flagTrax®
Flag and Banner Display System

FlagTrax Product Overview
AUSTRALIA 2020

Introduction

FlagTrax® was designed and developed by Nexus Developments Limited, a New Zealand owned design, development and marketing company. Between 1997 and 2011 Nexus owned Flagmakers, New Zealand's largest flag and banner company, and during this time pioneered the introduction of street flags and banners to New Zealand. At the time, Flagmakers enjoyed approximately 80% of the New Zealand street flag market consisting of an estimated 10,000 street flag sites, a number which continues to grow irrespective of the county's small 4.9 million population.

The development of FlagTrax® was motivated by the ever increasing costs and complications of raising and lowering street flags - requiring cherry pickers, qualified technicians, traffic management plans, health and safety compliances etc. Street flag users were being burdened with these ever increasing costs to such an extent that street flag usage was being seriously impacted. Nexus sought solutions to this problem from around the world, but after finding no serious product offerings, designed FlagTrax®.

Nexus now operates independently from all flag and banner manufacturers but continues to work closely with the industry. It has further developed and refined FlagTrax® and ancillary products through close cooperation with both distributors and end users in a number of countries. As a result FlagTrax® has numerous enthusiastic end users and has attracted many accolades and endorsements. These include: "…an answer to our prayers". "We love it". "We can now change flags in only minutes ". The savings we have made have paid for FlagTrax® in only 12 months, and will continue". "Why did we have to wait so long for FlagTrax®, it is brilliant"

Patented in many countries and winner of the coveted 'Product of the Year Award' at the 2013 SGIA Expo in Florida, FlagTrax® is a truly unique product that has the international flag and banner industry and users enthused.

FlagTrax® adds impetus to the increasing popularity of 'street' flags and banners' and revolutionises the way they are displayed from lighting columns in high streets, main streets, walkways, shopping malls and stadiums throughout the world.

FlagTrax® is now able to display signage and lighting in addition to flags and banners, further enhancing its versitility and appeal.

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Patented System

The patented PushPull™ System was designed and developed in New Zealand by Nexus Developments Limited, a company that specializes in designing innovative products for the international flag and banner industry. The system allows approved flags, banners, lighting, signage (or other objects), to be conveniently raised, lowered or repositioned, typically in difficult to reach areas.

FlagTrax utilises the PushPull™ System to provide an award-winning system specifically designed to raise and lower fabric flags and banners. Specialised flags ('FlagTrax Flags') are attached to a flexible PushPull™ Rod which is then pushed up a track, as well as signage and LED Lighting.

Nexus Developments Limited owns the international intellectual property rights to the PushPull™ system, which is protected by a number of patents and patents pending in several countries.

Patents protect the intellectual property incorporated in the apparatus for remotely raising, supporting and lowering the objects, and also covers the objects themselves when they have been designed specifically for use in the apparatus (eg FlagTrax Flags etc).

Another patents relate to the shape of the flag or banner designed to fit the curved or shaped track system, and more specifically to the function of the system.

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www.flagtrax.com.au

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FlagTrax

FlagTrax in Barrie, Canada

Street flags and banners have long been accepted as essential forms of decoration, beautification and communication in towns and cities around the world, and especially in Australia. They provide colour, vibrancy and movement, are a cost effective and a proven way to provide a festive atmosphere and a 'look of success'.

Street flags and banners play a major role in the marketing plans of councils, community and business associations, events promoters and advertisers – providing both long term branding and short-term messaging focused on events and local happenings.

However, the installation of street flags and banners is typically slow, resource hungry and costly, especially in urban areas. The task of raising and lowering them typically requires cherry pickers, qualified technicians, traffic management plans, health and safety compliance – and often road or lane closures and the need to operate at night.

FlagTrax changes this!

FlagTrax is the new and hassle-free way to install street flags in seconds from the safety of ground level. Installing street flags has never been easier!

It's unique track system can be fitted to new and existing poles, lampposts, light stands and walls. Prime display sites that were once difficult to access can now be utilised - no more cherry pickers, qualified technicians, traffic management plans or health & safety issues.

