

# FLAGMAKERS STREETFLAGS

RAISING THE STANDARD



## The Purpose Of This Booklet

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While Flagmakers manufactures and markets a comprehensive range of products, this publication concentrates on Streetflags, lamp post brackets and swingarm banner poles, of interest to City Councils, Business associations, Events promoters etc.

## Flagmakers, A Brief History

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Flagmakers has been manufacturing flags and banners for literally decades and is New Zealand owned and operated.

While manufacturing a vast range of National, Corporate and decorative flags and banners, we also specialise in the design and development of fabric Streetflags. Since our appointment as Official Supplier to the 1990 Commonwealth Games we have seen the proliferation of StreetFlags. Our appointment as the official supplier to Rugby World Cup 2011, Cricket World Cup 2015 reinforces Flagmakers as the supplier of choice for major events.

Our emphasis on quality products and quality service remains paramount, and numerous references and testimonials are available on request.

Flagmakers helped introduce the new FlagTrax (R) system developed by Nexus Developments Ltd in 2009.

We are the incumbent and most experienced supplier of FlagTrax(R) flags throughout NZ.

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All copy, products and graphics in this booklet are subject to copyright.

## Flagmakers StreetFlags

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Transform Your Town Overnight With Flagmakers Streetflags



Flagmakers StreetFlags are the best available. They are made in New Zealand from the best dyes and fabric we can source. Coupled with stunning designs and award winning print quality they offer unsurpassed value.

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## Unsurpassed Colour and Movement

Every day literally thousands of Flagmakers StreetFlags beautify towns and cities throughout New Zealand, Australia and beyond. StreetFlags offer colour and movement and their bright attractive images are viewed by millions of people.



Eye-catching- Colour Movement repetition – they can't be missed!

Flagmakers high sheen fabric Streetflags move in the gentlest of breezes. Being semi-translucent, they look bright and attractive whether front lit or backlit.

Most often they are backlit against the sky or sun, and will glow (banners made from translucent material will in shadow).

## Enhanced Durability

Flagmakers special Polyknit fabric maximises UV and fade resistance and our 'hemless' finishing process has been proven to dramatically extend flag life.

## Inexpensive

Multiple displays typically cost from around 25c per banner day, including installation. Compare this to other options!

## Superb 'Free' sites

The StreetFlag sites are already there, in all the high pedestrian and high traffic areas! Nothing matches their visibility.

## Flagmakers StreetFlag Design

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### It Starts With A Great Design

Once your street flag sites are established, it's just a matter of deciding what to display. Designs are often local, seasonal or event related, but the scope is infinite. Generally big, bold, colourful and simple designs work best.



#### Corporate sponsored events

Local or national events are often promoted using Streetflags (and these flags can brighten the streets at no cost to councils if they are funded by the event promoter or sponsor).



#### Seasonal designs

We offer a large of attractive stock designs - including many with a Christmas or seasonal theme. You will be surprised how little it costs to decorate your town with Flagmakers popular and attractive StreetFlags.

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## Seeing is Believing

It's the design that counts and with Flagmakers award winning dye-screen and digital printing the only limit is your imagination.



With our printing options and specialist flag fabrics we can produce almost any design. The results speak for themselves with unbeatable quality, colour and value.

## Designing Your Flag

## Displaying Your Flags on Double Banner Arms

There are several ways to display your flags on double banner arms, where there are two banner arms on one pole. It depends on how you want to communicate your message to your clients, whether you want the message to be read right both sides or if you are happy with a mirror reverse image.

The following graphics below illustrate the options available:



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## Unbeatable Colour

While multiple colours can look attractive colours add to cost. Often very attractive designs can be produced utilising only two or three printed colours (plus the bonus of white – this is not a printed colour).

2 colour examples



3 colour examples



4 colour examples



We can manufacture banners incorporating your supplied design or we can develop a design for you. Please ask for a quotation and about our subsidised design fees.

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## More Colour for Less

More colours, more impact, and greater value for your dollar using colour change-outs. For very little cost, we can make your StreetFlag display considerably more eye-catching by simply changing one or more colours during our print run. We can add significantly to the impact of many StreetFlag campaigns by using the same art (i.e. screens) by printing different colour ways (sets of colours)



For example:

An order for 60 x 1800mm x 900mm 2 colour Streetflags can be supplied as say:

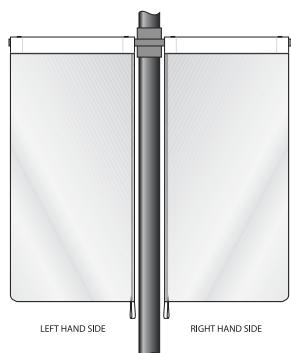
20 x red and blue, 20 x green and gold and 20 x orange and black. This represent 3 colourways on total, but only chargeable colour change outs ( i.e. colourway is the 'original job', and there are 2 additional colour change-outs required during production).

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## Think Beyond The Square

Today's signage is typically produced in a range of square and rectangular formats often lost in the clutter of busy streets. Flagmakers exclusive range of StreetFlag shapes offers a refreshing eye-catching and elegant alternative. At no additional cost

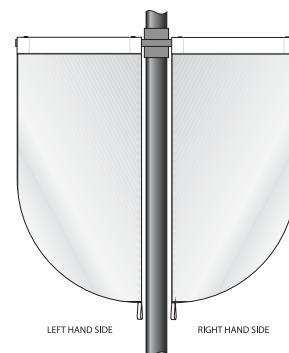
Flagmakers Streetflags are available in the following standard shapes.



