



## Exterior Merchandising Solutions for Wendy's®



## 2019 Product & Price Guide

**VOXPOP**  
MARKETING SYSTEMS

1-800-386-9767

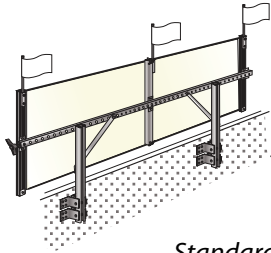
[www.voxpopms.com](http://www.voxpopms.com)

## TopLine Banner Frame

### Rooftop Banner Display Frame

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

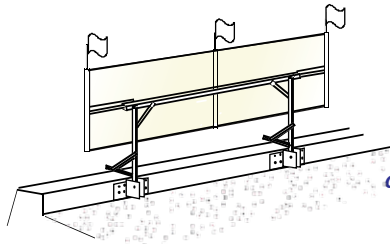
And there is no better way to do that than with Voxpop's TopLine Banner Frame for Wendy's. It creates big bold impact & pulls customers in from the street.



Standard model  
fits Wendy's 4x10 banners

**\$354**

Optional  
accent flags (3)  
add \$30.00

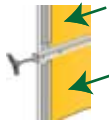


Short parapet model fits  
Wendy's 4x10 banners - see box below

**\$398**

Optional  
accent flags (3)  
add \$30.00

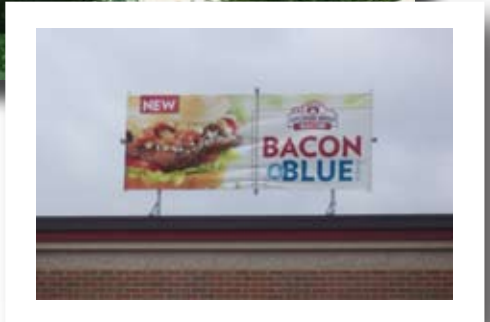
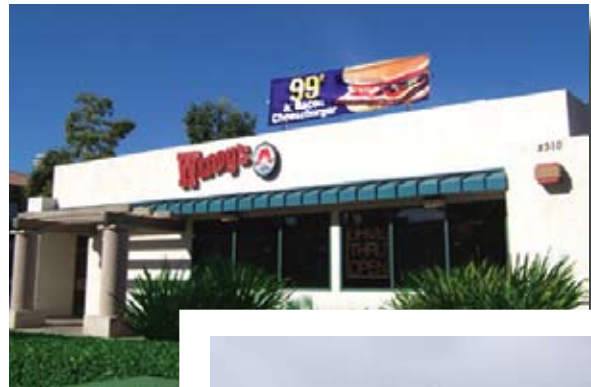
What makes  
the TopLine Frame  
so good?



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!



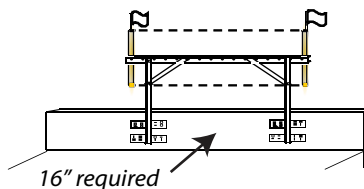
Displays your 4x10 banners above the roof



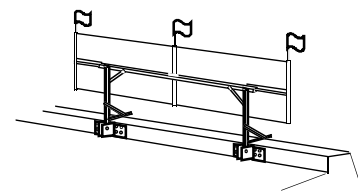
- ✓ Designed for lifetime use - a one time investment for years and years of functional performance
- ✓ Banner change-outs are simple, fast and done from the safety of the flat roof - no tools needed!
- ✓ Maintains drum-tight banners that are 100% readable the entire promotion

### Choose the right TopLine frame for your building

Some Wendy's locations - especially older construction - do not have a tall enough "parapet" wall for our standard TopLine Frame. The required height is 16". Your location may need the "short parapet" model shown on the right.



