

Exterior Merchandising Solutions for



2013 Product & Price Guide

VOXPOP

MARKETING SYSTEMS

1-800-386-9767

www.voxpopms.com

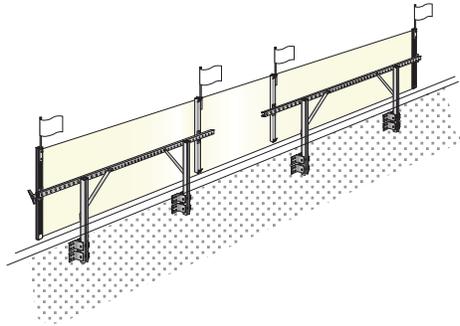
TopLine Banner Frame

Rooftop Banner Display Frame

There is no more effective way to display your exterior banners than above the roof.

And there is no better way to do that than with Voxpop's TopLine Banner Frame for Carl's Jr.

It creates big bold impact and pulls customers off the street.

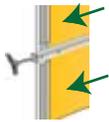


Displays your 4x16 banners above the roof

Since we introduced our TopLine Frame to the Carl's Jr. family in 1990, hundreds of restaurants have benefited from the visibility and effective merchandising the frame creates.

Exterior banners are your most effective tool for broad merchandising impact, noticeable from blocks away. The Carl's Jr. TopLine Frame maximizes this valuable tool.

What makes the TopLine Frame so good?



The sturdy steel base frame holds special "arms" that grip your banner. Then, a mechanical tension screw winds the banner drum-tight. The result is a perfect display that looks like a professional billboard!

Mechanical tensioning keeps banners tight!

\$464 ea

Optional accent flag kit - \$36

4x16 Model fits standard Carl's Jr. banners

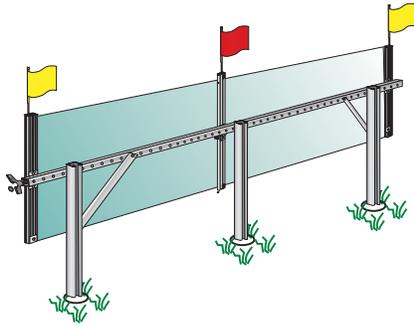


- ✓ Designed for lifetime use - a one time investment for years and years of functional performance
- ✓ Banner change-outs are simple, fast and done from the safety of the flat roof - no tools needed!
- ✓ Maintains drum-tight banners that are 100% readable the entire promotion

Ground Mount Frame

Ground or Lawn Banner Display Frame

Our Ground Mount Banner Frame creates a mini-billboard located for the best possible drive-by exposure for your outdoor banners. The framework ensures 100% readable and effective displays, promotion after promotion!



4x16 Model

\$347.50 ea

Optional accent flag kit - \$27



Mechanical tensioning keeps banners taut the entire promotion

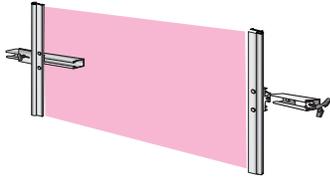
Whether you want big impact with a 4x16 banner attracting traffic from the street, or need a merchandising boost in the drive-thru, a Ground Mount Frame is the answer!

The heavy duty steel and aluminum frame forever replaces makeshift stands and poles, while turning your banners into professional looking, 100% readable signs.

- ✓ Designed for lifetime use - extremely durable for years of performance
- ✓ Position facing the street or in the Drive Thru
- ✓ Easy banner change-outs and a crisp, sign-like professional appearance

HangTight Frame

Wall or Fascia Banner Display Frame



4x16 Wall Model \$134



A sign? Nope! A banner tensioned drum tight.

Voxpop's HangTight banner mounting frames create perfect, sign-like displays. The Carl's Jr. model fits your 4x16 banners and is simple to install - just screw in some small tracks to the wall surface.

