



GUIDE TO BUYING & BRANDING A POP-UP GAZEBO

instant
marquees
The Branding Company

10 QUESTIONS YOU SHOULD ASK BEFORE BUYING A POP-UP GAZEBO

1). WHAT DO YOU INTEND TO USE THE GAZEBO FOR?

The old saying “you get what you pay for” remains true for gazebos as it does for many other things, but if you only intend to support your local fete twice a year there is no point in buying an Instant Marquees **Professional Series ULTRA HD** when a **LITE** at half the price would do just as well. Conversely, for heavy duty use like a 4-5 days a week market or indeed any heavy professional use like festivals etc, you should be looking at the **ULTRA HD** or the **Professional** series. If in doubt do call for a chat about what’s best for you, or check out the comparison between our 3 models later in this document.

2). WHERE IS THE GAZEBO MANUFACTURED?

With very few exceptions, pop-up gazebos are made down to a price in the Far East. Often the same frame and canopy is marketed under different brand names. Whilst this is not necessarily an indicator of poor quality, consider that all our tents (with the exception of the LITE frame) are not only manufactured in the UK using mostly EEC sourced materials but they are also all tested in our 200+ strong rental fleet in windy & wet UK conditions, where failure is not an option. We also recognise that your gazebo is a working tool so next day spares supply and Fire Certificates for the cloth are essential.

3). ALL GAZEBOS LOOK THE SAME - WHY IS THERE SUCH A DIFFERENCE IN PRICE?

Refer to question 1 again...The fact is the sales price on some of the gazebos on the UK market would not even buy the raw materials for the Instant Marquees’ Professional, let alone Professional ULTRA HD. For all year round professional use the key question is value for money, not price; buy cheap buy twice! Carefully consider the level of reliability and performance you expect from your unit, and the level of service from your supplier, and buy accordingly. Many years ago we sold four 6x3m Professional stalls to market trader who complained about the price at the time - now he is our best salesman!

4). HOW IS THE GAZEBO PRINTED?

Basically there are 3 different methods for printing a gazebo with polyester cloth - dye-sublimation, screen-print or heat applied vinyl. Direct printing to cloth is also possible but the quality is not there yet. Screen print is OK for simple logo prints but it cannot be used for all-over oriented canopies, and it is not as durable as dye-sub, a process where the print is drawn in to the cloth in a press at 200°C. Dye-sub print is vibrant, near photo quality, machine washable (at up to 40°C) and super-tough. It will never crack or fall out of the cloth and an experienced operator can produce colours to Pantone if required. At Instant Marquees we have been printing for over 20 years, and we now have 5 dye-sub printers in-house, so you know you are in experienced hands when it comes to getting your gazebo printed.

5). DO YOU PRINT THE GAZEBO YOURSELVES OR IS IT DONE VIA A SUB-CONTRACTOR?

Out-sourcing the print can cause problems. In the event of a dispute, who do you go back to? How quickly can any problems be rectified? At Instant Marquees we do not outsource - so you will not be let down.

6). WHAT IS THE POSITION FOR SERVICING THE FRAME, FIXING THE CANOPY OR SUPPLYING SPARES IN THE EVENT OF A PROBLEM?

If your gazebo is a working tool, then it is of course essential that your supplier can either ship spares out to you overnight or offer a frame & canopy service within a decent time frame. At Instant Marquees we offer: frame repaired either at our Bristol rental unit or at our factory in Cornwall, canopy repairs in Cornwall.

7). IS THE GAZEBO 100% WATERPROOF?

Anyone who claims that a stitched polyester canopy is fully waterproof is probably a salesman! The truth is that any polyester canopy will eventually leak, even if it’s only a drop or two like ours; it is just a question of the intensity of the rain and the time it’s exposed to it. To be 100% waterproof, you need to specify welded PVC canopies.

8). POLYESTER OR PVC CANOPIES - WHICH ARE BEST?

Horses for courses...Polyester tends to sit better on the frame so it looks better, is better for print and is lighter. At least our super Korean-made polyester is lighter, but we come across some Chinese polyester with PVC proofing that is not only prone to delaminate, but also adds so much to the weight that it is actually heavier than the PVC we offer.

9). WHAT WIND STRENGTH CAN THE GAZEBO STAND?

Unlike big marquees, there are no official tests for pop-up gazebos. We supply recommended maximum wind strengths for all 3 models for both weighted and guyed usage, but the fact is that the means of securing the gazebo to the ground is more important than the gazebo itself in most cases. You need to check that a decent quality guying set is supplied comprising main pegs of at least 300mm length, ratchet straps on all the corners which attach to the frame not the canopy, and a sufficient quantity of wall pegs.

