



# YOUR ONE SOURCE FOR RETAIL DISPLAYS AND PROMOTIONS

---

ideas to transform your space into an *immersive* retail experience

BRITTENINC.COM  
INFO@BRITTENINC.COM  
800.426.9496



We are set up to run seamlessly with Britten so it is always a fairly easy process. Our account executives are always very responsive and helpful when questions arise. Overall, a very efficient company!

**SAWGRASS MILLS® / SIMON PROPERTY GROUP**

**CONTENTS.**

*This catalog serves as a showcase for our proprietary products.*

**07**

BRITEWALL™

**09**

BRITEWALL™ XXL

**11**

BANNERDROP™

**13**

SKYBANNER™

**15**

BANNERBAR™

**17**

BANNERSTRETCH™

**19**

OVIO™

**20**

INFINITY™ WALLSCAPE

**21**

THINFINITY™ FRAME

**23**

INFINITY™ STANDEE

**25**

PILLOWCASE STANDEE

**27**

BANNERSAVER™

**29**

ROTOTOP™

**31**

DECALS

**33**

FOAM3D™

**35**

FENCESCRIM™

**37**


MALLFORMS™

**39**


BONUS CAPABILITIES


**ICON KEY.**

*Look for these symbols on product pages to see what really makes Britten hardware the superior, no-brainer option.*

 Revenue-generating opportunity

 Proprietary technology

 Available in custom colors

 Coordinating print available


 Can be installed outdoors

 Britten installation available

 Number of years under warranty

 UL listed

 European Economic Area (EEA)

 Proudly made in America





At each step of the way Britten was very active, involved and solution driven with honest and timely responses that helped us deliver an amazing end product. The installation of both graphics were above and beyond expectation and again delivered a product that surpassed our expectations and the expectations of our client.

**WESTFARMS SHOPPING MALL / TAUBMAN CENTERS**

## GET THE BRITTEN ADVANTAGE.

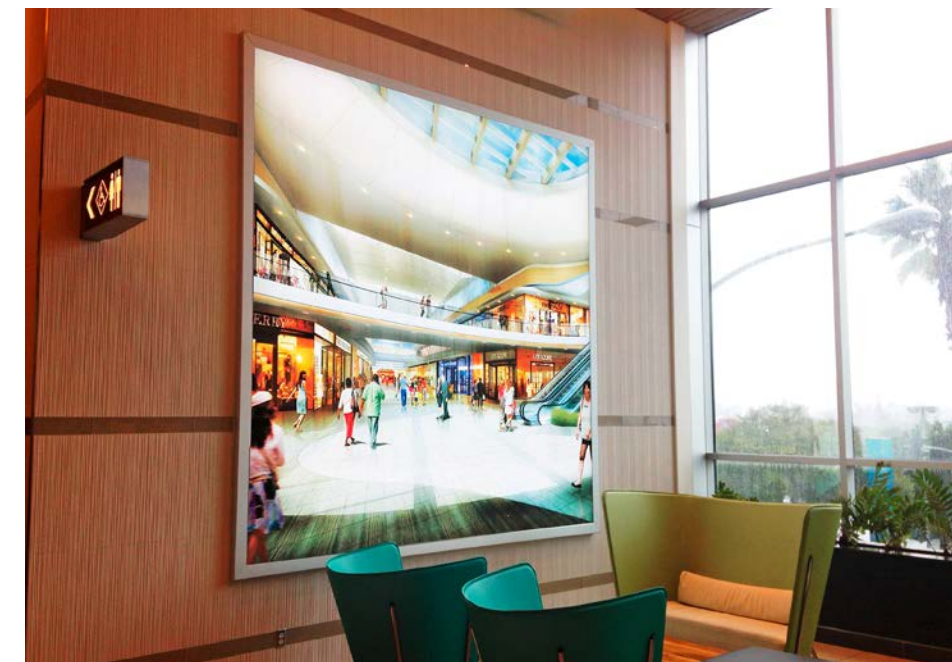
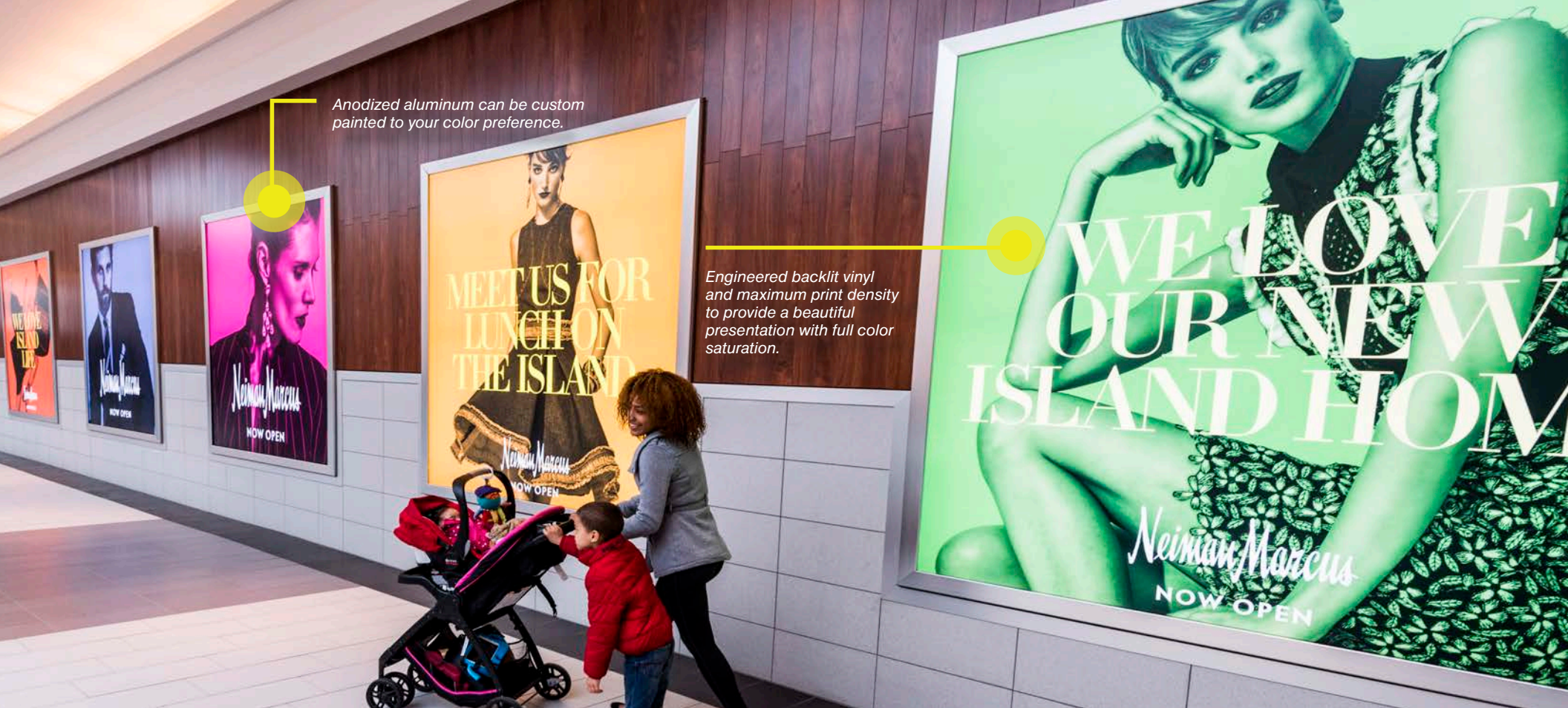
*Doesn't it seem like every time you turn around some online doomsayer is predicting the demise of brick-and-mortar shopping?*