FlagTrax enables street flags and banners (which are refered to as 'FlagTrax Flags', or simply 'flags') to be raised and lowered from the safety of ground level, literally in seconds

Who uses FlagTrax?

Organisations and Businesses currently using FlagTrax include:

- Local authorities (councils, municipalities, etc.)
- Stadiums, sports arenas, race courses etc.
- Big box retailers (supermarkets, hardware stores)
- Shopping centres (owners, administrators)
- New urban developments (architects, urban planners, lamppost manufacturers)

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Why choose FlagTrax?

FlagTrax in Gloucester, England.

The ease with which FlagTrax Flags can be raised and lowered means they can be displayed at short notice and only as required.

They can be removed immediately after an event (no more confusing and out of date messages), or can be quickly removed before a storm avoiding unnecessary wear, fading or damage and resulting in greatly increased usable life. Flags with generic messages such as 'Welcome to …', 'Season's Greetings' etc. can be used over and over again, saving thousands of dollars on each occasion.

FlagTrax offers numerous advantages to many, benefitting individuals and organisations well beyond its direct owners, operators and stakeholders.
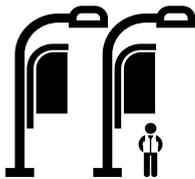
More Promotions

- Enhance street appeal with decorative, seasonal, topical designs and messages.

- Deliver more effective promotional campaigns with new up to the minute messages more often, creating greater interest ('something new').

Save Time

- A single unqualified person can install street flags from the safety of ground level in a matter of seconds.

- FlagTrax saves time on planning and allows for rapid deployment of messages. (For example, to welcome home successful sports teams immediately after the event).

Save Money

- No more expensive installation bills, traffic management costs or health & safety compliance.

- FlagTrax offers a rapid return on investment. The initial cost of FlagTrax and its installation is quickly recovered by the on-going savings made in flag installation and increased advertising revenue.

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How it works

FlagTrax enables flags and banners to be raised or lowered within seconds from the safety and convenience of ground level.

"It only takes around 90 seconds to raise a flag, and 30 seconds to lower and remove it."

It's easy to raise and lower FlagTrax Flags, simply…
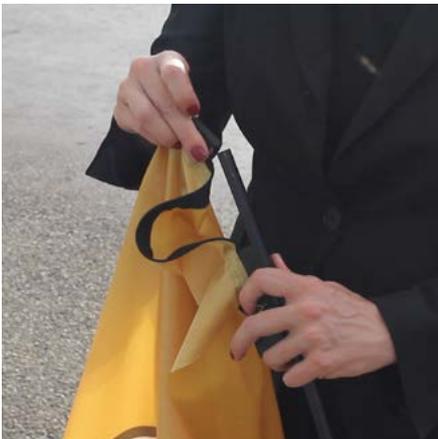
Fit the FlagTrax Flag to the flexible PushPull™ Rod
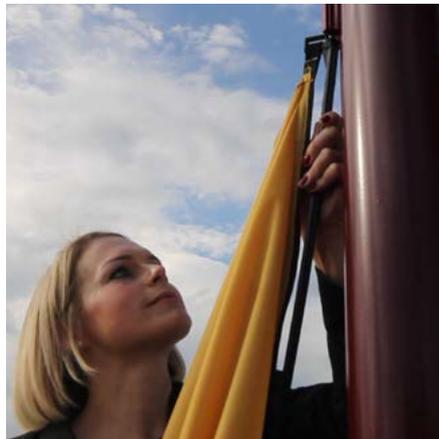
Insert the PushPull™ Rod into the Flag-Trax Track and raise

Lock securely into place

To see an instructional video of FlagTrax Flags being raised and lowered scan this QR code or visit:
flagtrax.com.au

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FlagTrax Sizes & Configurations

FlagTrax Systems are available in several standard sizes and configurations, or can be custom configured to suit specific requirements.

