



Exterior Merchandising Solutions for Wendy's®



2024 Product & Price Guide

VOXPOP
MARKETING SYSTEMS

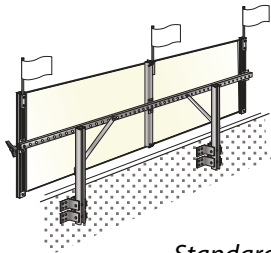
1-800-386-9767

www.voxpopms.com

Prices subject to change without notice

TopLine Banner Frame

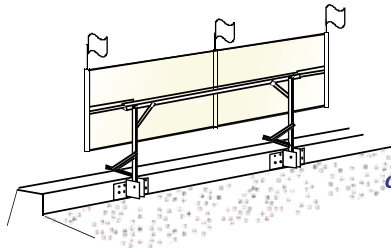
There is no more effective way to display your exterior banners than above the roof. And there is no better way to do that than with Voxpop's TopLine Banner Frame for Wendy's. It creates big bold impact & pulls customers in from the street.



Standard model fits Wendy's 4x10 banners

\$415

Optional accent flags (3) add \$36.00



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

\$455

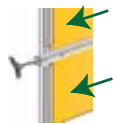
Optional accent flags (3) add \$36.00



Displays your 4x10 banners above the roof



What makes the TopLine Frame so good?

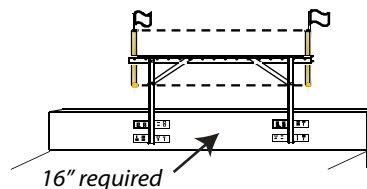


The sturdy steel base frame holds special "arms" that grip your banner. Then, a mechanical tension screw winds the banner drum-tight. The result is a perfect display that looks like a professional billboard!

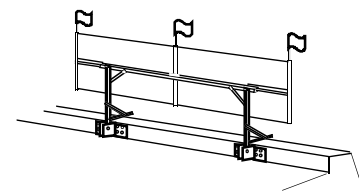
- ✓ Designed for lifetime use - a one time investment for years and years of functional performance
- ✓ Banner change-outs are simple, fast and done from the safety of the flat roof - no tools needed!
- ✓ Maintains drum-tight banners that are 100% readable the entire promotion

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.



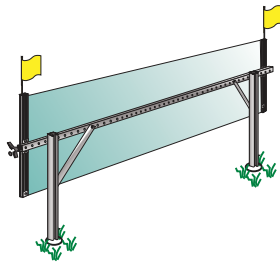
Standard (tall parapet) model



Short parapet model

Ground Mount Frame

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!



\$345

Fits Wendy's 4x10 banners

Optional
accent flags (2)
add \$24.00

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



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



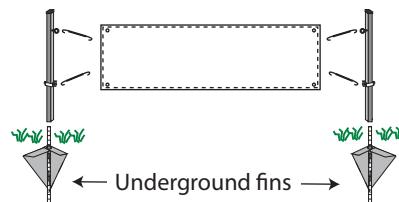
Whether you want big impact with a banner attracting traffic from the street, or need a merchandising boost in the drive-thru, a Ground Mount Frame is the answer!

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

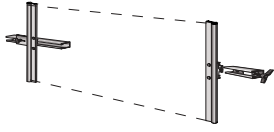
The EZ Post Banner Stand is designed as an economical alternative to our flagship Ground Mount Frame.

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.



\$165

HangTight Frame



4x10 Wall Model **\$154**



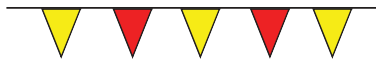
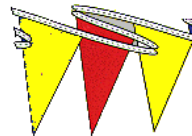
A sign? Nope! A banner tensioned drum tight - and the hardware is 99% concealed!

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.