Competition between retailers and e-tailers is fierce. **But plenty of physical stores are thriving, not just surviving.** And we know who they are, because they're some of our customers. They're the ones capitalizing on the unique advantages their online competition will never be able to offer:

Unique physical interactions, meaningful human transactions, and—here's where we come in—**visually stimulating environments that engage, excite, and deliver experiences you can't get online.**

You bring the vision. We bring advertising solutions proven to invigorate sales. When you need a fast and easy way to maximize the advertising potential of your retail space, partner with our dream team of designers, printers, and fabricators and put Britten's 35 year experience to work for you. No matter the scope of your project, we deliver the finest craftsmanship and attention to detail you and customers deserve.





**BRITEWALL™**  
*the industry's biggest, brightest, backlit display*



**Delight your advertisers. Dazzle your customers.** Wake up your walls with advanced, edge-lit LED technology. BriteWall places thousands of tiny, LEDs exactly 2" behind a full-color, tensioned banner in a handsome wall frame.

Fully UL listed and Certified, BriteWall panels use less than 1/3 the power of fluorescent lightbulbs, provide twice the brightness, and won't ever burn out. We guarantee it. Think of BriteWall panels as 10" x 20" building blocks that snap together to cover any surface and size with perfectly even light. We stock standard size, complete display units in 6' x 6', 8' x 8', 10' x 10' and 12' x 12'. If your project requires special sizing or LED configuration, please call for a custom quote.

Our project managers will communicate and coordinate directly with your operations personnel to make the installation process painless.

Single Unit, 6' x 6': **MSRP \$3,100**



**VOLTAGE:** 120VAC Input / 24VDC Output  
**BRIGHTNESS:** 6,500 lux  
**TEMP. RANGE:** -10°C to +50°C

**COLOR TEMP.:** 5,700°K  
**LIFESPAN:** 50,000 hours  
**WARRANTY:** 3 years





Recessed application makes this custom XXL BriteWall the perfect fit.



Waterproof design to withstand the elements and still look great!

**BRITEWALL™ XXL**  
*the biggest thing to hit outdoor ads since the billboard*

**Outshine the competition with full-spectrum LED color on a giant scale.** When you want your advertising to light up the night, UL-certified BriteWall delivers. We completely “dip” our patent-pending BriteWall panels into an ultra-clear acrylic coating to fully protect against water corrosion. The panels are also riveted to the back structure of the display, and every single connection is silicone sealed.

The frame itself is made with our super-strong OVIOT™ frame system (pg. 15). It’s used to tension 18 oz, polyester-reinforced vinyl fabric with double-saturated color imprinting. Get easy banner installation with perfect, no-wrinkle presentation, every time.