Standard (tall parapet) model

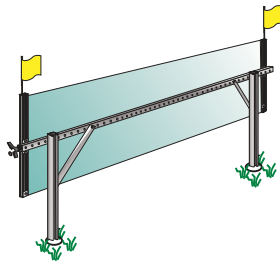


Short parapet model

## 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!

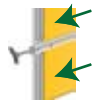


**\$273**

Fits Wendy's 4x10 banners

Optional  
accent flags (2)  
add \$20.00

Install on any lawn or ground surface  
to perfectly display your 4x10 banners



**Mechanical tensioning  
keeps banners taut  
the entire promotion**



Whether you want big impact with a 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.

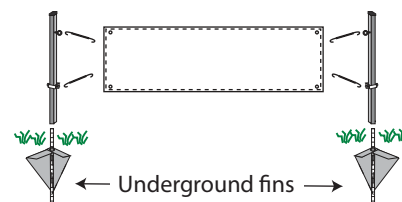
## Economy Ground Mount - The "EZ" Post Frame

### Ground or Lawn Banner Display Frame



The EZ Post Banner Stand is designed as an economical alternative to our flagship Ground Mount Frame.

Underground fins stabilize powder-coated poles fitted with adjustable bungees that keep your banners straight and readable. Easy to use and easy on the budget, this system is designed for the less-occasional merchandiser who wants professional appearance and results.

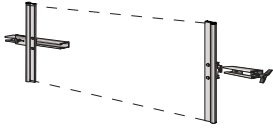


**\$129**



## HangTight Frame

*Wall or Fascia Banner Display Frame*



**4x10 Wall Model \$117**



*A sign? Nope! A banner tensioned drum tight - and the hardware is 99% concealed!*

*Voxpop's HangTight banner mounting frames create perfect, sign-like displays. To install, just screw several small tracks into the building - that's it! Fasteners available for brick, wood, masonry or drivet walls.*

- ✓ 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

## Pennants & Fringes

*Festive Outdoor Strings*



**\$13.95 ea**

*Poly Pennant - 105 ft*  
Our most economical string



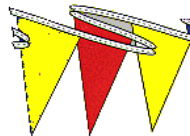
**\$46.00 ea**

*Plasticloth Pennant - 105 ft*  
Highest quality - lasts for months!



**\$46.00 ea**

*Metallic Fringe - 100ft*



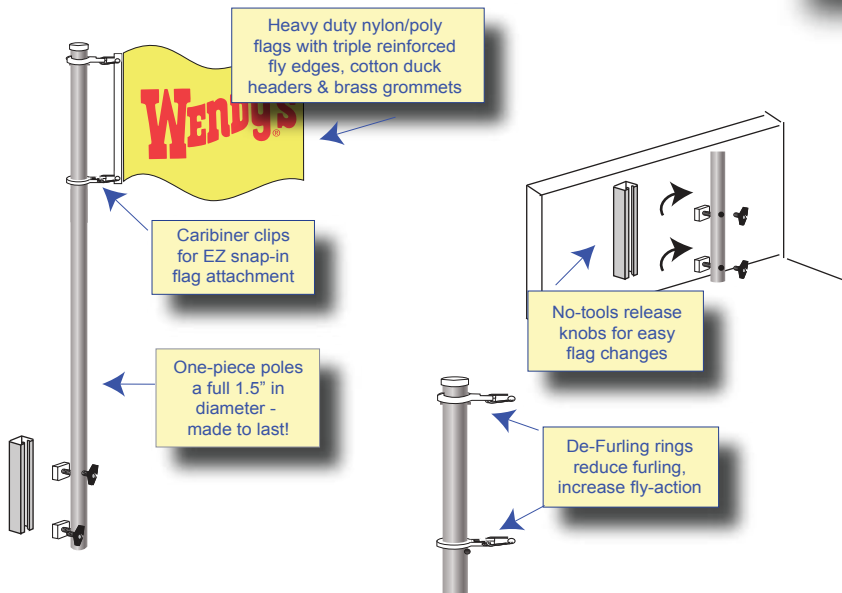
**Wide variety available.  
Call for details!**

