

Vehicle Graphics | Urban Storm

mobile billboards

Urban Storm originally developed its patented frame system to house giant banners, but it wasn't long before the company realised that it could be adapted to work equally well on truck sides too. Urban Storm's Sam Cook talks to **Val Hirst** about his company's nifty innovation.



When Urban Storm launched its new patented frame system for truck sides at the Inside Outdoor show last October it was hardly prepared for the overwhelming level of response it received. Next month the system will be launched into the States, where, according to Urban Storm's principal Sam Cook, the whole concept of using large vehicles as moving billboards is even further advanced than it is here.

Referring to the fact that there is now statistical evidence to support the proposition that promotional advertising on vehicles is much more effective – and generally a lot cheaper – than using more conventional forms of advertising, Sam is certain that his company's framing system is all set to take off in a big way.

Originally, the system was developed to provide housing for giant banners, but after two years of on-going development and a few modifications, it now offers signmakers the opportunity to change truck graphics quickly and easily with the minimum amount of maintenance. And, just as importantly, it also ensures that the graphic retains its original pristine perfection no matter what. Best of all, there is no need to fix the frame into the truck itself.

The original system comprised a lightweight rigid aluminum frame, which applies tension to the poster or banner using a pivotal point, similar to a fulcrum lever. This delivers an instant level of tension of 75 kgs per square meter. The banner or poster is retained within the frame using a specially adapted Keder strip, which is heat welded to the perimeter and then slotted into the perimeter channel of the frame. This delivers a two-ton breaking strain per linear meter, which is evenly distributed around the perimeter, thus creating a truly secure and storm proof housing system.

Now the new truck version of the frame, which comes with a guaranteed ten year life-span, offers a streamlined profile that is designed for minimum wind resistance and provides applicators with the ability to change both sides of a 44 foot trailer in less than 20minutes – an incredibly fast time. It also helps them to deliver a super drum tight display, a feat that can easily be achieved within a depot - or even during transit - which means that there is minimal disturbance to the truck's distribution and delivery schedule.

Commenting on the system Sam Cook says: "There is now immense interest in the whole prospect of using vehicles for advertising purposes and our system can help to facilitate the proliferation of this concept. And soon, all trucks will be used to display advertising and promotional messages - it will become an accepted norm.

Our system helps companies to realise the possibilities offered very cost effectively and they would be mad to pass up such a good investment opportunity!" ■