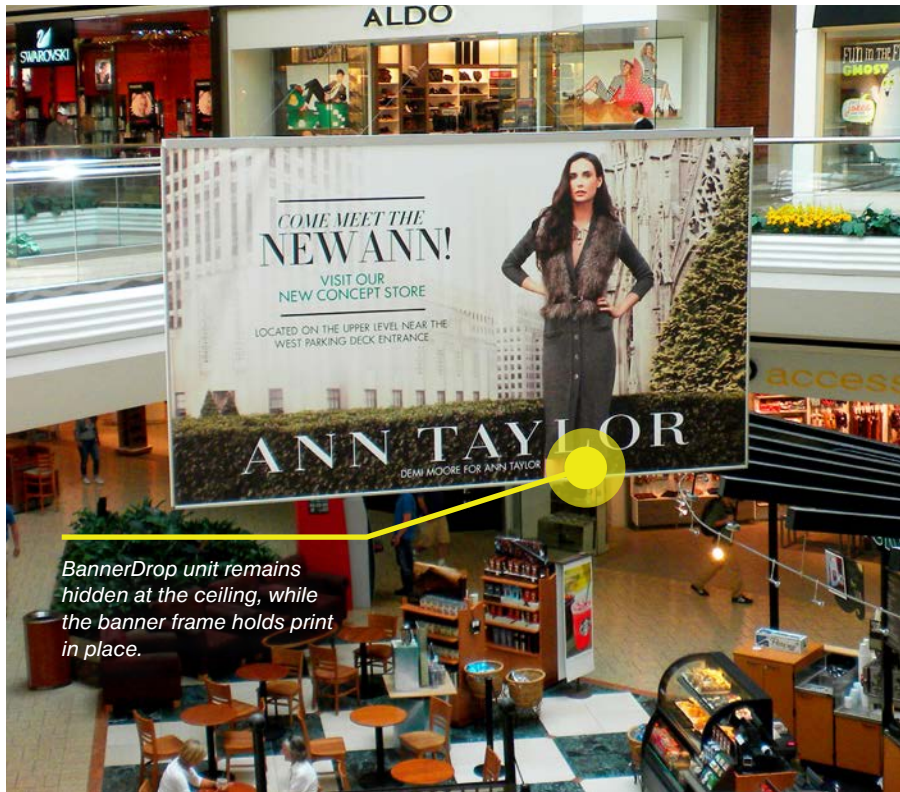


*Please call for a custom quote.*

<b>VOLTAGE:</b>	120VAC Input / 24VDC Output
<b>BRIGHTNESS:</b>	6,500 lux
<b>TEMP. RANGE:</b>	-10°C to +50°C

<b>COLOR TEMP.:</b>	5,700°K
<b>LIFESPAN:</b>	50,000 hours
<b>WARRANTY:</b>	3 years





## BANNERDROP™

*see your profits rise at the push of a button*

**Monetize empty ceiling space and speedup media change-outs safely—no lifts necessary.** Our remote-controlled banner hoists make installing large-format banners easier than ever. Just push a button to raise or lower your media exactly where you want it.



Powered by an unobtrusive ceiling motor, BannerDrop accommodates a wide variety of hanging banners and custom displays from 35-pounds (Standard) and 140-pounds (Heavy-Duty) to 250-pounds (Super Heavy-Duty).

Single Unit, Standard Duty, White 60' Max:

**MSRP \$2,000**



<b>PATENT NO.:</b>	7234685
<b>MOTOR SIZE:</b>	46" x 5" x 5"
<b>WIRE CABLE:</b>	1/16" dia with breaking strength of 480lbs

<b>LIFT RATINGS:</b>	60' max height
<b>MOTOR:</b>	120 VAC @ 60 Hz
<b>MAX WEIGHT:</b>	35 lbs (standard); 140 lbs (heavy duty)





## SKYBANNER™ CEILING DISPLAY SYSTEMS

*turn empty ceiling space into revenue-generating, highly visible ads*

**Get maximum impact in heavily-trafficked courts and corridors.** When paired with remote control BannerDrop® ceiling hoists, double-sided SkyBanners eliminate lift rental and insurance costs and makes installation a breeze.

Available in five standard sizes to fit almost any application or unused ceiling space. Use for directing or guiding customers, corporate branding and services, or to generate extra advertising revenue by letting the brands you carry advertise in your spaces. Either way, SkyBanners make it an easy win-win for you.

- ✓ Double-sided 13 oz. blockout vinyl
- ✓ Full-spectrum digital prints
- ✓ Full 4-sided framing
- ✓ Optional 2" pole pockets

### STANDARD SIZES:

*Price includes print & 4-sided framing. Quantities over 20, please call for a custom quote.*

5' x 9' SkyBanner (Qty. 1 - 20):

8' x 14' (Qty. 1 - 20):

16' x 14' (Qty. 1 - 20):

**MSRP \$250 each**

**MSRP \$500 each**

**MSRP \$700 each**







Above: Once the 2" frame clips are attached, simply slide the banner into the bar for quick and easy install.