Square

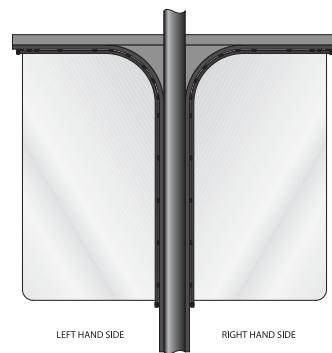


Curved



Round

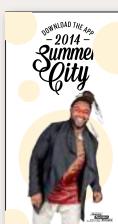
Flagtrax are available in the following standard shapes.



Square

*NZ Des. Reg. 30449, NZ Des. Reg. 30450,  
NZ Des. Reg. 403498, NZ Des. Reg. 404748  
NZ Des. Reg. 403747*

## Let Us Design Your Streetflags



To make the most effective use of your logo or design, Flagmakers professional design staff have the skills, experience and equipment to assist. Our designs service is efficient and economical, often saving a considerable amount of time, effort and money.

We achieve this by developing designs in formats 100% compatible with our printing process.

Flagmakers offers three basic options:

- We will produce banners from your graphic artists design so wherever possible we would request some dialogue with you and tour artist prior to the finalisation of the designs as we can offer advice which may result in more appropriate and more cost effective designs specific to StreetFlags.
- You provide us with our brief and our design studio will produce some design for your consideration.
- We can supply standard banner designs such as a Range of Christmas banners.

## Flagmakers StreetFlag Construction

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### Flagmakers Fabric and Finishing



The main reason for the popularity and attractiveness of Flagmakers StreetFlags is that they are manufactured from dye screen printed fabric, providing a soft flowing banner in the lightest of breezes. Of equal importance is the fact that fabric banners are translucent whether front lit or back lit, unlike opaque materials.

Flagmakers StreetFlags are made from Flagmakers Polyknit high sheen fabric, knitted from continuous filament yarn, whereas flags are made from a choice of two polyester fabrics (the other being woven Polybunting).

PolyKnit has over the years proved to be the superior choice for StreetFlags

The fabric used is 100% polyester a synthetic widely used for its durability and resistance to UV degradation. Polyester is also non absorbent and will not become saturated and limp in the rain.

Flagmakers developed a finishing system using heat sealed outer edges rather than more traditional hems. The effect of this finishing method is that when the banners do start (and this is inevitable), all that will happen is the fabric will very slowly abrade away ultimately resulting in a rounded outer corner on the banners. By contrast, hemmed banners can show premature signs of wear when the hems start to either unravel or tear along the stitching lines.

Flagmakers heat sealed finished method has been tested and proven for over 20 years and remains the only reliable method of finishing Streetflags.

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## StreetFlag Printing Processes



Most people are familiar with screen printing. It is a method of applying designs to various materials by forcing ink through a stencil which is supported by a fine mesh and frame.

Our dye screen printing method is similar, But instead of inks, fabric is screen printed with dyes, which are then heat activated and completely penetrate the fabric fibres

in a process called dye sublimation. By contrast traditional screen printed inks sit on top of the fabric.

## Digitally Printed StreetFlags

For StreetFlags requiring photographic images, very detailed line art and other complex graphics, dye sublimation digital printing is an impressive option. It enables the reproduction of high resolution artwork and is economical for small runs.

Flagmakers dye-sublimation digitally printed flags and banners are made on expensive highly sophisticated up-to-date equipment operated by skilled technicians. The results have won many printing industry awards and are among the best available in the world.

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## Colour Matching

The most commonly used colour references system is the internationally known PMS or Pantone Matching System. Used primarily in the printing industry (i.e. a specific shade of blue may be referred to as PMS 302).

Streetflags are dye screen printed. This method offers our most comprehensive range of colours and attempts to cover the full range of PMS colours (fluorescent, and true metallic colours excluded).

When trying to achieve the exact colour match it is important to note that colours and the way in which the eye perceives them, are greatly influenced by the substrate (the surface or material in which they appear). Similarly, the size of a colour reference (or swatch) the distance at which they are viewed and the light they are viewed in, all have an influence.

Consequently precise comparisons between a PMS chart and dye coloured fabric is impossible, as the surface of fabric, its texture and sheen and even the angle at which light strikes it will all have a bearing on the way in which the eye perceives the colour and shading.

In most cases our standard range of colours will provide a sufficient match. Colour swatches are available for approval. Where necessary dyes can be mixed to achieve a desired result and test swatches can be provided for approval to printing.

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## Colour Fastness

Streetflags are basically coloured fabric – fabric containing dyes. When flown outside, banners are exposed to virtually all of the chemical and physical elements which react against dyes.

i.e.

Ultraviolet	-	Sun
Heart	-	Sun
Washing	-	Rain
Rubbing/ whipping	-	Wind
Chemicals	-	Smoke exhaust fumes etc.

Because of this, all flags can ultimately be subject to fading to some degree.