Height to Banner Arm 5.76m

2m x 0.96m Flag

Height to Banner Arm 6.2m

3m x 0.96m Flag

Height to Banner Arm 7.44m

3m x 0.96m Flag
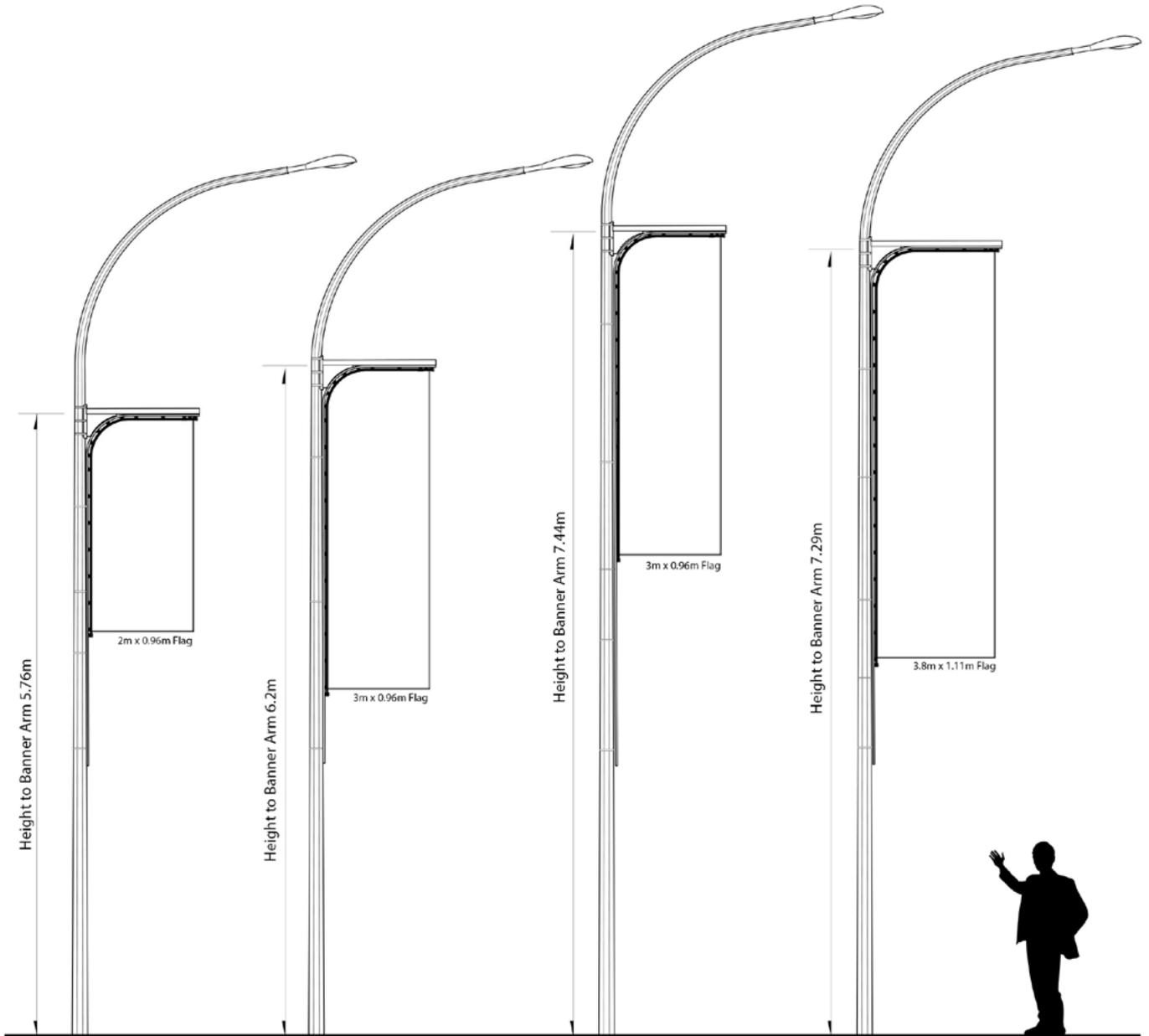
Height to Banner Arm 7.29m