Banner Bar 1



Banner Bar 2



Banner Bar 3

- Minimal profile and curved 1" bar for smaller applications
- Sleek 3" bar perfect for any size banner
- Wider 5" bar is the perfect option for really large banners

## HANGING BANNER SYSTEMS

*the custom framing solution for any size ceiling banner*

**Have a banner, poster, or sign you want to hang, but you don't know how?** Take advantage of unused overhead space with the professional solution for eye-catching ceiling displays at malls, tradeshow, or anywhere standard SkyBanner™ displays won't fit.

BannerBar™ allows you to stabilize the top and bottom edges of your messaging, which prevents curling and unnecessary movement. Ingenious FrameClip™ attaches to any banner, even those without pre-sewn hems and grommets. Just slide your banner into the frame, attach to your ceiling support, and take your message airborne. It's that simple.

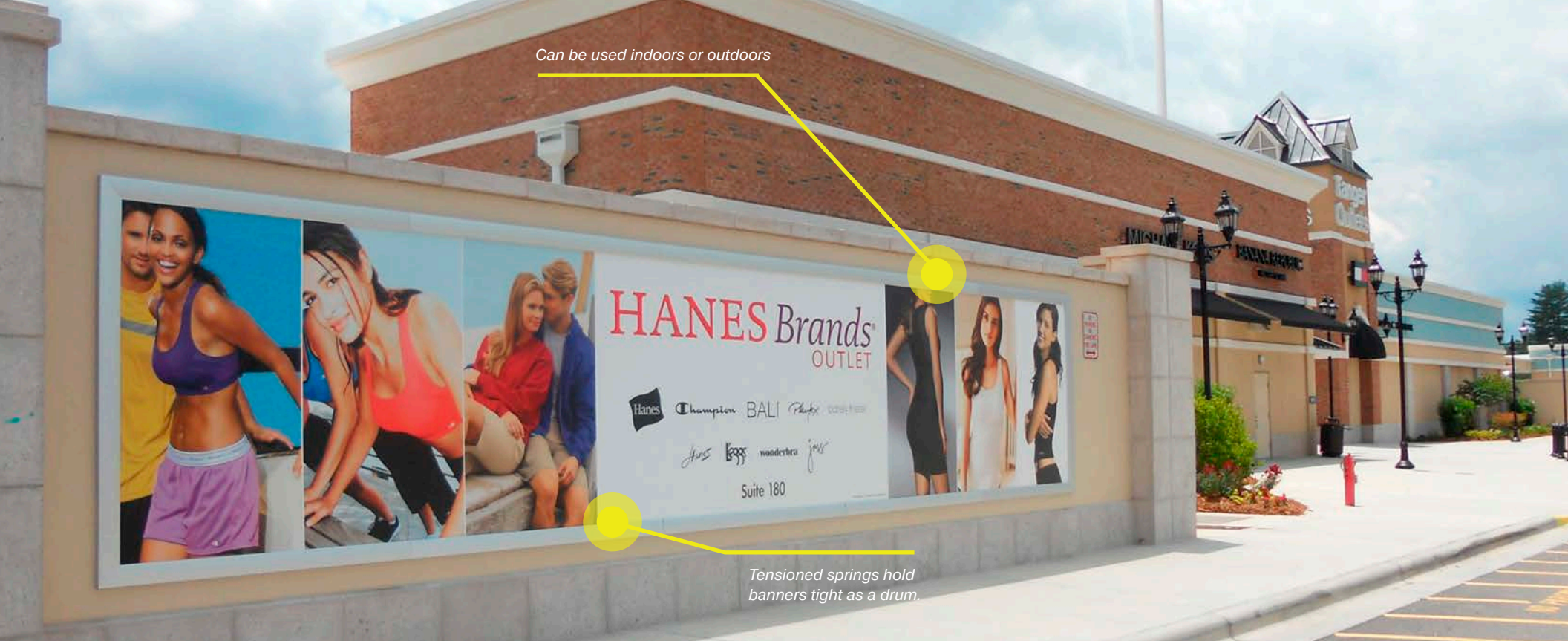
- ✓ Sleek, professional presentation
- ✓ Fits any size banner
- ✓ Connects to any ceiling support
- ✓ Powder coating available

BannerBar™ Per Linear Foot:  
FrameClip™ Pack of 100:

**MSRP \$5 - \$20**  
**MSRP \$135**







## BANNERSTRETCH™

*the ultimate workhorse in wall-mounted frame systems*

Get the clean-looking beauty and highest durability of any aluminum frame on the market. Built for signage nearly any size up to 10' H x 60' W, BannerStretch™ light-duty frames deliver perfectly tensioned advertising in three simple steps: 1) snap open frame 2) place banner and set clamps 3) close frame. It's as easy as that.

No more waves. No more sagging signs. Use indoors and out without worry about corrosion or rust. Available in anodized silver or powder-coated finishes and custom cut for any size banner up to 60-feet. That means no unsightly seams for a flawless presentation.