Flagmakers polyester Polyknit and Polybunting flags are manufactured with dyes sourced from leading international dye manufactures and are determined to be the best available for the purpose.

Improvements are always being sought, and generally excellent results can be expected.

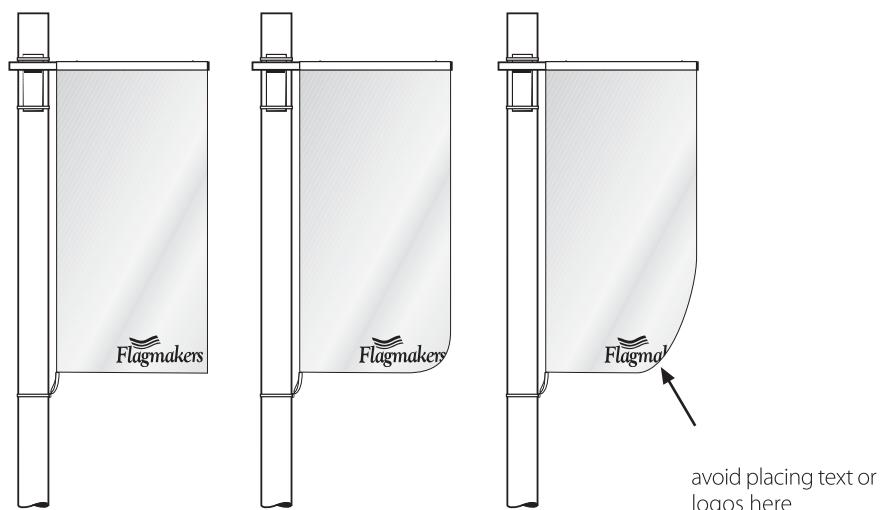
Some dyes / colours perform better than others and New Zealand's acknowledged high UV levels continue to offer a challenge to the dye industry.

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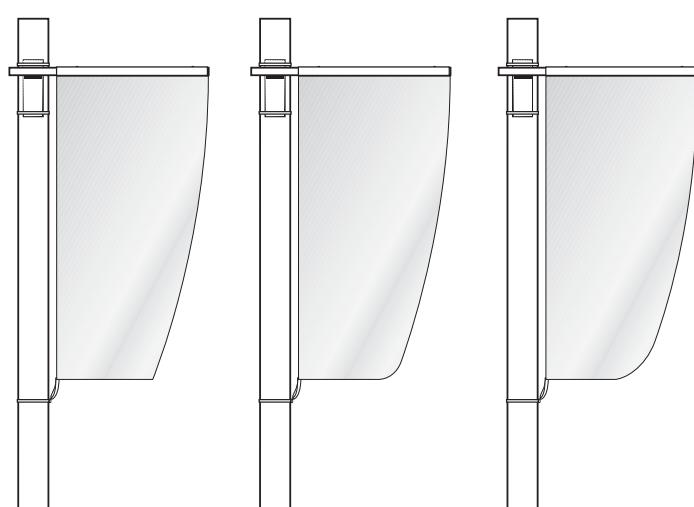
## StreetFlag Wear

It is not possible to accurately define the expected life of a banner in terms of weeks, months or years. Many variables combine to limit the life of a banner, the prime ones being wind velocity, ultra violet light, rain dirt pollution, and sometimes the snagging of banners will slowly abrade against sharp objects such as rough poles, shop verandahs etc. As mentioned before Polyknit banners will slowly wear away at the outer edges but this will not detract from their attractiveness.

### Banner wear (rectangular shape)



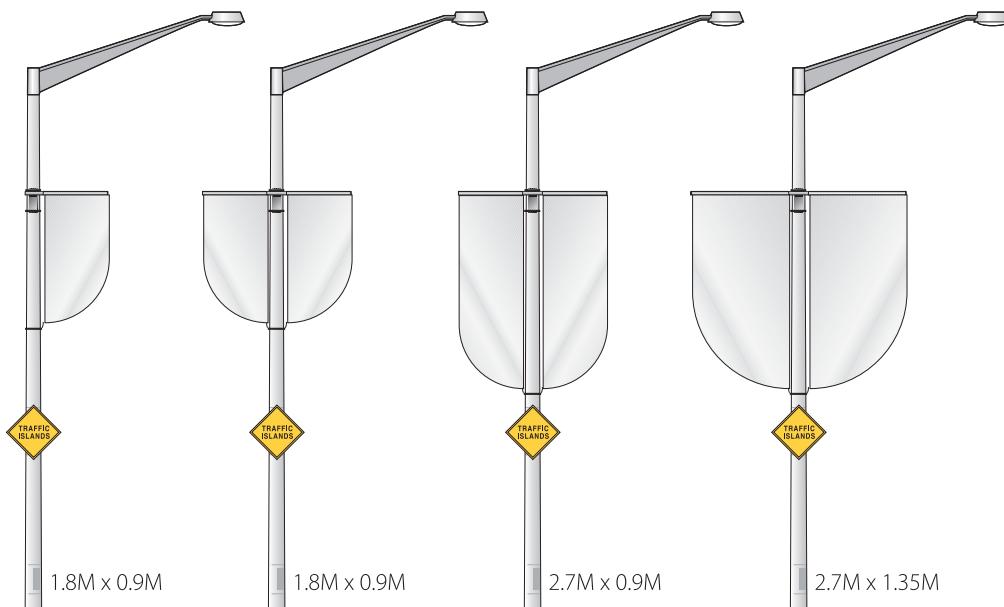
### Banner wear (curved shape)