3.8m x 1.11m Flag

FlagTrax   3.25m x 1.04m

Code: NFTA-007
Size: 3.25m x 1.04m

Flag Size (hxw):
            2m x 0.96m

FlagTrax   3.7m x 1.04m

Code: NFTA-008
Size: 3.7m x 1.04m

Flag Size (hxw):
            2m x 0.96m
            3m x 0.96m

FlagTrax   4.95m x 1.04m

Code: NFTA-001
Size: 4.95m x 1.04m

Flag Size (hxw):
            2m x 0.96m
            3m x 0.96m

FlagTrax   4.79m x 1.2m

Code: NFTA-002
Size: 4.79m x 1.2m

Flag Size (hxw):
            3m x 1.1m
            3.8m x 1.1m

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Features

FlagTrax can be easily fitted to existing structures. These include mounting to light poles, lighting columns, round or octagonal steel or concrete poles, wooden poles, as well as mounting to suitable walls, stand-alone fixed poles etc.

FlagTrax Track

The aluminium track forms the basis of the FlagTrax System.

The track allows flags to be installed from ground level using the PushPull™ Rod.

The track is made from a durable powder coated aluminium extrusion that can be configured for a range of different sizes and mounting options.

FlagTrax Security

Each FlagTrax incorporates a tamper-proof lock and key mechanism which is located at the bottom access point of FlagTrax. (i.e. The Locking Cap on the end of the PushPull™ Rod).

For ease of use and convenience the FlagTrax Flag access / installation point can be at eye level, but if additional security is required the access point can be positioned higher.

This will deter 'opportunist' vandals but can be reached readily with the use of a suitable step stool or with the aid of an optional 'FlagTrax Reach Pole'.

(see page 18)

Track Fixings

The vertical section of the FlagTrax track is typically fixed to structures with screws, stainless steel banding or purpose made steel clamps.

Fixing points are spaced at approximately 1m intervals depending on the track configuration and the application.

When installing FlagTrax onto some surfaces a purpose made track packer is used to prevent distortion and movement of the track.

