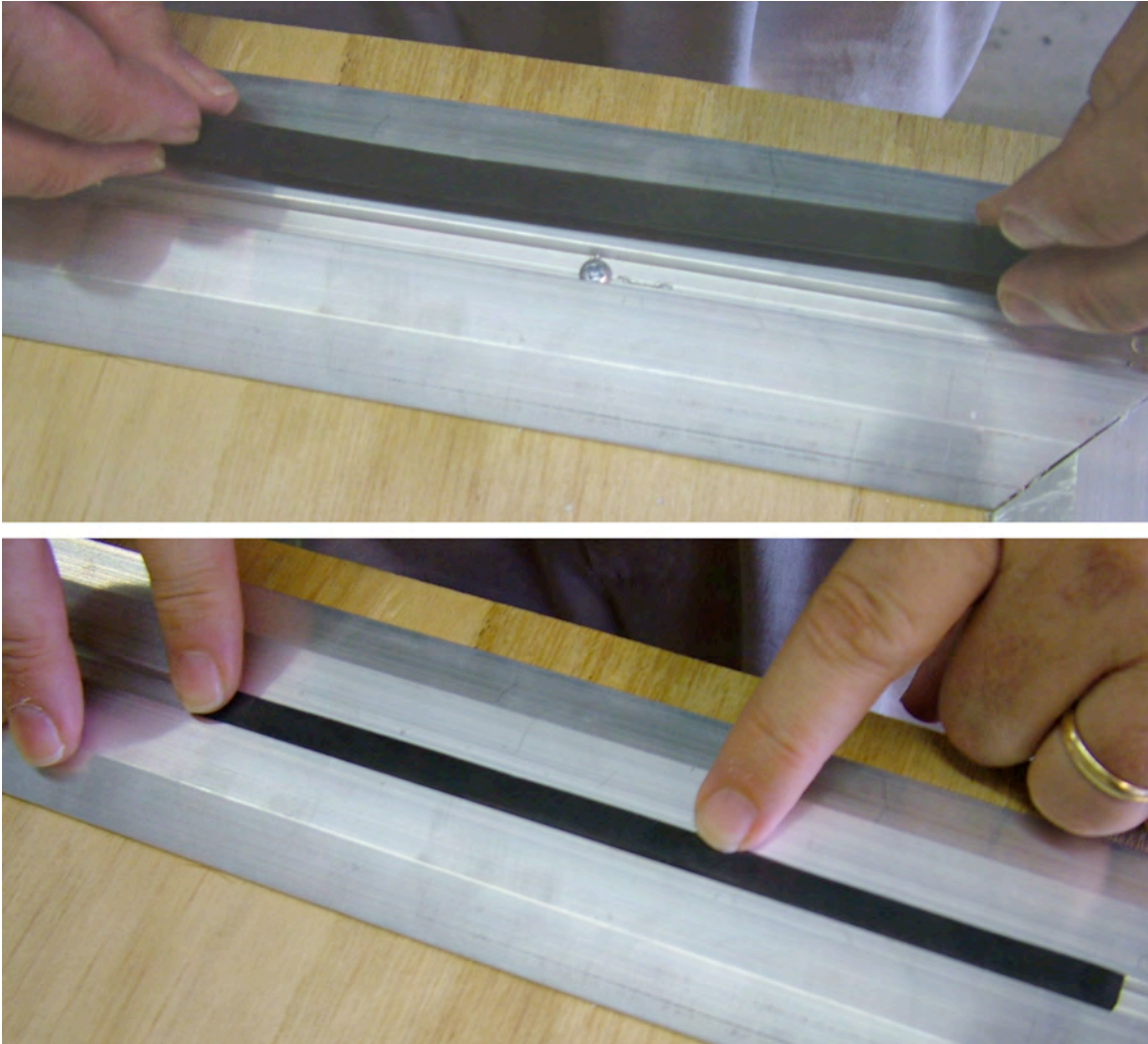


Figure 3: inserting rubber securing gasket

Now install the rubber securing gaskets into the gasket trap as shown above (see figure 3), with one of the two shiny sides out (facing you). If you find it difficult to press the material in, simply stretch the rubber gasket slightly; it will drop right into the gasket trap and resume its normal shape once in the gasket trap. Note: the rubber securing gaskets come in 6-inch sections. Take each section and center each one over each mounting

screw. The screw underneath the rubber will “pop” the rubber out of the trap slightly; this is purposeful, and part of the design. Obviously the screws at each end must be covered as well; don’t worry about centering the gasket over these screws. You may cut the gaskets to a smaller length when necessary to cover the end screws. The gasket likely will not fill the entire length of the frame’s gasket trap; this is OK, and by design. Remember to keep the shiny side of the gasket facing out.