- ✓ Maintains drum-tight banners that are 100% readable the entire promotion. No droops, sags or fly-aways
- ✓ The hardware is 99% concealed by the banner. All your customers see is your message!
- ✓ Designed for lifetime use - a one-time investment for years and years of functional performance

Blade Flags

Freestanding Attention-getters

- ✓ Superior attention-getting performance
- ✓ Flexible poles spin and bend with the wind
- ✓ Hardware adapts to fly any style flag
- ✓ Simple no-tools installation and flag changes

Mounting Base Options



Cross Base



Ground Sleeve



Square Base



Ground Auger



These incredibly versatile systems are a POP tour-de-force, highlighting your location AND your message right out of the box. Sold complete with state of the art digital or screened graphics.

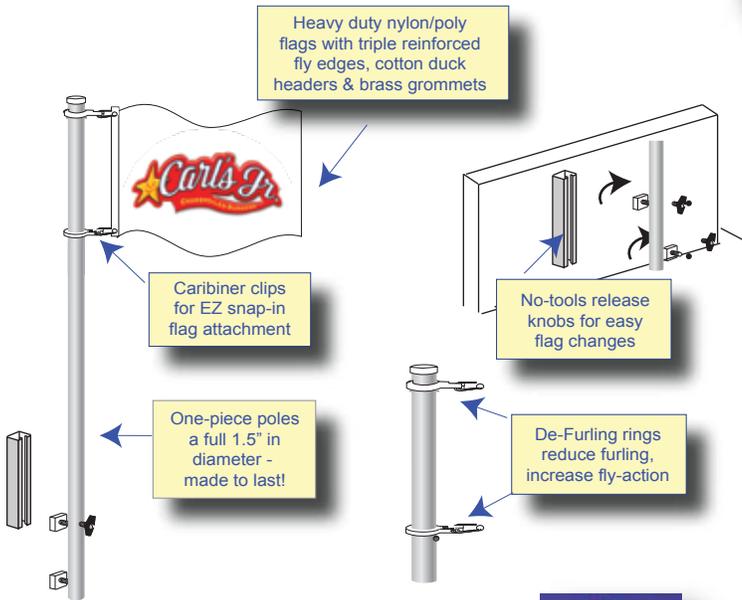
Blade & Teardrop displays are custom-quoted based on hardware and flag options and quantity. Please consult a Voxpop sales representative for a quote for your program.

Flags and Flagpoles

Rooftop or Lawn Flag Displays

We're the country's leading source for merchandising flag displays for a reason. Our flags are the highest quality available, made from the most advanced fabrics and sewn to provide the longest usable life. Our roof and ground display poles are the best available, built for durability, superior fly-action and ease of use.

Join the many Carl's Jr. operators who use our flags and poles to enhance their stores' visibility.



POLES & BRACKETS

Choose from 7 ft or 9 ft pole
Same low price



Pole & Roof bracket
\$41 ea



Pole & Ground sleeve
\$32 ea



3x5 New Logo
\$32 ea



3x5 Colors
\$19 ea



3x5 US
\$21.75 ea



US flags help beat restrictive sign codes!

Large Flags

For Outdoor Flagpoles

NEW LOWER US FLAG PRICES!

Voxpop has large logo, state and US flags for your outdoor poles. Our flags are sewn and printed to the highest standards for long life. And our prices are the lowest you'll find anywhere!



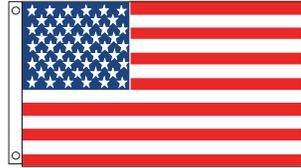
4x6 US **\$29.50**



5x8 US **\$47.50**



6x10 US **\$74.00**



8x12 US **\$122.00**

All US flags are applique sewn stars and bars - not screenprinted!



State Flags available in a variety of sizes. Call for prices. All states available.

We have large US flags for large in-ground flag poles. Excellent quality and excellent prices. Call for quotes!

Pennants

Festive Outdoor Strings

Pennant and fringe strings add a festive flair that undeniably attracts attention to your stores. Choose from economy strings for short-lived promos like openings or events, or long lasting cloth and metallic strings for months of performance.



Poly Pennant - 105 ft
Our most economical string
12x18 - \$12.95



Plasticloth Pennant - 105 ft
Highest quality - lasts for months!
12x18 - \$38.00



Metallic Fringe - 100ft
12x18 - \$39.00



US Flags - 100ft Poly Economy
12x18 - \$19.95