



The original...

The innovator....

The **best** possible choice for
exterior light pole banner hardware.



KBW
BannerFlex[®]

The banner innovator since 1984

Applied Aerodynamic Engineering

Trust **KBW BannerFlex**....Since 1984, the brand to know.



KBW brackets have been the most trusted name in banner hardware for over 20 years. Developed in 1984, **KBW BannerFlex** is the first banner bracket to use flexible fiberglass arms rather than steel rods. The patented **KBW BannerFlex** bracket extends the life of your banners through its unique "canted" design and deflects enough wind load to measurably reduce the stress on light poles.

At KBW, we use aerodynamic engineering and cutting-edge technology to design and produce the safest, most secure solutions for outdoor light pole banners. We remain committed to ongoing development, resulting in the most tested and reliable brackets on the market. **Our 10-year limited warranty and 100% satisfaction guarantee are the longest and strongest in the industry.**

Engineering – aerodynamic wind-tunnel testing supports decades of experience. Science and technology have helped us create a world-class line of banner brackets.

Materials – we use only the finest materials: heat-treated, corrosion resistant aluminum, pultruded fiberglass rods for unparalleled durability and coated screws to resist pollutants.

KBW is and always has been the originator, innovator and leader in banner hardware. Trust KBW BannerFlex - the best engineered banner hardware available on the market today!



Meet the revolutionary **Airow Premium Rod.** *A true break-through in banner bracket technology*

In response to demands from customers in high-wind areas, Kalamazoo Banner Works has introduced the revolutionary new KBW BannerFlex Airow rod. The eccentrically milled and tapered fiberglass rod allows the BannerFlex Airow rod to deliver measurably higher wind-force reduction than any other bracket system available anywhere. Two years of extensive development and testing have proven Airow to be the ideal solution for secure high-wind installations. The Airow rod arm can be used in place of standard round fiberglass arms – ask your KBW representative to describe the advantages of using the new Airow.



- **Free Online Wind Force Calculator Program**
- **Flexible Yet Durable Pultruded Fiberglass**
- **Security - Especially in High-Wind Areas**
- **Increase Banner Longevity**
- **Superior Unique Design**
- **UV - Resistant Coating**

Airow[™]
BannerFlex[®]

From the most trusted name in hardware, comes the next generation of banner arm technology.

KBW BannerFlex® D3 ...for standard large format light pole banners



The patented original BannerFlex KBW D3 bracket has endured the test of time to become the benchmark of the banner hardware industry. KBW-D3 is the bracket of choice for standard utility and light pole installation. KBW-D3 bracket arms can be adjusted without moving the main casting or can be removed altogether and replaced with flag or flower pot holders. BannerFlex KBW-D3 offers the highest level of durability and performance and, best of all, there are no moving parts to wear out, providing peace of mind for years to come.

Features

- Patented
- 10-Year Warranty
- 4° Cant
- Choice of Fastener Options
- Choice of Round or Premium Airow Rods
- Choice of Flower Pot or Flag Pole Arms
- Strong Corrosion Resistant Aluminum
- Bright Aluminum or Black Powder-Coated
- No Moving Parts to Wear Out

The benchmark of the banner bracket industry.

KBW BannerFlex® metro™ ...for mid-size banners on ornamental or fluted light poles



KBW designed the newest BannerFlex bracket in response to requests for a smaller adjustable bracket to fit mid-sized banners on fluted and ornamental poles. Metropolitan areas often present aesthetic and engineering challenges which the streamlined KBW Metro banner bracket solves. Enjoy all the benefits of the KBW-D3, including strength and adjustability, while taking advantage of the Metro's attractive appearance.

Features

- 10-Year Warranty
- Smaller Yet Adjustable Arms
- 2° Cant
- Sleek and Attractive Appearance
- Installers Choice
- Worry Free
- Choice of Round or Premium Airow Rod
- Bright Aluminum or Black Powder-Coated
- No Moving Parts To Wear Out

The features of KBW-D3 in a smaller size.

KBW BannerFlex® JR ...for smaller banner displays



The one-piece KBW BannerFlex JR is ideal for banners of 24" x 48" or smaller that fit on the smaller diameter poles. Screw-gear bands allow for easy installation and adjustment, time after time. Cast from the same strong heat-treated aluminum, the BannerFlex JR delivers comparative strength and performance to the larger BannerFlex models. The sleek low-profile allows pedestrians to focus on the banner, rather than the hardware.

Features

- 10-Year Warranty
- Ideal for Smaller Banners
- Installs Quickly and Easily with Screw Gear Bands
- Bright Aluminum or Black Powder-Coated
- Strong Corrosion Resistant Aluminum

Let your banners take center stage with BannerFlex JR.



Installation:

KBW BannerFlex brackets have been installed on hundreds of thousands of poles worldwide. On-site adjustability of both the arms and the main bracket itself make BannerFlex the installer's first choice. Corrosion-resistant construction means maintenance-free performance for years.



Band-It® is the registered trademark of IDEX Corp.

Fasteners:

These tools and hardware make installation of BannerFlex brackets easy, fast and absolutely secure. All fasteners are made of stainless steel to ensure optimal performance. Contact your KBW Representative to determine which installation method is right for your project.



Adapters:

The Square Pole Adapter may be used when banding BannerFlex brackets onto square utility poles that are 5" or larger in width. The Tie-Down Bracket allows the lower portion of a banner to flutter in the breeze. Call your KBW Representative for advice on the use of these adapters.



Accessories:

BannerFlex accessories add versatility to your banner hardware installation. The Flag Pole Holder and the Plant Holder may be placed into the bracket when banners are not displayed. The Flag Pole Holder fits securely into the D-3 main casting. The Plant Holder is canted upward slightly to bear more weight and resist sagging.

About Banner Bracket Design...

Hardware is the most important part of a successful banner system. When I founded Kalamazoo Banner Works (KBW) in 1983, one of my goals included finding a solution to reduce the stress on utility poles and increase banner longevity. The result was BannerFlex, the first bracket in the industry to use pultruded fiberglass arms rather than steel. This original bracket was modified and awarded a U.S. patent in 1988, and further refinements came in 1997 and 2005.

The idea behind BannerFlex is that it spills a tremendous amount of wind force and still returns to its original shape. The brackets are canted (angled) so the top arm angles slightly up and the bottom arm angles slightly down. **The wind load is immediately transferred from the banner to the flexible fiberglass arms** which then absorbs some of the stress produced by the wind, eliminating the need for unsightly wind slits (which reduce the longevity of the banner and have also been proven ineffectual for stress reduction).

We have invested considerable resources to establish KBW as the experts in banners and hardware and remain committed to finding the safest, most secure solutions to the ever-changing needs of our banner customers. Only BannerFlex has been successfully wind-tunnel tested at hurricane force wind speeds – without failure. **And, our revolutionary new Airow rod sheds even more wind force.**

KBW is proud to provide extensive engineering data to assist in determining the suitability of banners on utility poles. The KBW Wind-Force Calculator can quickly assist engineers with analysis. Because we cannot personally determine if a utility pole is suitably strong enough, we encourage buyers to share our data with a qualified professional before purchasing banner brackets. We are confident your research will lead you to BannerFlex by KBW.

For more detailed engineering data, please call (800) 525-6424 or visit www.kalamazoobanner.com, click on hardware and download the the white paper on "Important Issues Concerning Banner Hardware."

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The banner innovator since 1984

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