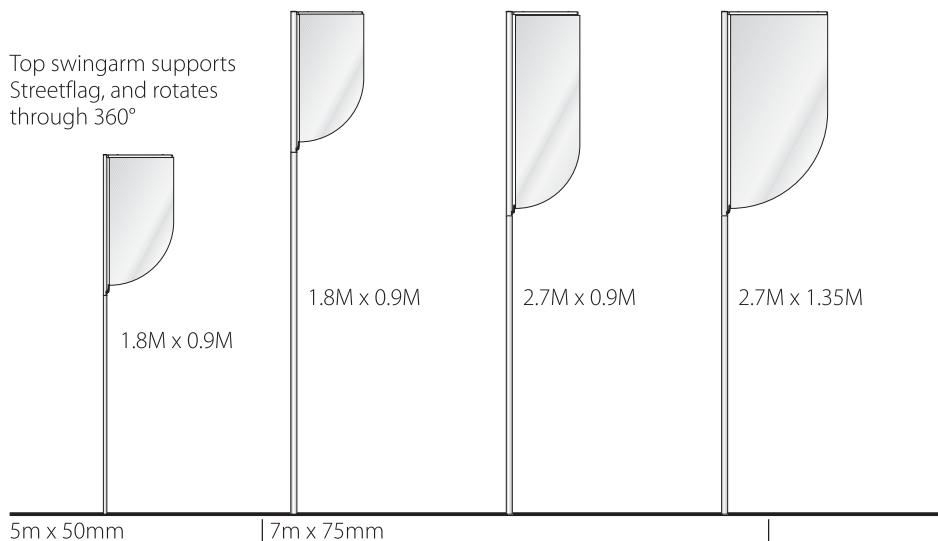
## Flagmakers StreetFlag Display Options

### Size and Mounting options

The most popular display methods available from Flagmakers are illustrated below.



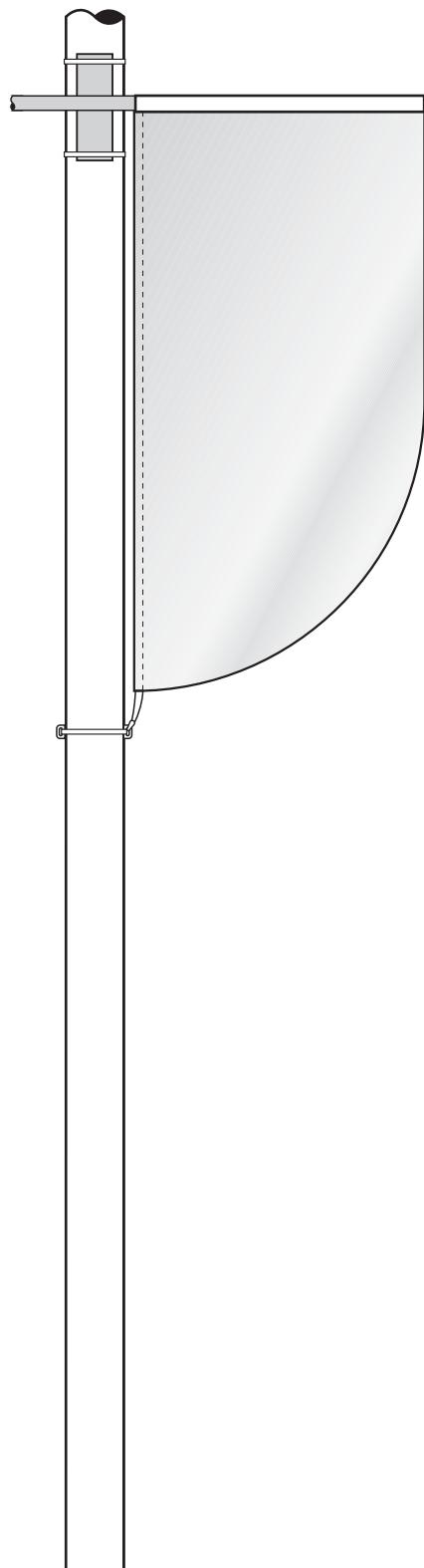
**Single / Double Lamppost Display**



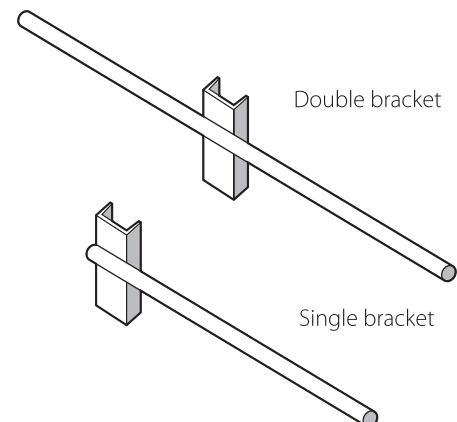
**Swingarm Poles**

**StreetFlag Sizes:** Virtually any size of banner can be made but one of these standard sizes shown above are usually chosen. These are compatible with standard display fittings and are most economical to manufacture.

