



Popular Twin Banner Sales Education

Sales Cheat – how and when to sell it

When a customer is talking about visibility from multiple directions or wanting to make better use of a single display position, that's usually where a twin banner system starts to make sense. Instead of relying on a single graphic facing one way, this format allows messaging to be presented on both sides, which is useful in open spaces where people approach from different angles.

In practice, that means the display works harder without taking up additional floor space. Rather than placing two separate banners back-to-back, the twin system keeps everything aligned and consistent, which avoids mismatched positioning or uneven presentation. It also simplifies setup, as both graphics are contained within a single unit, reducing the time and effort needed on site.

This approach is particularly useful in environments like exhibitions, retail floors or reception areas where foot traffic moves around the display rather than in a single direction. By having visibility on both sides, the message remains accessible regardless of how people approach it. That consistency helps avoid missed opportunities where a standard banner might only be seen from one angle.

This is the product to recommend when the goal is to maximise exposure from a single position while keeping the setup clean and manageable. It reduces the need for additional hardware, keeps the presentation consistent, and ensures the message is visible in busier or more open environments without overcomplicating the display.

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Common objections and calm responses

“Do we really need two graphics?”

It depends on the environment. If people will be approaching from different directions, having both sides covered means the message is always visible rather than relying on a single viewing angle.

“Can’t we just use two standard banners?”

You can, but keeping them aligned and positioned consistently can be more difficult. A twin system keeps everything together, which usually results in a cleaner and more reliable setup.

“Is it harder to set up?”

Not really. It’s designed to be assembled as one unit, so once you’re familiar with it, it’s just as straightforward as a standard banner.

“Will it take up more space?”

No, it actually makes better use of the same footprint. You’re getting visibility on both sides without needing extra floor space.

“Is it suitable for exhibitions?”

Yes, that’s one of the main use cases. In open exhibition spaces where people move around freely, having double-sided visibility helps ensure the message is seen.

“They’re trying to keep things simple.”

That’s exactly where this works well. It keeps everything contained in one unit rather than managing multiple banners, which can simplify both setup and presentation.