

CASE STUDY: ENGLISH TURN PROPERTY ASSOCIATION

How New Orleans' premier gated community uses BannerSaver™ brackets & banners for 'hurricane-proof' branding.



English Turn Property Association

www.etpoa.net

VERTICAL

Community Association

SOLUTION

Brackets & Banners

USES

Branding & Advertising

CORE THEMES

Beautifying a Neighborhood

Branding & Uniting a
Community

“Since installing [your brackets and banners], our area was hit by two major hurricanes – Hurricane Zeta in 2020 and Hurricane Ida just six weeks ago. NOT ONE of your banners tore nor did any of the hardware fail. Even after a Category 4 sat over the city for 12 hours.”

—Margeaux Fanning, ET POA Director of Administration

OVERVIEW

Just 10 miles from downtown New Orleans, English Turn is built around a Jack Nicklaus designed golf course. The country club neighborhood consists of 14 micro communities—500 homes on 650 well-manicured acres. It delivers 24-hour security, beautiful natural amenities, social programs, and lifestyle perks for residents such as walking trails, a clubhouse, tennis courts, fitness center, regular concerts, and festivals.

English Turn's golf course is open to visitors for weddings, events, and regular play. In 2016, board members decided put the community on the map with a fresh, new branding initiative that included adding colorful pole banners featuring the community motto/log along the winding road all residents and the public drive en route to the course and clubhouse.

Locate in a major hurricane hotspot along the Central Golf Cost, the board recognized the need to first invest in the world's only hanging hardware proven to withstand NWS-rated, tornado-force winds. BannerSaver delivered one-stop, single-source simplicity for English Turn by also providing durable, custom banners produced by its parent company, Britten Inc.

CONCLUSION

BannerSaver's patented spring-action reduces wind-loaded stress on banners/light poles, increasing banner ROI and slashing light pole insurance liabilities. Britten custom printed pole banners deliver vibrant color, the toughest substrates, and modern fabrication methods, all to deliver unmatched fade-resistance, durability, and longevity.

Together, this street advertising "power couple" serves end-users concerned with maximum wind-spilling protection that prolongs the life of their banners.

BY THE NUMBERS



38

BannerSaver Kits & Banners



115/150

MPH Top Wind Speeds, Hurricane Zeta/Ida



7

Hurricane Seasons



0

Damaged Poles & Torn Banners