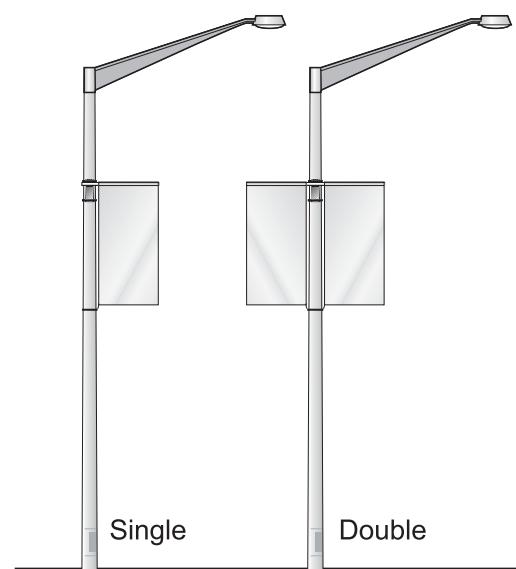
## Lampost StreetFlag Brackets



Thousands of these brackets are in use throughout New Zealand. Made to fit standard lampposts (or similar poles) and to take 1.8 x 0.9m, 2.7 x 0.9m or 2.7m x 1.35m StreetFlags. Economical proven, made from strong galvanised steel.

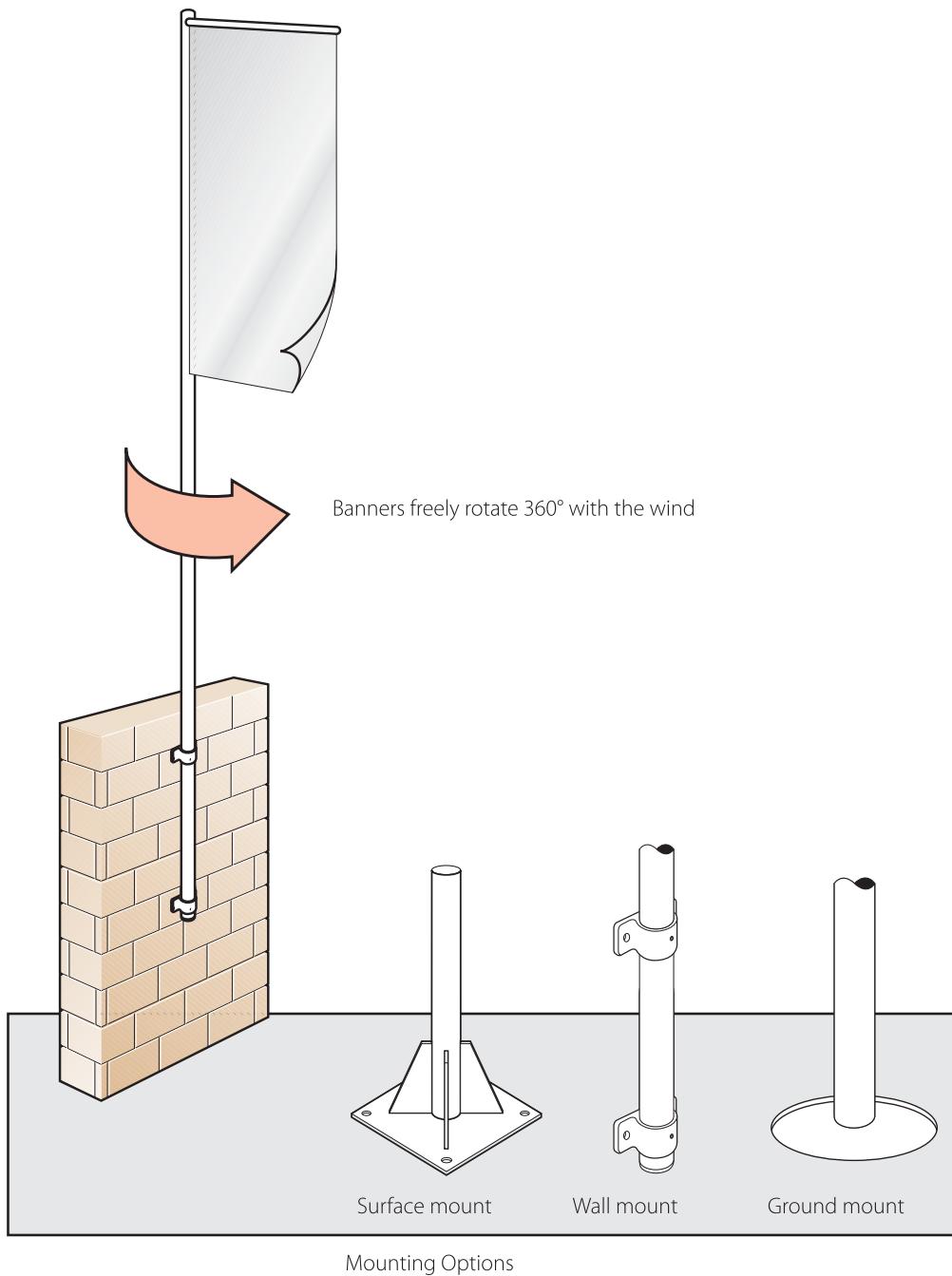


- Proven throughout Australasia
- Easily fitted to standard lampposts
- Available as double or single arm brackets.



