

Mounting KBW BannerFlex Banner Brackets on Exterior Wall Applications

General Overview

Any KBW BannerFlex® Banner Bracket may be used to wall-mount banners onto exterior building walls. Generally speaking, we recommend a special mounting between the bracket and the exterior wall to increase the surface area of the installation.

Why is an extra mounting plate recommended?

Most exterior wall installations are brick or other masonry, wood siding or concrete. These walls were usually not designed for banner brackets to be directly mounted to the surface. Because the banner bracket's main casting is quite small (only about 21 square inches (3" x 7") for our largest model) the wind pressure transferred from the banner to the bracket becomes quite concentrated and puts an extreme force onto a very small area during major wind events.



Because the wall is not designed for this type of concentrated force, there is a tendency for the outer edges of the main casting to quickly wear into the surface. This happens through constant motion of prevailing winds and slight movement of the main casting. While this vibration has little effect on the typical street pole installation, it will eventually wear and loosen the wall-mounted installation. The looser the installation becomes, the quicker it will fail.

We recommend installing steel or an aluminum plate onto the back of each main casting to provide a larger surface area in order to spread the wind load and protect the wall surface. This plate is then attached by substantial anchors or lag bolts to and/or through the wall, depending on the wall's composition. The size of the plates range from approximately 8" square by 1/8" thick (11 gauge) to 14" square by 3/16" thick (6 gauge). The plates do not need to be "square" but can be any custom shape from diamonds to "fleur de lis". We recommend using four fastening locations per plate into or through the exterior wall. See plate examples on the next page.

Why do we recommend a local structural engineer or architect be involved in computing the size of the backing plates?

Every exterior wall-mounted installation is different and, more importantly, the structural integrity of the proposed mounting area is impossible for KBW/Consort to analyze for the customer. Due to the extra forces wind puts onto a surface, we strongly suggest a qualified professional assist to determine the appropriate size banners and mounting plates, as well the best location and method of installing banners onto walls. With that information available, KBW/Consort can then design the plates and provide pricing information. KBW/Consort can only warranty the products we provide in accordance with the engineer's specifications. We cannot assume any liability for the engineer's specifications, the anchoring system, mounting surface or structural integrity of the exterior wall upon which the plates and brackets are fastened.

Note: Depending on the recommendation of the professional, factors such as wall integrity may influence the installation. For example, bolts may need to pass entirely through the exterior wall by using an additional plate within the interior of the building. That is, the wall is then "sandwiched" by two metal plates.

What size banners can be wall-mounted via KBW BannerFlex Banner Brackets?

The most common sizes of banners typically installed on exterior walls are 24" x 48", 30" x 60" and 30" x 94". Larger sizes such as 30" x 120" are easily accommodated with standard BannerFlex D-3 brackets. Banners 36" wide by up to 8 feet in length can be mounted with custom mounting plates and standard BannerFlex D-3 brackets (37" exposed fiberglass arms). For banners longer than 10' we recommend a centered "straight arm" bracket to assume some of the wind force. The banner would have a pocket sewn into the middle of the banner to accept the bracket arm and, of course, an additional custom mounting plate.

Are custom shapes and colors available?

Yes, our waterjet machining capability allows any shape. And, all plates can be painted or powder coated custom colors, although black is recommended as the least expensive. Plates may be steel or aluminum. If not specified, plates will be steel.

Will KBW/Consort supply the actual mounting anchors or bolts?

We can provide complete kits if we are given the specifications for the anchors or bolts by the engineer or architect but we recommend that those be sourced locally if changes become necessary.