- ✓ Simple, user-friendly installation
- ✓ Can be wall-mounted flush, or as a stand alone structure with print on both sides
- ✓ Withstands major winds, freezing weather, and extreme heat (-31°F to 176°F)



4' x 8' Basic Model

**MSRP \$600\***



*\* pricing based on the linear foot. Call for custom quote.*

**MATERIAL:** Aluminum

**FINISH:** Silver (standard) or black anodized; custom color powder coating

**WEIGHT:** 2.5 lbs / lin ft.

**WARRANTY:** 1 year

**CUSTOM SHAPES:** ✓



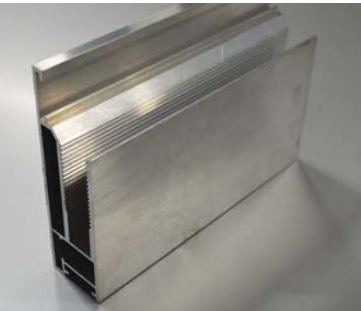


Ultra robust frame holds banners of all sizes, on just about any surface.



OVIO™

*built for hanging big banners and hard outdoor use*



Get the **easy-to-install, heavy-duty frame system** engineered for sleek, professional presentation of your largest advertisements (up to 26'H x 130'W). OVIO frames keep signage looking great in any climate. Freezing weather, extreme heat, or hurricane-force winds are no threat to this robust and innovative frame technology. Plus, OVIO's user-friendly ratchet-clipping system speeds up installation time and delivers faster media changeouts and perfectly tensioned canvas every time. Without visible eyelets or fasteners, you get a cleaner looking border that enhances your visual displays.

- ✓ Simple, user-friendly installation
- ✓ Can be wall-mounted flush, or as a stand alone structure with print on both sides
- ✓ Withstands major winds, freezing weather, and extreme heat (-31°F to 176°F)
- ✓ Banners are easy to change out, especially at large sizes

12' x 24' Basic Model

**MSRP \$2,500**



*\*pricing based on the linear foot. Call for custom quote.*

**MATERIAL:** Aluminum  
**FINISH:** Milled (standard), custom finish options are available

**WEIGHT:** 1.2 lbs / lin ft.  
**WARRANTY:** 3 year  
**CUSTOM SHAPES:** ✓





# INFINITY™ WALLSCAPES

*make every wall in your store tell a story*

**Immerse your customers in messaging made beautiful.** When paired with our vibrant, silicon-edge graphics (SEG) fabric banners, the razor-thin channels housed inside an Infinity invisible frame delivers effortless instillation and perfectly tensioned murals, advertising, or anything else you can image. Available in ¾", 2", and 3" framed depths.



*Please call for a custom quote.*



# THINFINITY™ FRAME

*it's like a skinny suit for your advertising*

**Get all eyes on your message**—not distracted by a frame—with the sleek, virtually borderless appearance of our slimmest Infinity frame. At only ¾" deep, Thinfinity's small width/depth makes your perfectly tensioned media Pop! And delivers a classy, finishing touch for wall-mounted advertising.



8' x 12' Silver Anodized Frame

**MSRP \$420**



*Please call for a custom quote.*





Sturdy steel base prevents tipping.

## INFINITY™ STANDEE

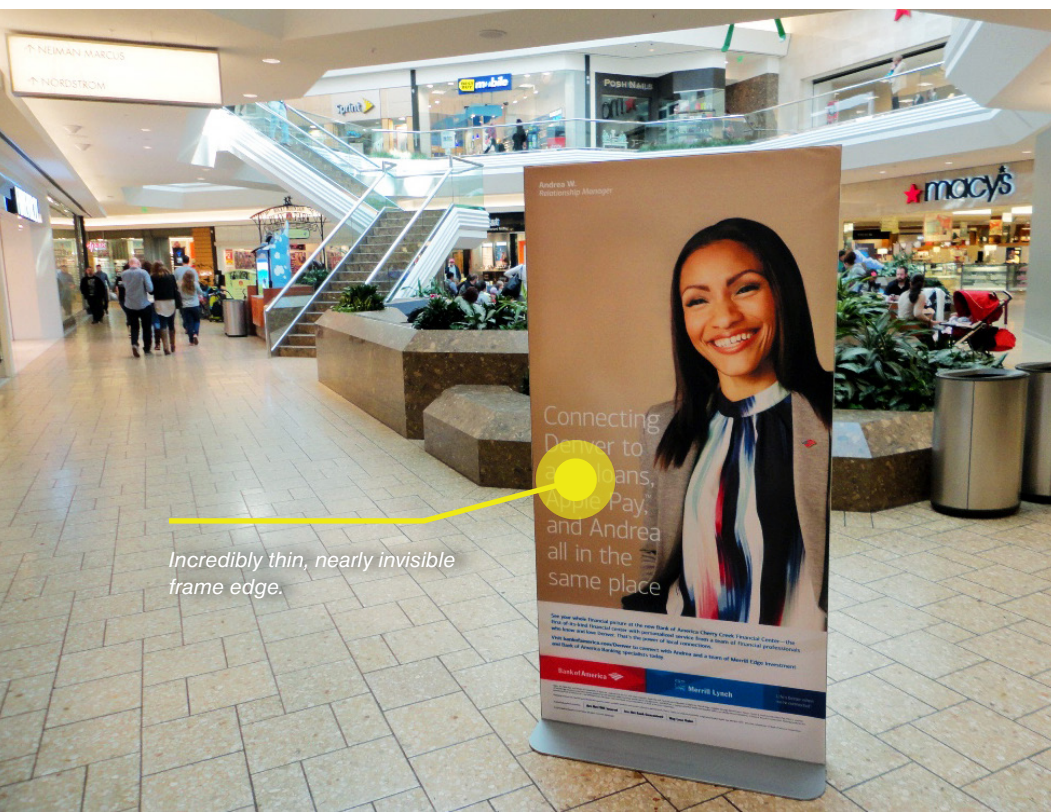
*a borderless banner display for maximizing ad space*

**Classy. Sleek. Portable.** Meet our most popular floor display for silicone-edge graphics/banners. This press-and-peel interior standees delivers a virtually borderless appearance, a brushed metal base for stability, striking good looks, and double-side visibility of your media.