## Swing Arm Banner Poles

Always attractive, always readable even on windless days because banners are supported at the top, Flagmakers powdercoated white aluminium swing arm poles are fitted with long life nylon stainless bearings to freely rotate 360o. Supplied with a galvanised steel mounting tube to be set in concrete, or other mounting options.



## Other Finishing Options



## Ordering Flagmakers StreetFlags

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There are only 4 things that you need to know to quote for your StreetFlags



### The Design on the StreetFlags

Flag makers offer three basic options

1. You commission your graphic designer to produce art for your Streetflags. We recommend your designer contacts us prior to commencing if possible. We can often offer advice which may result in more appropriate and/or more cost effective designs specific to Streetflags. Please also ensure your designer is familiar with our art specifications.
2. You provide us with your brief, and our design studio will produce some design options for your consideration. Our design service is efficient and economical, often saving a considerable amount of time, effort and money. We achieve this by developing designs on computer in formats 100% compatible with our printing process.
3. We can supply standard banner designs such as our range of Festiveflags.

#### THE FOLLOWING FACTORS SHOULD BE CONSIDERED:

##### Colours

Price is affected by the number of printed colours. While multiple colours can look attractive, avoid unnecessary additional colours. Often very attractive designs can be produced utilising only two or three printed colours (plus the bonus of white - this is not a printed colour). Solid colours are recommended. Shading, half tones, process colour (CMYK) or photographic reproduction is available but involves additional work, including large format specialised filmwork, or digital printing which can be expensive and possibly less vibrant and colourfast.

##### Graphics

Bold colourful graphics are recommended. Wherever possible, text should be bold and kept to a minimum. Too much small text will simply not be read, and will detract from the overall design.

##### Streetflag Shapes

Only Flag makers can offer a variety of attractive design registered shapes to complement and enhance the visual appeal (and often durability) of your Streetflags.

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## 2

### The quantity of Streetflags

Streetflag costs are generally determined by the design (especially the number of colours), and the quantity ordered.

Unit costs reduce as order quantities increase.

You can take advantage of these reduced prices by adding a replacement set of Streetflags to your order for later use.

Alternatively, add a few extras for us to finish for use on Swingarm Poles, as flags, interior hanging or free standing banners. This will enable you to spread your message further, or to bring your message indoors. These provide high quality fabric signage at amazingly low prices.

We can quote for a range of quantities and finishings if required. Please contact us for information on these and other Flag makers display options.

## 3

### The size of the Streetflags

To ensure Streetflags and brackets are correctly matched, we need to know the banner size, and location of the brackets. (This is to assist us identify the specification - usually identification of the town or city will be sufficient).

## 4

### Your full contact details

Please supply us your full contact details including name, postal and delivery address, phone, fax and email.

Please contact us by phone or email for a prompt reply.

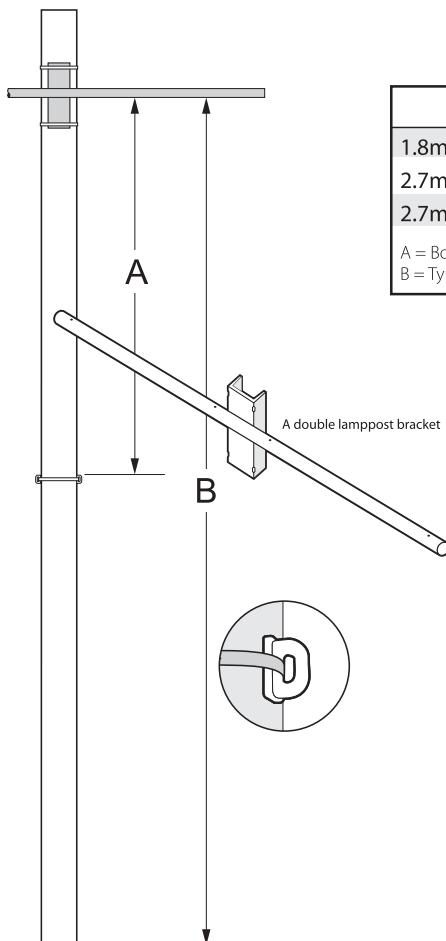
## Streetflag Installation

Flagmakers Streetflag brackets are fitted to lampposts, poles etc. with 19mm standard grade "Bandit" strapping (light grade is not suitable). Strapping buckles, and the special tensioning/crimping tool are available from Tyco Flow Control -Auckland, Wellington, Christchurch.

The bracket (either double or single arm) is generally fitted to standard lampposts, light poles etc. at around 5 - 6.5 metres above the ground, or to suit the site. (Consistency is obviously important). A very secure fit is vital.

Three straps are used, two for securing the lamppost bracket and one for the nylon "D" fitting.

The top two straps locate into the grooves provided in the channel section of the lamp-post bracket. The shape of the channel section will assist the bracket to align at 90° to the pole.