10). CAN YOU SUPPLY ACCESSORIES LIKE CUSTOM WINDOW WALLS, HALF HEIGHT WALLS ETC?

Since we make everything here in the UK, we can make the tent to your specifications (within reason!) - you do not have to buy a set just because that’s what’s in the box! Just ask and we will see what we can do.

*For more info on any of the above do give us a ring to discuss your needs - 01840 219047 or 48
Or check out our brochures for each series of instant marquees/pop-up gazebos!*

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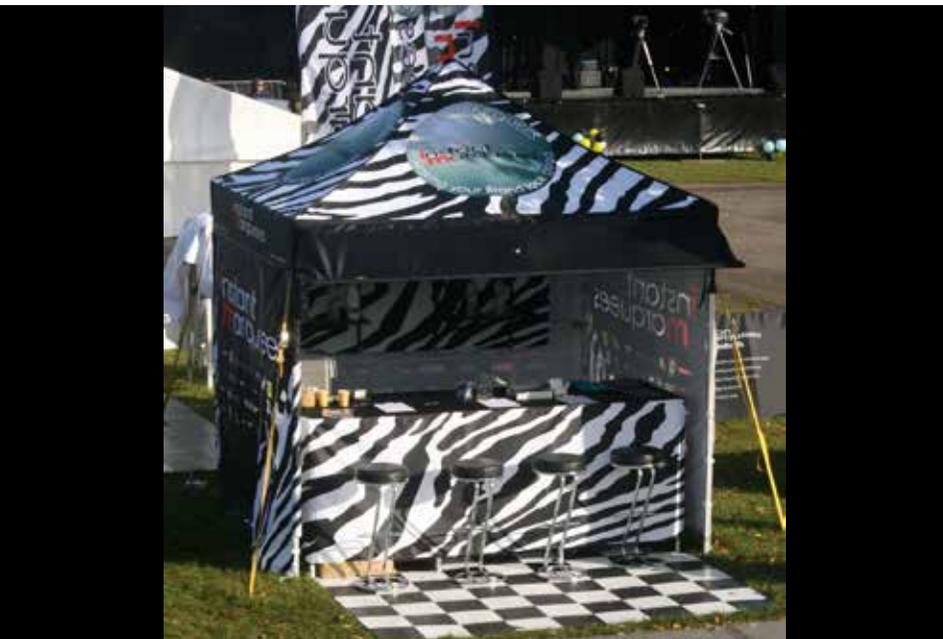


LARGE & SIMPLE IS ALWAYS BEST WAY

The temptation is to cram as much information as possible on to your tent, but the fact is no one gets around to reading it all! You only have a few seconds to grab a passer-by's attention.

So, make your logo as large as possible, make your message clear and concise - and then people will take notice of your investment.

As you can see from the photo, the pelmet is the best place for your message, and the canopy is best for your logo. If there is specific info you want people to read, have it printed on the back wall



TOO MUCH INFORMATION!

This is a tent we made for ourselves for a show many years ago.

The tiger stripes work fine - but everything else gets lost including our logo on the roof.

Simple is best: be clear about what you want to get across and stick to it.

HOW DO I PREPARE THE ARTWORK?



1) INSTANT MARQUEES WILL DO IT FOR YOU - FOC!

If you don't have the requisite software (Adobe Illustrator or equivalent), and you do not have a graphic designer, then we will do it for you - for nothing!

All you have to do is to send over your logo in the correct format - no jpegs please, just EPS, .ai or vector PDF files, or even a high quality PNG. If you only have these as jpegs, it's usually because your designer has sent them over in a format your PC can read, so please ask him to send you the correct file to forward to us.

If Pantone references are important to your brand identity, please make sure they are included so we can get your colours right.

Finally, send us your idea or sketch of what you want, and we will convert it to a layout for you. Up to 4 revisions are free of charge - so there is nothing to lose!

2) GET YOUR GRAPHICS TEAM TO PREPARE THE ARTWORK FOR YOU

Where the graphics are complicated, it's usually best to get your graphic designer to put the design together. Simply download the requisite template from the download section of our website, and follow the instructions in the file for completing the artwork.

3) DIY

If you have the time, the skills and the right software, it is not too hard to do it self. It's important to: follow the instructions in the templates; to complete the checklist including the visual; to use the highest quality photographs you have where applicable; to specify Pantone references if required; and above all to ensure that all fonts are turned to outlines. Good luck!

Just get in contact if you have any questions or you get stuck. Call 01840 213063