(see page 9)
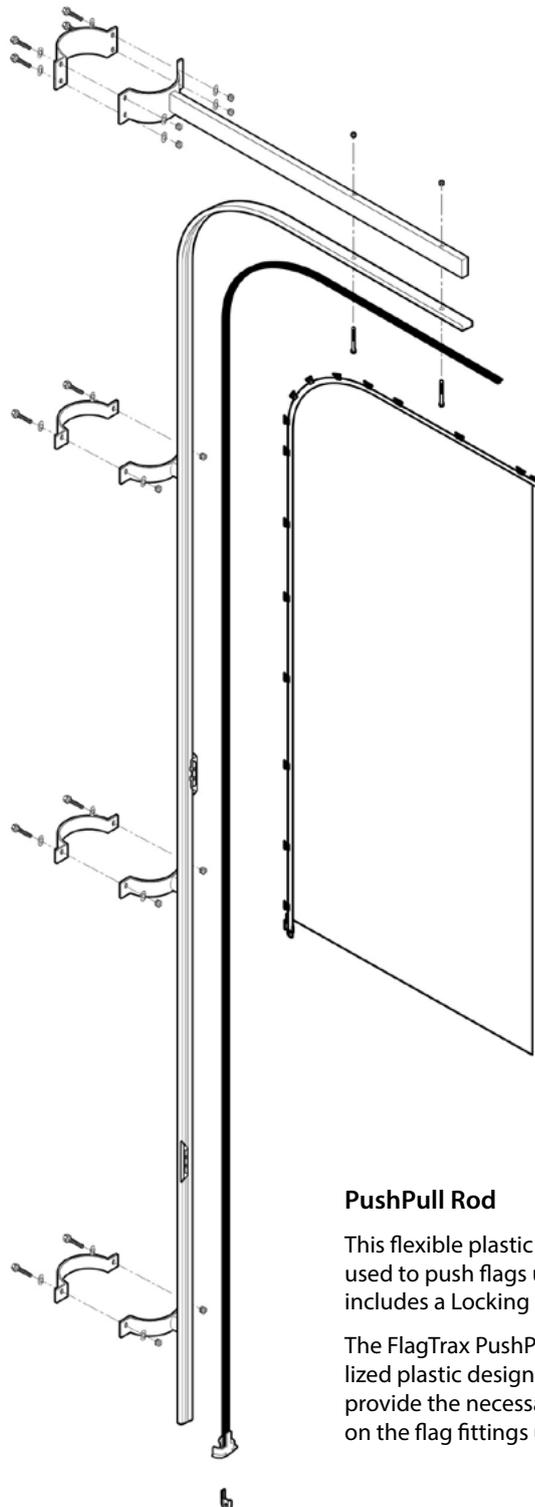
FlagTrax Support Arm

A horizontal arm is required to support the top of the FlagTrax Track and to bear most of the wind forces on the FlagTrax Flag

This can either be an existing structure (such as arm designed specifically for the purpose and forming and integral part of the lamppost or pole), or a separate bracket that can be retrofitted to existing lampposts etc. when the FlagTrax System is installed.

A range of standard FlagTrax strapped or clamped support arm brackets are available.

(see page 10-11)

FlagTrax Flags

FlagTrax Systems can be configured to fit a variety of different flag sizes. The configuration of your FlagTrax will determine the FlagTrax Flag size or sizes that can be used. Most FlagTrax Systems are configured to display two different flag lengths.

(see page 12)

PushPull Rod

This flexible plastic rod slides into the FlagTrax Track and is used to push flags up the track. The PushPull™ Rod assembly includes a Locking Cap located at its base.

The FlagTrax PushPull™ Rod is made from a flexible UV stabilized plastic designed to resist degradation in sunlight and to provide the necessary strength to support the forces exerted on the flag fittings under normal conditions.

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FlagTrax LED Lighting

Illuminate your FlagTrax Flags

FlagTrax is the easy way to install street flags in seconds from the safety of ground level and now FlagTrax can also display lights. The lights are available as two high intensity LED lighting strips that are positioned on both sides of the flag. These effectively illuminate the flag and provide a stunning visual spectacle at night.

FlagTrax LED Lighting Strips are easily installed from ground level, sliding up the slots positioned on both sides of the FlagTrax Track. The LED Lighting Strips are low voltage (24v) and connect to power at the base of the track using waterproof plugs, meaning the LED Lighting Strips can be safely used, maintained and swapped out as many times as required.

Power is drawn from any 240v mains supply and converted to 24v using a high quality HLG series single output switching power supply. The power supplies are suitable for dry/damp or wet locations (IP66), high efficiency and compliant to worldwide safety regulations for lighting. The capacity can range from 60w – 480w depending on how many lighting strips (ie the total meterage and number of systems) are powered from a single power supply.

Lighting provides colour and vibrancy to streets at night, a proven way to visually enhance towns and cities. Colour can also play a pivotal role when linked to festive or local events. The use of greens and reds for Christmas, colours of your local sports teams or colours to promote an upcoming event.

- Saves money by reducing the cost of lighting installation

- Long life, low voltage LED Lighting uses a tenth of the power of traditional decorative street lighting.

- LED lighting will approach 80% efficiency compared that with incandescent bulbs which operate at about 20% efficiency.

- Available in red, yellow, green, blue and white.

- Reduce maintenance costs by easy access at ground level

- Lights can be economically and rapidly changed over with ease.

LED's are encased in a proprietary/ patented PushPull Rod with a clear magnifying lens.

TECHNICAL SPECS - LED's

LED type	120LED/m Strip Light
LED Chip Brand	EPISTAR 3528
LED Lumens	6-7Lm
Power	9.6W/m
Colours	White: 2800-10000K
	Red: 625-630nm
	Yellow: 590-595nm
	Blue: 465-470nm
	Green: 515-520nm
Input Voltage	24v DC
Operating temp	-25c- +60c
View Angle	120°
Waterproof	IP66

FlagTrax Signs

FlagTrax can now display signs

FlagTrax can now display ridged signs, either separately, or in conjunction with FlagTrax Flags - the perfect combination of eye-catching colour and movement and the tried and tested effectiveness of rigid double-sided printed signage.