Note about concrete, masonry, drywall, etc.: The self-tapping screws provided are for sheet metal and wood. If you are mounting the frame to concrete, masonry, drywall or other material, please obtain and use the proper screws (and anchors, if necessary) for your particular wall. If they are not self-tapping screws, it’s fine to pre-drill holes in the base plate before screwing in the base plate; otherwise, follow the instructions above. The short self-tapping screws for attaching the capping plate to the base plate can always be used.

Your base plate installation is now complete.

3. Printing the banner to the correct size

These instructions assume that you're working in Photoshop; you may need to adapt these instructions if you're using a different program.

Write down the size of your frame (width from the outer frame edge left to right, and height from the outer frame edge top to bottom). Subtract one inch from each of these measurements; this is the size your printed banner should be. Create a new document using this actual size (width and height). Designing tip: to avoid confusion, we strongly suggest working in the actual 1-to-1 scale (i.e., the size your banner is). For example, if the length was 12 feet, the rulers should read 144 inches. If the file becomes too large and slows down your computer's processing, you can drastically reduce resolution, which will enable you to complete your design; then, as a last step when your design is complete, restore your desired resolution and reduce your size measurements so that your file size remains about the same as if you started with smaller measurements and higher resolution. You’ll obtain the correct size when you send your file to the RIP, and tell it how big you want the banner to be printed. This method reduces confusion and speeds up design by working in exact scale. So, for the time being, work in actual size – it makes things much simpler.

Create a new layer from the Layer menu, and name it "bounding rectangle." Select the entire document ("Select all"), and stroke this selection with a 1-point black stroke. In the same layer, in the center of

both the top and bottom of your document, draw a one-inch line toward the center of the document at that point (we suggest the pen tool). This bounding rectangle will be printed, but will be covered by the frame. The bounding rectangle and center marks must be visible during installation, so be sure to use a color which will be visible (contrast) against your design's background. Some small fractional part of your design will be covered by the frame, but not the important elements, so make sure that you design to the limits of your design's size (bounding rectangle), but we're going to keep all the important elements of the design (e.g., names, telephone numbers, or other information which should not be covered) within a "safe" area.

We're now going to create two more rectangles which will not appear in your printed banner, an outer one and an inner one. The outer one will show you where the inside edge of your frame ends; the inner one will show you where the "safe" designing area begins. Between the "safe" area and the outer bounding rectangle, only your background should (and must!) exist. In other words, your background bleeds underneath the frame to the limits of the printed banner, but your important elements do not.

Creating the inner part of frame rectangle

Ensure that your rulers are set so that the zero point is at the top left of your document.

Next, from the Layers menu, create a new layer. Next, select the rectangular select tool and select "Fixed Size" from the tool menu shown. Enter measurements for the width and height which are each 4.5 inches less than your banner size (no matter what size your banner is), and click on your design. Center the resulting inner part of frame rectangle. (Here's an easy tip for centering the inner part of frame rectangle; simply make sure that your fixed-size rectangle cursor is lined up at the 2-1/4-inch point (with your rulers set to zero for both height and width at the top-left corner) both horizontally and vertically before you click your crosshair cursor, and your inner part of frame rectangle will be centered.) Now, from the Edit menu, select "Stroke..." and stroke this area with a thin line (1 point is fine). This rectangle shows you where the inner edge of your frame will be; anything in your design outside this rectangle will be covered by the frame.

Creating the "safe" area

Next, we're going to create a "safe" area for the design of your banner, so that when you install the top cap, important elements of your design are

not covered. All important parts of your design must be within this "safe" area.