	A	B
1.8m x 0.9m Streetflag *	1925mm	5.0 - 6.0m
2.7m x 0.9m Streetflag	2910mm	5.0 - 6.5m
2.7m x 1.35m Streetflag	2910mm	5.0 - 6.5m

A = Bottom of bracket arm to top of "D"  
B = Typical bracket to ground (depending on site)

\*Standard size for Flagmakers stock Streetflag designs.

The nylon "D" fitting is strapped at the correct distance (A) below the bracket cross arm. Ensure the "D" is positioned immediately below the bracket arm.

Note: For negligible additional cost, the installation of 2 "D's" positioned for both 1.8m and 2.7m long Streetflags will provide for greater choice in future.

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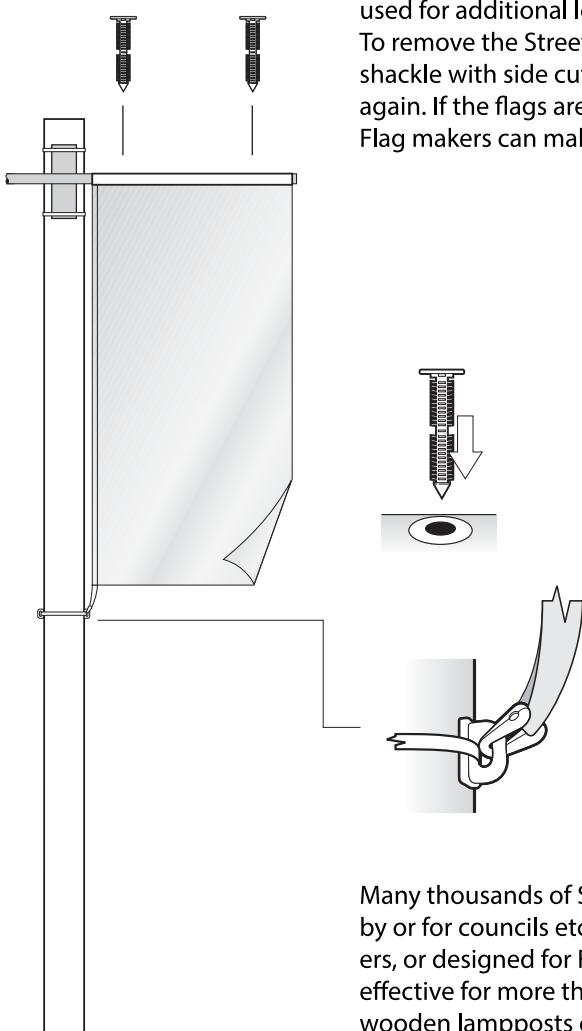
Streetflags are fitted (with the webbing loop at the bottom positioned towards the lamppost) by sliding the flag sleeve over the bracket arm. The 2 eyelets in the sleeve are aligned with the 2 holes in the top of the arm, and 2 "Christmas tree" fastenings are then pressed through the eyelets into the holes.

The loop at the bottom of the banner is then attached to the "D" with the nylon shackle supplied. Note - to avoid early failure, chaffing etc., metal shackles, cable ties, cord, wire or other methods must not be used. The nylon shackle must always be positioned with the opening end fitting into the loop, and with the "U" shaped end in the "D". Clip the shackle together firmly with slip jaw pliers or similar, and ensure it is locked tight. Be careful not to catch, or damage the webbing loop in the process.

Ensure that the webbing down the lamppost side of the Streetflag is slightly tensioned, but not overly tight, otherwise the banner will be distorted. An additional shackle can be used for additional length, but this is rarely necessary.

To remove the Streetflag, simply pull out the 2 Christmas tree fasteners, and cut the shackle with side cutters. Do not cut or remove the "D", this can be used over and over again. If the flags are to be reused, be careful not to cut the sleeve, or the loop.

Flag makers can make repairs if necessary, or advise regarding cleaning.



#### "Christmas tree" fastener

x2 supplied with each banner for securing banner to banner pole.

These secure through brass eyelets in the banner sleeve, into holes in the bracket.

#### Nylon shackle and "D"

For securing the inner edges of streetflags, plastic "D's" are attached to the lamppost with 19mm standard stainless steel "Bandit" strapping. A nylon "sail shackle" is then used to clip the banner's webbing loop to the "D".

Many thousands of StreetFlag brackets (mainly for 1.8m x 0.9m flags), have been installed by or for councils etc. around New Zealand. These have been either supplied by Flagmakers, or designed for Flagmakers Streetflags, and have proven to be safe, reliable and cost effective for more than a decade. Successful installations exist on steel, concrete and wooden lampposts of various types and makes, but we understand fibreglass poles should be avoided. If any doubts exist, please contact the pole manufacturers.

Flagmakers design and manufacture Streetflags, but do not install Streetflags or StreetFlag brackets. We have written this data sheet following several requests, based on the method of installation in common use with councils, power companies, AA sign installers etc. We do not profess to be experts in this field, and cannot accept any responsibility for installation. We strongly recommend the use of an experienced installer.

## Questions and Answers

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### WHY NOT USE HEAVY DUTY REINFORCED PVC MATERIAL FOR BANNERS?