- ✓ Fabric prints are light weight, elegant, and wrinkle-free
- ✓ Museum quality material and display
- ✓ Frame is just 0.062" thick in the front view
- ✓ Standard dimensions: 72" h x 36" w x 18" d (base)
- ✓ Overall weight: 25 lbs. (20 lb. base plate)



Also available:  
Designed by Britten,  
the Attaché brochure  
holder adheres  
seamlessly to the  
Infinity Standee.



Incredibly thin, nearly invisible frame edge.



Starting at

**MSRP \$325\***



\* per unit price





Fabric curtain is available in multiple configurations

**STRETCHSCREEN™**  
*turn a waiting space into a selling space*

Creative by customer request, StretchScreen™ is now the go-to standard for dressing up partitioned, soft-seating areas. For branding and advertising anywhere your customers stop to relax, these modular frame dividers are light weight and portable. Customized stretch covers go over the frame, transforming your partitions into premium advertising real estate.



Please call for a custom quote.



**PILLOWCASE STANDEE**  
*the ultimate in elegant mobility for advertising outside*

**Looks great and won't ever blow over.** Your rock-solid solution for outdoor advertising is our heavy-duty standee, a custom, double-sided banner display that sets up in minutes and—when paired with our beautiful, pillowcase fabric banners—delivers perfectly tensioned media that's quick to change out. Simply pull to old banner off and slide a new one over the standee's frame. Luxurious fabric pillowcase media delivers a sleek, borderless presentation.

- ✓ The most elegant print option for large interior graphics
- ✓ Exceptionally vibrant, glare- and wrinkle-free
- ✓ Biodegradable and thus more eco-friendly
- ✓ Lightweight, which can result in lower shipping costs

Starting at **MSRP \$325**



Please call for a custom quote.





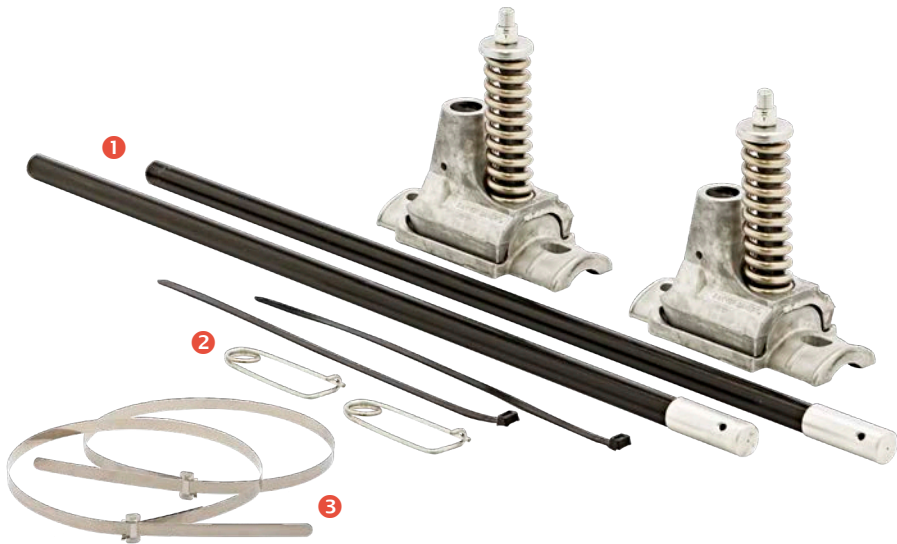
**BANNERSAVER™**  
*the most advanced spring-loaded light pole banner bracket system*

Slash labor costs and prolong the life of your banners with the original wind-spilling bracket and the only banner hanging hardware in the world with the hard data proving it's the best. Ingeniously engineered and wind-tunnel tested to withstand NWS-rated, tornado-force winds, this tough-as-nails system has changed the conversation around banner hanging hardware.



The hardware preferred by municipal engineers on six continents and in cities and universities throughout America, patented BannerSaver reduces stress on banners and poles by “flexing” with the wind. When the wind dies down, banners return to their original position. Its unique patented design also makes changing banners quick and easy, which makes running a shopping center banner program a breeze.

Standard Size, Single Set: **MSRP \$130 / set**



Replacement parts and accessories available separately:

Fiberglass Arm (each) 1	\$14
Pins (pack of 50) 2	\$75
Standard Banding (per band, not shown)	\$1.42
Heavy Banding (priced per application) 3	\$5.60–14.60*
Install Tool (not shown)	\$220

\*Price may vary based  
on pole diameter





Spinning mechanism swivels with wind.

