

WHAT ARE THE GENERAL RULES FOR SIZING FOAM LETTERS?

Outside of your budget and space available, there's no limit to how big custom letters can be. But let's keep this simple and help you from overspending.

The cost-saving secret is staying inside the box—a "golden ratio" of dimensions measuring 96" (wide) x 48" (tall) x 40" (deep). That's the size of a raw, uncut foam block. If your project exceeds any of those dimensions, the cutting, glueing, and assembly of more pieces from a second foam block means a substantial jump in cost.

Bigger is not always better. Years of trial and error and hundreds of happy customers have shown us that 5' tall is the sweet spot for custom letters and hashtag sculptures. If the goal is getting fans and customers snapping selfies to share on social media, anything taller than 5' and your target audience won't be able to take a good picture with the letters all in the frame. Smaller than 5' tall and your sign won't have that larger-than-life, WOW-factor.

Our most common height for hashtags and emblem-style letters is 44" to 46". Add to that the 12" base necessary to keep your letters from falling over, and you have the magic height of 5'.

WHAT FOAM DENSITY DO WE USE?

After filling, sanding, painting, and application of the polyurea hard-coat, it's nearly impossible to tell the difference from one foam density to another. To save our customers money, we use 1.5-pound foam almost exclusively for most letter sculptures. Experience has shown that the only reason to go with more dense EPS is if your letters require a lot of detailed carving.



Hashtags, logos, brand names, and selfie-signs.

You name it. Our customers have used foam letters at tradeshow, fan activations, concerts, weddings—even as floating pond props. We want to ensure you're ordering the right custom letters for your intended application, so here's how to size and order them along with answers to commonly asked questions.



WHAT ARE SOME FINISH OPTIONS?

Standard Hard Coat — Our standard hard coat is a slight textured polyurea coating that is a great option for any project! This coat protects from scuffs and scrapes and is always a crowd favorite. Examples include the Cincinnati Bengal's Run Out Tunnel, as well as all of our letter projects.

Trophy Hard Coat — Our trophy hard coat is a high end finish similar to what you would see in the automotive industry. This finish requires filling in all of the texture of the foam, as well as sanding down the finish between every polyurea and paint coat applied. Examples of this finish include our Fendi store front facade as well as our Rocket Man Display cases.

EXPLAIN THE QUOTE AND CREATIVE PROCESS?

After you determine your budget, the quote process is best started with a call or email to a Britten team member to further hone in on the best solution for your event. Send a digital image or even a sketch of the brand name, hashtag, or word you wish to recreate. We'll put together a quick pre-quote price with a conceptual sketch. If given the green light, a dedicated project manager will be assigned to your project to ensure smooth, efficient production.

CAN YOU MATCH CUSTOM FONTS AND PMS/PANTONE COLORS?

Absolutely. We can match any font or color. For paint, we use the Matthews Paint System, a total paint solution for the varied and extreme demands of architectural, commercial, and outdoor sign applications. We make sure to clear coat all projects with your choice of Matte, Satin or Gloss finish.



Project: Fendi Store Front Façade on Rodeo Drive

Specs: 26 ft tall by 19 ft wide, custom truss structure, trophy hard coat, printed fabric cover, sign wiring and gloss finish.



Project: Cincinnati Bengals Run Out Tunnel

Specs: Towers 13 ft tall w/ custom aluminum structures, custom foam sculpted tigers, standard hard coat, matte finish.



Project: Florida/Georgia Game

Specs: 5 ft tall by 6 ft wide, PVC Sintra faces, standard hard coat, satin finish, astroturf-covered base.

CAN FOAM LETTERS BE PLACED OUTDOORS?

Yes. Our polyurea hard-coating is similar to the heavy-duty sealant used in truck bed liners. It's formulated to protect against impact and abrasion, making our letter sculptures weatherproof and—with a little care and common sense—very durable (but not indestructible). For instance, you should never leave foam letters out for extended periods of severe weather.

Like plastic deck furniture, letters left outside will require more cleaning to keep them looking new—especially if your sculpture has a lot of nooks and crevasses for water to collect. If you want letters that can be left outside long-term, tell us during the quoting process so special construction/sealing precautions can be made.

WHAT COMPUTER TECHNOLOGY DO YOU USE FOR CREATING FOAM LETTERS?

Every project our foam sculpting team tackles—whether it starts out as a sketch on a cocktail napkin or a JPEG image of your custom font—is rendered into a shop drawing. We use Rhinoceros (a.k.a. Rhino3D), a 3D CAD modeling software package that enables accurate design modeling for rendering, animation, drafting, engineering, analysis, and manufacturing.

On the shop floor, about 20-percent of the work is done by machine. That's the easy part. The other 80-percent is hand finishing and construction. After the various foam pieces are cut, each section has to be assembled, hard coated, painted, and finished. Depending on the scope of the project, turnaround time from concept to completion is anywhere from four to six weeks.

HOW ARE FOAM LETTERS SHIPPED?

To protect your investment during transit, every foam project that leaves our sculpting facility does so in a reusable, custom-built crate. These can also be used for storing your foam letters in the offseason or between events. Crate cost can range anywhere between \$600 to \$1,200 depending on size.



Project: NYC Marathon Mastercard Megaphone

Specs: 8' H x 3' D, Custom foam sculpted elements, hollowed out for speaker insert, aluminum base, standard hard coat, satin finish.



Project: TCU Home Letters

Specs: 72" H x 268" W x 24" D, Foam sculpted letters, PVC Sintra faces, standard hard coat, satin finish.