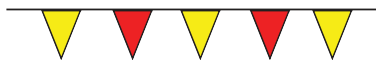
- ✓ Maintains drum-tight banners that are 100% readable the entire promotion. No droops, sags or fly-aways
- ✓ The hardware is 99% concealed by the banner. All your customers see is your message!
- ✓ Designed for lifetime use - a one-time investment for years and years of functional performance

Pennants & Fringes



\$18.95 ea

Poly Pennant - 105 ft
Our most economical string



\$54.00 ea

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



\$54.00 ea

Metallic Fringe - 100ft

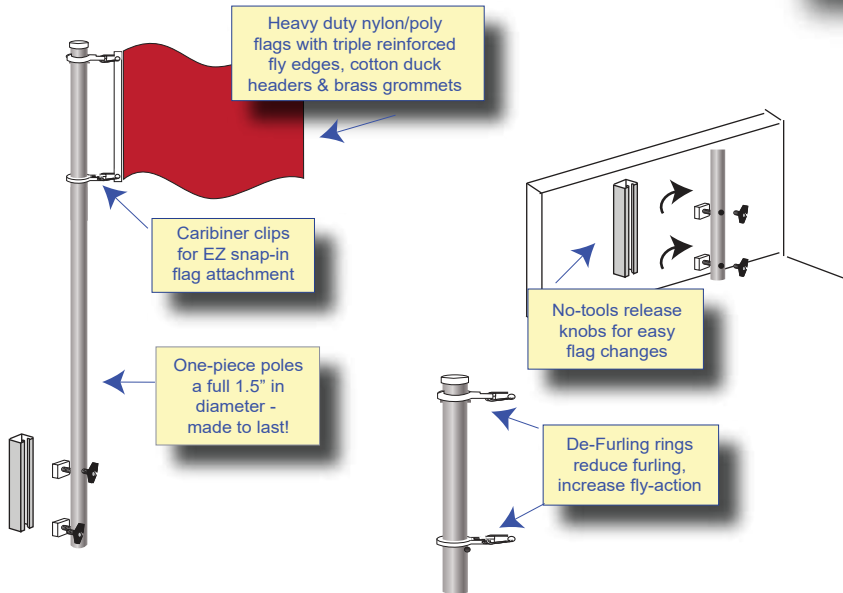


Wide variety available.
Call for details!

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

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

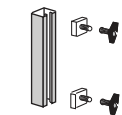
Choose from 7 ft or 8 ft pole
Same low price



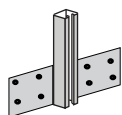
Pole & Roof bracket **\$65 ea**

Pole & Short parapet roof bracket **\$85 ea**

Pole & Ground sleeve **\$47 ea**



Standard Roof Bracket



Short Parapet Roof Bracket



Ground Sleeve

FLAG PRICES

3x5 Logo



\$60.00 ea



3x5 Solid or Striped
\$29.00 ea



3x5 US

\$32.50 ea

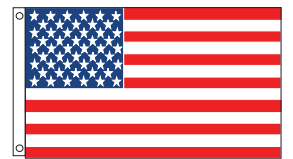


Large US & State flags for your outdoor main poles!



5x8 US

\$79.50 ea



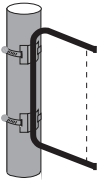
6x10 US

\$113.00 ea

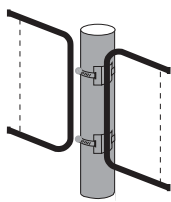
We have US flags in even larger sizes and all State flags - call for prices!

Swivelers

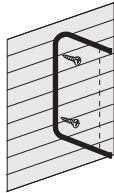
Voxpop's innovative Swiveler display system is wind-activated to attract attention and customers! The heavy-duty hardware displays coroplast panels that swivel - but not constantly - so they stay readable. Models are available for mounting on poles or walls.



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.



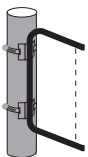
Wall mount



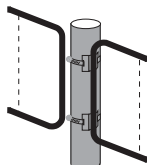
Powder-coated heavy steel construction

- ✓ 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!

- ✓ 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

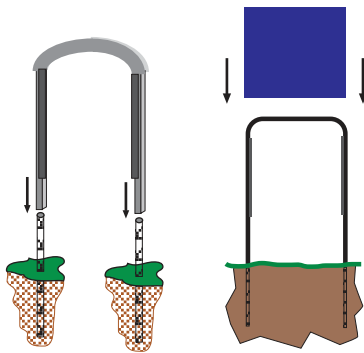


Ground Auger



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-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