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

## 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.



Ground flags create a dramatic lawn display

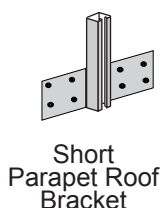
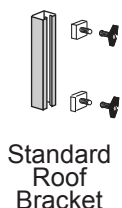
### POLE & BRACKET PRICES

Choose from 7 ft or 8 ft pole  
Same low price

**Pole & \$47 ea**  
**Roof bracket**

**Pole & \$65 ea**  
**Short parapet roof bracket**

**Pole & \$37 ea**  
**Ground sleeve**



### FLAG PRICES

3x5 Logo



**\$27.00 ea**



**\$36.00 ea**



3x5 Solid or Striped  
**\$24.00 ea**



3x5 US

**\$26.95 ea**

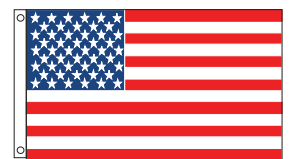


**Large US  
& State flags  
for your  
outdoor  
main poles!**



5x8 US

**\$54.00 ea**



6x10 US

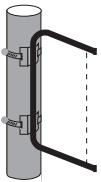
**\$87.00 ea**

**We have US flags in even  
larger sizes and all State flags - call for prices!**

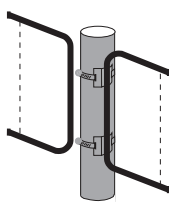
## Swivelers

### Wind-activated Coroplast Display

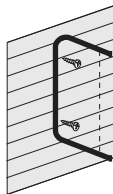
Voxpop's innovative Swiveler display system is wind-activated to attract attention and customers! The heavy-duty hardware displays coroplast panels that swivel - but not constantly - so they stay readable. Models are available for mounting on poles or walls.



Single Pole Swiveler



Double Pole Swiveler



Wall Swiveler



Swivelers require coroplast inserts made to specifications to fit the hardware. Please consult your Voxpop sales representative for details. Voxpop does not supply the coroplast inserts.



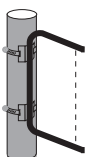
Wall mount



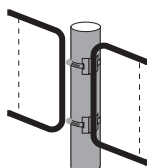
Powder-coated heavy steel construction

- ✓ Frames are constructed of heavy duty bent steel - will perform for years!
- ✓ Installation is simple and graphics panels change-outs take are easy and quick
- ✓ Swiveling action is not constant so your message stays readable
- ✓ Wind spill action reduces wear on panels. Great for long-term promotions!

Frames for 2' x 4' coroplast inserts - 10mm thickness (Call us for printing specs & printer referral. Inserts not included.)



**\$107.00 ea**  
Single Pole Swiveler



**\$198.00 ea**  
Double Pole Swiveler



**\$82.00 ea**  
Wall Swiveler



## Other Outdoor P.O.P Ideas!

### *Products Available from Voxpop*

#### *Blade & Teardrop Flag Kits*

- ✓ 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



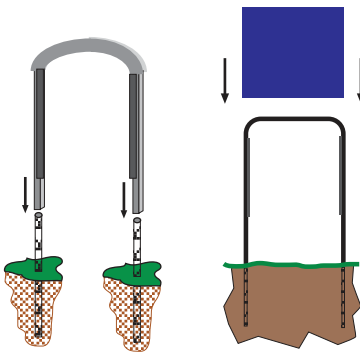
Ground Auger



***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.

#### *U-Frame Coroplast Stands*



***U-Frames are a permanent solution for temporary lawnsigns!***



If you currently use wire stands, you can stop buying them every promotion and you can increase the effectiveness of your signage in one fell swoop! U-frames are custom sized to fit your P.O.P. and custom colored to enhance your locations!

- ✓ Attractive lawn display replaces wire frames forever!
- ✓ Creates a professional, consistent image

- ✓ Simple to install, POP just slides in
- ✓ Pays for itself - the last hardware you'll need