Some banners are made from reinforced PVC, but must be rigidly supported at the top and bottom (at least) to avoid undue movement, which will cause the material to flex, crack and delaminate. This method of fixing is expensive, and creates a "sail" effect, dramatically increasing windage. (Attempts are sometimes made to reduce windage by cutting flaps in the PVC. This can look unsightly and detract from the graphics, offering little relief- (i.e. holes representing 10% of the surface area of the banner would have a high visual impact, and be no more effective than actually making the banner 10% smaller in size!)

PVC banners, because they are opaque, can support differing graphics on each side. However being opaque, they need to be front lit to be effective. (i.e. a fabric banner with the sun behind it will radiate colour, whereas an opaque PVC banner will appear dull and in shadow).

### HOW RAPIDLY WILL STREETFLAGS WEAR?

It is not possible to accurately define the expected life of a banner in terms of weeks, months or years. Many variables combine to limit the life of a banner, the prime ones being wind velocity, ultra violet light, rain, dirt and pollution, and sometimes the snagging of banners against sharp objects such as rough poles, shop verandas etc. As mentioned before, Polyknit banners will slowly abrade away at the outer edges, but this will not detract from their attractiveness.

It must be recognised however, that Streetflags are consumable items, and must be removed or replaced when they are no longer able to fulfil their purpose, i.e. to promote their message attractively.

### WHY NOT USE SAIL CLOTH FOR BANNERS?

While having a high tensile strength, sail cloth is not designed for constant flapping, and tests have shown that it will degrade and crack rapidly when used in a StreetFlag application.

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## WHY NOT USE POLYBUNTING FOR STREETFLAGS?

Whereas Polybunting is recommended for its durability as a flag, the different mounting system of a StreetFlag (fixed 2 sides rather than 1), puts different demands on the fabric making the open weave of Polybunting unsuitable.

## WILL BANNERS FADE OR DISCOLOUR?

Ultimately, to some degree yes. The banners are basically coloured fabric, fabric containing dyes. When flown in high traffic, urban situations, they are exposed to virtually all of the chemical and physical elements which act against dyes.

For example:

- Ultraviolet light - sun
- Heat - sun
- Washing - rain
- Rubbing/whipping
- Wind/dust
- Chemicals - smoke, exhaust fumes etc

Because of this, all banners can ultimately be subject to fading to some degree.

Flagmakers fabric banners are manufactured with dyes sourced from leading dye manufacturers, and are determined to be the best available for this purpose. Improvements are always being sought, and generally excellent results can be expected.

Some dyes/colours perform better than others, and New Zealand's acknowledged high UV light level continues to offer a challenge to the dye industry.

Discolouration of fabric banners is directly related to their proximity to heavy traffic flows and exhaust pollution. If this is a major concern, we recommend the use of relatively dark background colours for the StreetFlags, to mask any pollution discolouration. Coloured (i.e. dyed) fabric is also more resistant to UV degradation than undyed (white) fabric.

# Our Contact Details

## Artwork Specifications

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Specifications for customer supplied disks (or emailed files)

### Hardware

We use Macintosh and PC Computers in our design studio. This allows the use of a variety of file formats from both platforms.

### Software

We generate our flag and banner artwork from the professional graphics program such as Adobe Illustrator and Macromedia Freehand.

We also have a variety of support software packages for scanning / image editing (Photoshop) and reading other file formats.

Graphic Applications supported:

- Freehand MX
- Adobe Illustrator (up to version CS4)
- Adobe Photoshop (up to version CS4)
- Adobe Indesign (up to version CS4)

### Page layout

- Create your whole flag/banner design on one custom page
- Scale the flag/banner to 10% of the final size with full size dimensions.  
Example  
1.8m x 0.9m flag = 180mm x 90mm  
2.7m x 1.35m flag = 270mm x 135mm

### Colour specifications

- Our screen printing process typically uses separate mixed dyes for each colour used. This includes any screens or halftones used.  
Example: A single colour paper print with two tones of the base colour equates to a two colour flag print.
- Please state all colours used. If trying to match a Pantone colour, depending on the manufacturing method, we will try to match as close as possible.

### Fonts

- Convert any fonts to outlines.
- If not possible, name any fonts used or supply a Macintosh format font suitcase and the postscript printer fonts.

### Vignettes & blends

Vignettes and blends require additional specialised filmwork. Please ensure when creating your design that this has been taken into account when we quote. Don't go crazy with complex vignettes. Because of the problems in printing with coarse screens, "perfect" blends are difficult and results through a run of prints may vary slightly.

### Full colour

It is possible to print full colour designs (CMYK) onto flags and banners. This requires specialised filmwork to be generated at an additional cost.

As it is sometimes not necessary to use this film over the entire design (the full colour may only be needed in a section of the design) full colour flags/banners are quoted on a job by job basis.

If trying to match Pantone colours, please advise the colour and we will match as close as possible.

Photographic image resolution should be kept to 200dpi at 10% of final size (ie 20dpi full size).

### Transfer formats

- CD/DVD Rom
- Email ( [art@flagmakers.co.nz](mailto:art@flagmakers.co.nz))  
NOTE: please keep email transfers to under 6 meg in size.
- Uploaded to our FTP Server (please our Design Studio for details)

### Final check list

- Document file
- Colour proof and colour references
- Flag/banner finishing etc
- Delivery requirements

## Our Contact Details

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Please contact us now by Phone, Fax or Email.

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Fax: 64 4 473 6683

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