Pole tilts (at the base) 90° for easy changeouts.

Base can be filled with sand or concrete.

**ROTOTOP™**  
*flagpole hardware with a twist*

Seeing your beautiful and brand-perfect flag wrapped around your flagpole on a windy day— what a bummer. RotoTop flags and flagpoles are engineered to rotate with the breeze, a tangle-free, never-furl design so that your high-flying colors are never hidden from your customers again.

Designed for event entryways, parking lots, and open-air plazas, RotoTop flagpoles are fast and simple to setup. Just fill the portable base with sand, rock or concrete, tilt the flagpole at its hinge, and hang your flag(s). RotoTop™ flags are air-permeable mesh/fabric that delivers more than just beautiful outdoor visuals. They're also durable enough to weather any storm and won't fade in the sun.

Single Unit 24' H (4' x 16' Flag Size)

**MSRP \$2,500**



*Please call for a custom quote.*

**BASE MATERIAL:** 1/4" thick linear medium density polyethylene (LMDPE)

**FLAG SIZES:** 4' x 16'  
**COLOR:** White is standard





## DECALS

*you craft the message. we make it stick. anywhere.*

**Transform any bare surface in a high-traffic area into a money-making advertising opportunity.** Colorful vinyl decals take windows, walls, columns, or floors from “whatever” to WOW!—an instant, and effortless messaging solution that engages customers and boosts brand awareness indoors and out. Our window decals are easy to remove and leave no residue. Using modern materials, adhesives, printing, and die-cut technology, we deliver decals customized to your projects—any size, any shape—and the end result are bright, full-color graphics that will not fade, crack, or peel with age.

*Please call for a custom quote.*





## FOAM3D™

*launch your promotion into the social media stratosphere*

**Get creative and colorful. Stop customers in their tracks and get them reaching for their phones.** CNC foam-sculpting technology has the power to turn your wildest marketing idea into a crowd-stopping spectacle.

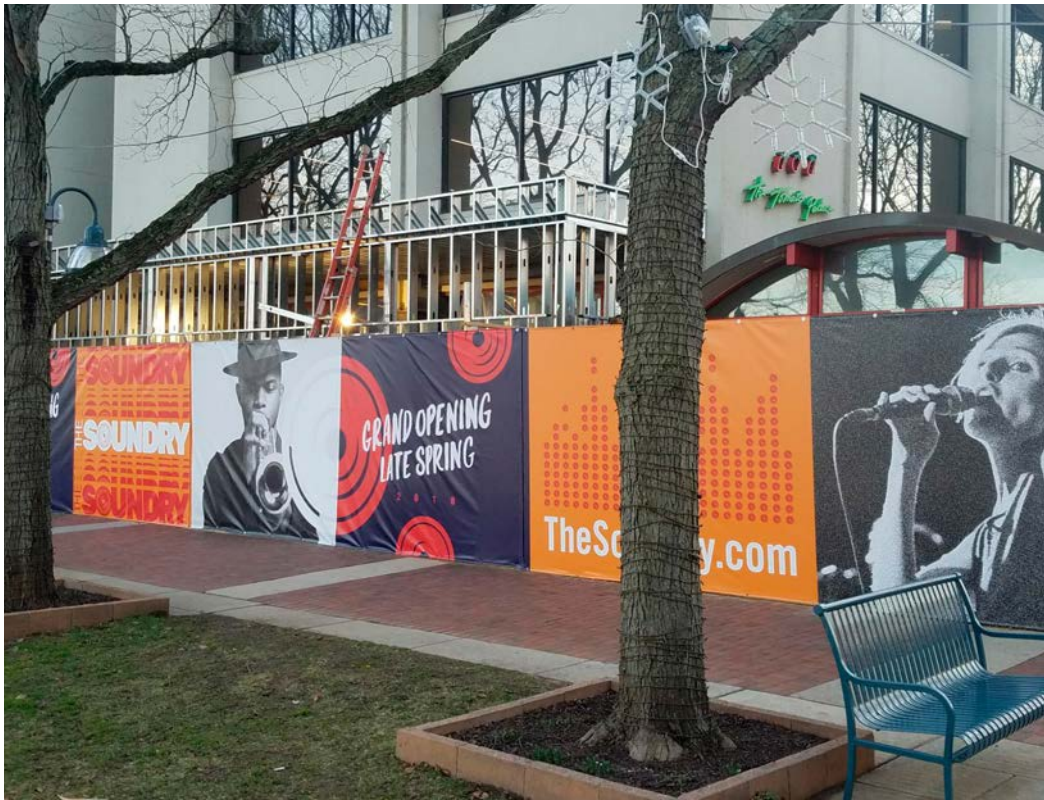
Selfie-signs, logos, sculptures, letters, and larger-than-life props. Bring us any concept—drawing, digital files, photo, or even a hand-drawn sketch—and our in-house art and fabrication team can make it a reality. We're one of the few full-service, EPS foam sculptors in America that can promise and deliver quick turnarounds—typically in under four weeks—foam work that sets the industry standard.