The system can also provide a solution to replacing existing signage (eg parking and road signs) where the existing signs would normally be in the way of the FlagTrax Track and access point.

FlagTrax Signs can be installed from the safety and convenience of ground level in seconds, empowering users to more effectively manage their communication and promotional activities and dramatically improve councils' ability to connect with their public. The latest notices, promotions and messages can be immediately and effectively communicated at short notice and at minimal cost.

FlagTrax Signs are seen – they can be positioned at 90 degrees or flat against the pole to face oncoming pedestrian and vehicular traffic and can be printed on one or both sides. Because they are inexpensive and simple to install

they are perfect for displaying varied messages, graphics and colours – regularly changing images that are bound to catch the eye.

FlagTrax is typically employed by users for decoration, or most often to communicate their varying messages. Users include councils, event's organisers, nonprofit community groups and business associations

FlagTrax Signs can also be used to generate revenue by leasing the high visibility sites to local businesses and promoters.

Now FlagTrax is a multipurpose asset and that can be used to display street flags and signs year after year. The initial cost of the system can be recovered even more rapidly than before, while at the same time providing improved communications and exposure.
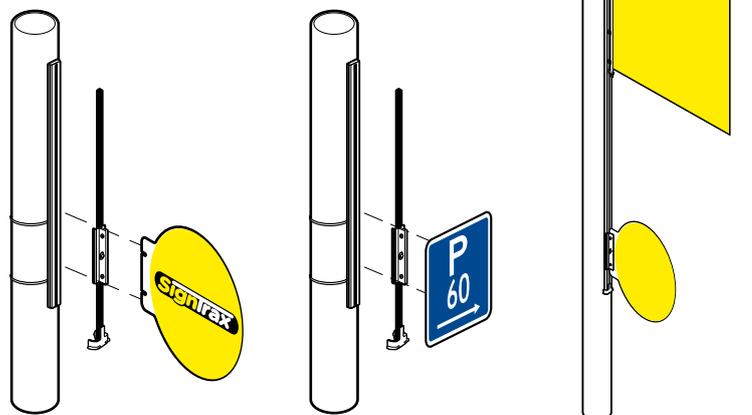
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Where to Buy

FlagTrax, FlagTrax Flags and FlagTrax Accessories are available from a choice of specialised companies throughout Australia.

These Licensed FlagTrax Distributors are experts in the industry with years of experience and proven track records offering the highest standard of service and product.

FlagTrax is available in Australia from:

AFI Branding Solutions
     33 Lakewood Boulevard, Carrum Downs, VIC 3201
     Phone: 03 9770 8088
     Email: sales@afibranding.com.au
     Web: www.afibranding.com.au

Carroll & Richardson Flagworld
     22-24 Miles Street, Mulgrave, VIC 3170
     Phone: 03 9566 4500
     Email: sales@flagworld.com.au
     Web: www.flagworld.com.au

Evan Evans
     673 Spencer Street, West Melbourne, VIC 3003
     Phone: 03 8413 6600
     Email: info@evanevans.com.au
     Web: www.evansevans.com.au

Expo Group
     1 McDowell Street, Welshpool WA 6106
     Phone: 08 9489 9831
     Email: Mark.cunningham@expogroup.net.au
     Web: expogroupperth.com.au

Selby's
     30-36 Mark Anthony Drive
     Dandenong South, VIC 3175, Australia
     Phone: 03 9706 4755
     Email: sales@selbys.net
     Web: www.selbys.net

Urban Aluminium
     Unit 10, 7 Gundah Road, Mt Kuring-Gai, NSW 2080
     Phone: 02 8921 5401
     Email: ian.hutchinson@urban-al.com.au
     Web: urban-al.com.au

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