First, from the Layers menu, create a new layer. Next, select the rectangular select tool and select "Fixed Size" from the tool menu shown. Enter measurements for the width and height which each are 8 inches less than your banner size, and click on your design. Center the resulting "safe" area rectangle. (Here's an easy tip for centering the "safe" area rectangle; simply make sure that your cursor is lined up at the 4-inch point (with your rulers set to zero for both height and width at the top-left corner) both horizontally and vertically before you click your crosshair cursor, and your "safe" area rectangle will be centered.) Now, from the Edit menu, select "Stroke..." and stroke this area with a thin line (1 point is fine). The area within this rectangle is the "safe" area; that is to say that the entire area of the sign (even outside the "safe" area) must be used for your design (usually the background; if your background is white, don't be concerned), but all important information which must not be covered by the frame (such as lettering, logos, or other important parts of the design) must be completely within the "safe" area.

Now, complete your design and print; however, don't forget to delete or hide (click on the "eye" next to the layer) the inner part of frame rectangle layer and the "safe area" rectangle layer before printing, so that these two visual designing aid rectangles will not print on your banner.

4. Installing the banner and anodized capping plate

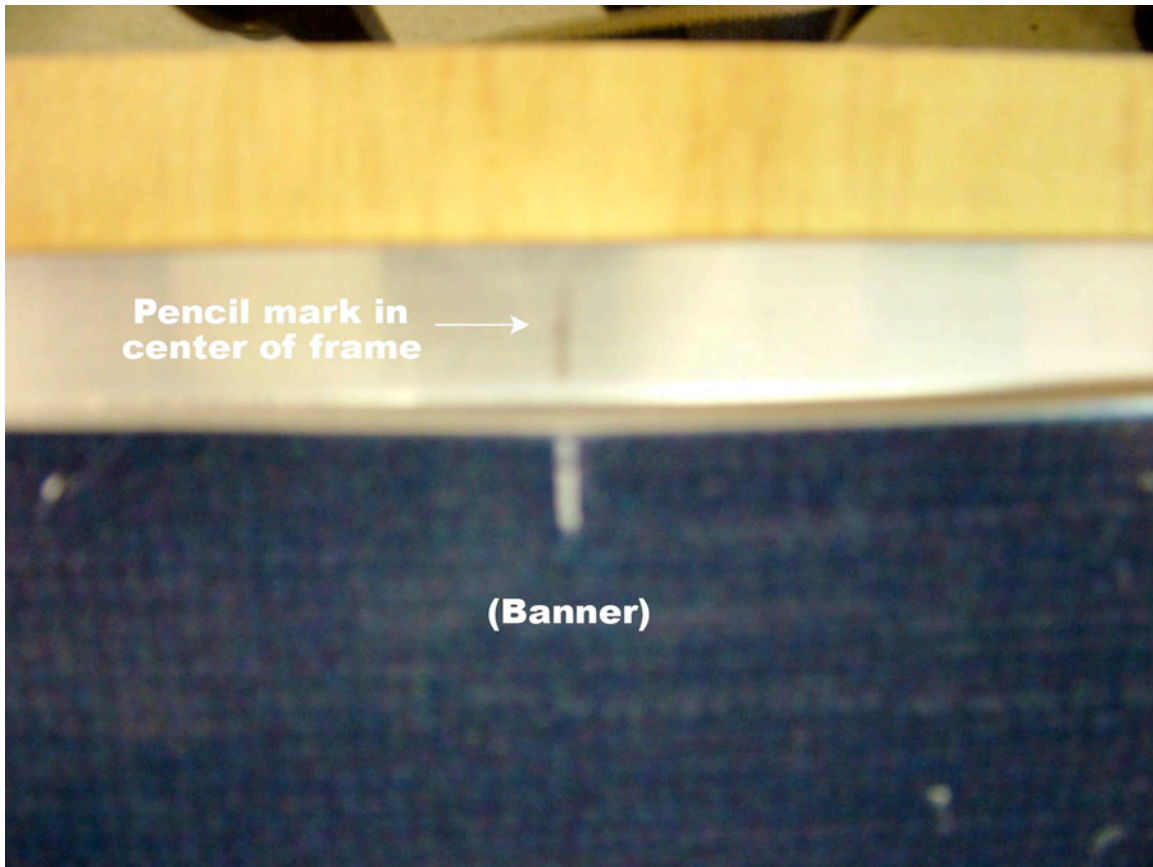


Figure 4: banner aligned with frame ridge

Billboard Framing System Installation Instructions



Figure 5: taping the top of the banner to the tape plane

With scissors or an X-Acto knife, cut along the top edge of the design (bounding rectangle), removing any extra material. Using duct tape, align the top edge of the design with the frame ridge (the “crease”) of the top frame section, and the center line of the design with the pencil mark you made earlier at the center of the top section. Working outward from the center, and using duct tape “tabs” that attach a half an inch or so on the banner, with the remainder on the tape plane (do not tape above the frame onto the wall or truck side, but only onto the tape plane), align the remainder of the top of the banner with the frame ridge as shown in the picture (see figure 4). We suggest placing tabs first in the center, then a few feet from the center to the right, then to the left, pulling the banner tautly as you go, and back and forth until the entire top of the banner is aligned and taped with tabs to the frame ridge. (Note: for larger banners, you will likely want to put your initial tabs much closer together so that the weight of the banner is properly supported. Installation of a larger banner typically requires two people.) Once this is complete, apply one additional continuous strip of duct tape across the “tabs” along the entire top edge of the banner. The tape should be half on the banner, and half on the tape plane (see figure 5).

With the banner hung in this position, trim the bottom of the banner along the bottom section's frame ridge (we do this rather than cut along the

banner's printed bounding rectangle in case of any inaccuracies in other measurements; this trimming ensures proper alignment with the banner and the frame ridge).