- ✓ Quality-built to your exact specifications
- ✓ Freestanding or floating displays
- ✓ Easy ordering and fast turnaround
- ✓ Hard-shell coating for all-weather durability
- ✓ Milled, textured, or smooth finishes available

*Please call for a custom quote.*





## FENCE COVERS

*get your customers off the fence*

Take the message surrounding renovations and new construction from “Please, pardon our dust” to “Get ready for this.” Fences transformed with SiteScrim™ deliver branding real estate that generates hype, gets the public rooting for your development project while keeping prying eyes and unauthorized personnel out.

SiteScrim™ delivers a fast and durable way to spruce up chain-link fences. It’s wind-permeable, and lightweight. Easy to setup and store. Build some buzz and promote your business with life-like images, vibrant digital graphics, and colorful logos that literally stop crowds.

- ✓ 50' sections custom cut to fit your fence
- ✓ Multi weights and fabric options for any application
- ✓ Fast design and on-time delivery
- ✓ Delivers sharp, digital color

6' x 50' (Standard Section) **MSRP \$550\***



\* per unit price





## BARRICADES & TEMPORARY WALLS

### *what's the difference?*

Used primarily in construction renovation, **BARRICADES** can be set up quickly to promote a safe, secure construction environment. Can be reused and reconfigured without the prep, mess, and cleanup associated with traditional drywall.

As a semi-permanent option used for creating conference areas, offices, and public spaces, **TEMPORARY** walls alleviate the mess of temporary construction. They provide an alternative to drywall, but unlike barricades cannot be easily broken down and moved.

## MALLFORMS™

*a modern solution for instant barricades & temporary walls*

**Rome might not have been built in a day**, but with barricades and temporary walls—Mallforms™/ALUSETT—you can build any configuration of a modular wall or semi-permanent partition in just minutes, using nothing more than a 4mm Allen screwdriver.

Sturdy, lightweight aluminum framing makes setup safe and easy. Delivers indoor and outdoor flexibility for end-users at malls, office buildings, and construction sites. Combined with Britten's limitless print and manufacturing capability, it's simple, less labor intensive, and more cost effective to create plain white or beautifully branded barricades and temporary walls that can be put up, broken down, reused, and reconfigured.



- ✓ No dust, no painting, no mess
- ✓ Sets up 3x faster than drywall
- ✓ Conceals renovation and new construction
- ✓ Modular, adaptable, reusable
- ✓ Pays for itself after just two uses



*\*please call for a custom quote*





## EXPERIENTIAL EVENTS

*inspired solutions for spectacular, memorable events*

**Ready for a change? It's time to take the plunge.** Let's reimagine and redefine the brick-and-mortar shopping experience. Let us help deliver the kind of fun that makes malls and physical stores must-see destinations.

Together we can transform any space into an immersive retail experience using any combination of wood, metal, printing, foam, display hardware, custom shipping containers, and more. No matter the size of your project, we deliver visionary conceping, the finest craftsmanship, and attention to detail in every visual marketing medium.

- |   |                                   |
|---|-----------------------------------|
| ✓ Free consultation and budget planning             | ✓ Blueprints and renderings       |
| ✓ Professional communication and project management | ✓ Professional install nationwide |

## BONUS CAPABILITIES

*you bring the idea. we do the build and even the install.*

### DESIGN

From custom banner design to elaborate event activations, we have the creative talent to transform your ideas into powerful brand experience. To get a visual advantage over your competition, just share your own design or let us create something spectacular for you.

### CUSTOM PORTAL

Spend less time managing print. Get access to your order history. Upload your own art, graphics, or photos 24/7 for custom printed promotions designed completely by you. Britten can strategize with you to develop and put into action an online portal unique to your retail needs.

### BANNERGALAXY™

Print only what you need when you need it. The original, online platform for small quantity creation—250 or fewer—of signs, banners, flags, and more. This modern interface puts you in 24/7 control with custom design and printing that's fast, easy, and secure.

### WOODWORKS™

Our facilities are teaming with state-of-the-art equipment and talented craftsmen ready to work. From architectural millwork and custom cabinetry to commercial casework, we have the capabilities to transform any space into an immaculate showroom.

### CUSTOM WALLPAPER

An old idea timelessly redesigned for modern business. Delivering peel-and-stick application and residue-free removal, customwallpaper.com lets you create fast-turn templated or—when using our handy art uploader—personalized wall coverings, murals, photography, or graphics.

### BOXPOP®

Monetize any parking lot or dead space. Custom shipping containers are fun, mobile, and set up fast on any size footprint. Choose from 10', 20' or 40' models to create pop-shops, bars, restaurants, and event activations. Available for rent, purchase, or lease.

### INSTALLATION

Put the power of our nationwide installation network to work for you. From light pole banners to massive building wraps, site surveys to project management, our elite team of on-call installers get the job done even if it means rappelling down the side of a 60-story skyscraper.





## LET'S START A WINNING PROJECT TOGETHER.

**No hassle. No middleman.** From idea to installation. Britten is your single-source partner for the most innovative branding solutions in America. We're dedicated to making our customers stand out in a crowd. Always on time, on strategy, and on budget, we build unforgettable brand experiences for people, communities, and businesses large and small.

*Learn more at [britteninc.com](http://britteninc.com) or give us a call at 855.763.8205.*