

# HOW TO: Care for Your Promotional Flag

Proper care and maintenance will help your flag look its best and extend its lifespan. Follow these guidelines to keep your flag flying for as long as possible.

01

## POSITIONING YOUR FLAG

- › Choose your flag's location carefully.
- › Avoid areas with heavy air pollution — soot and dirt can turn white sections grey.
- › Limit exposure to strong sunlight, as UV rays can cause fading of artwork over prolonged periods of time.
- › Ensure there is enough clearance around the flag so it can fly freely without snagging or catching on nearby structures, trees, or other poles.

02

## FLYING AND WEATHER CONDITIONS

- › Remove the flag during adverse weather, including strong winds above Beaufort Scale 4 (13–18 mph).
- › Heavy rain, when combined with wind, can increase the flag's weight and stress the stitching, fabric, and pole.
- › In freezing conditions, avoid flying a wet flag, as ice can damage both the material and the pole fittings.

03

## HANDLING AND MAINTENANCE

- › Inspect regularly for signs of wear, fraying, or loose stitching.
- › Repair minor damage promptly to prevent it from worsening.
- › Check pole fittings to ensure they are secure and not causing unnecessary friction or wear on the graphic.
- › Avoid letting the flag touch the ground — this helps preserve its appearance and prevents dirt buildup.

04

## CLEANING YOUR FLAG

- › Flags can be washed in a regular washing machine at 30°C with no detergents or bleach.
- › Avoid tumble drying — instead, air dry completely before storing or re-flying.

05

## STORAGE

- › Always store your flag clean and completely dry to prevent mildew or staining.
- › Roll or fold loosely and place in a dry, cool environment, away from direct sunlight and damp.

06

## LIFESPAN AND REPLACEMENT

- › The lifespan of a flag depends on weather exposure, pollution, and frequency of flying.
- › A realistic maximum lifespan for a regularly flown outdoor flag is around six - twelve months.