Applying slight downward tension to the banner, place a duct tape "tab" at the bottom center line of the banner, securing it to the tape plane of the bottom section. Ensure that the centering line printed on the bottom edge of the banner lines up with the pencil mark you made earlier on the bottom section of the frame.

Now, perform the same trimming and tabbing procedure for each of the sides of the banner, placing a single duct tape "tab" at the center line of each side securing the banner to the tape plane of the side section. Make sure that the banner is pulled tight before applying the tabs.

Now you have your banner completely taped across the top, and three tabs; one along the bottom pulled tightly, and centered opposing tabs, one each on the right and left sides, also pulled tightly. At this point, make any adjustment necessary to make the banner lay as flat and tight as possible by adjusting these three tabs. Then add more tabs as needed, and follow up with a continuous strip of duct tape along each side and along the bottom.

The idea here is to get the banner as flat and as taut (pulled tightly) as possible before the anodized capping plate is installed. The anodized capping plate's tightening powers are more effective when the banner is pulled tight before the anodized capping plate is applied. The capping plate will tighten the banner further when it is applied.

Now we'll install the anodized capping plate, which will tighten the banner even further and safely secure the banner from slipping, as it compresses the rubber gasket behind the banner.

With capping plate in hand, cap the "hook" part over the outer edge of the base plate. Make sure that it matches up perfectly left and right. Press down securely and screw the shorter self-tapping screws into the cap screw groove (see figure 1), starting in the center. Place screws 12 inches apart until the entire framing system's capping plates are installed securely.

Hurrah! We're done with installation!

5. Instructions for changing out banners

Billboard Framing System Installation Instructions

Reinstallation of a banner of a different design is easy, because nowhere have we used (as other systems do) any really high-tack, double-faced securing tape which is almost impossible to remove from the metal when it gets old and messy (it takes many hours to remove and reinstall double-faced tape). The double-faced tape is subjected to dirt and dust, thus lessening its adhesion powers with each application, making removal and reapplication of the tape often necessary. Here we use duct tape, which is easily removed with and when the banner is being removed. So you'll never have to replace super-strong double-faced tape as other systems utilize – because there is none! Our system relies on the rubber gasket (compressing the banner when the capping plate is screwed on) for the safe non-slip security of your banner. This system is patent pending. So simply unscrew the caps, peel back the duct tape (if you don't get it all off, it's OK – we're just going to tape over it), take the banner down, roll it up for storage and reuse (you'll notice that there's no sticky glue residue on the back to make reinstallation difficult), and install the new banner design using the instructions above. There's no need to remove or reinstall the rubber securing gaskets when changing banners.

Hurrah! We're done with changing out banners!