

# Milk Market Stall Branding



Traders using one of the pre-supplied stalls during trading hours at the Milk Market are encouraged to profile their stalls by using both overhead name banners and table skirt coverings for the table-top counter.

For the trader to benefit and maximize their business by applying branding to these areas of the stall, the Market Trustees have designed templates for both. They have also briefed a number of companies on the full detail of the stalls and requirements for name banners and table skirt coverings.

## Name Banners (for Stall Type A & B)

All name banners will be produced so as to enable them to be erected either by means of cable ties or Velcro. The method to be used depends on whether the stall is pre-provided with a full canopy or not. If the canopy is in place, Velcro will be the means of affixing the stall business name banner. If there is no canopy, eyelets and cable ties will be the method used.

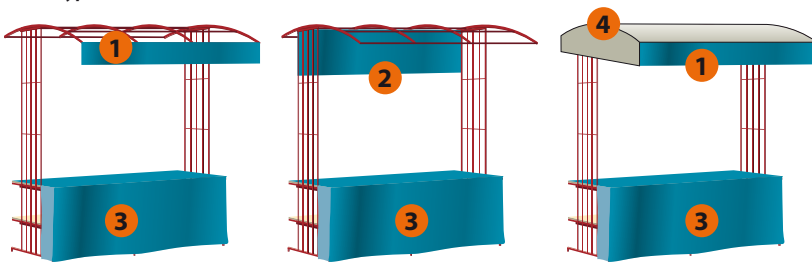
## Table Skirts (for Stall Type A)

All table skirts will be produced to a size that covers the front of the stall, the trading counter of the stall, and 30mm extra to enable the table skirt to be clasped to the table. The element of the table skirt that hangs visible to the public will also have eyelets to enable it to be cable tied to the stalls. Table skirts will be produced and supplied flat to allow ease of folding and transportation.

## Full Canopy Cover (for Stall Type A)

If a trader wishes to make a full canopy cover for their stall, please note that the permission and approval of the Market Manager will be required. Approval will also be necessary for the colour being proposed. Traders will then need to follow the template provided. This is best achieved by using the briefed canopy maker.

Stall Type A, Food Stall



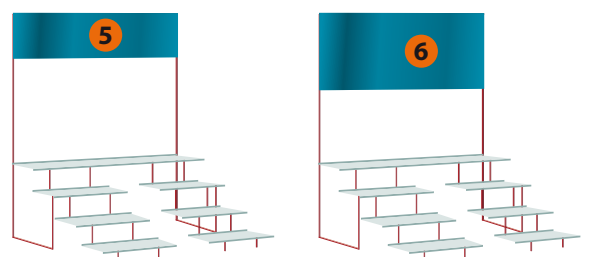
1 Front Canopy Banner:  
3,000 x 300mm

2 Central Top Banner:  
2,950 x 420mm

3 Printed Skirt Banner & returns  
(including countertop)  
Printed area: 2,950 x 790mm  
Countertop: 2,950mm x 1,000mm  
Returns: 350mm x 790mm

4 Full Canopy cover

Stall Type B: Plant Stall



5 Backdrop Banner Type 1:  
2,290mm x 600mm

6 Backdrop Banner Type 2:  
2,290mm x 900mm

**Quotes for the costs associated with the supply of these materials can be provided by the manufacturer, details below or contact the Market Manager. Any trader wishing to use their own design or manufacturer must be approved by the Market Manager.**

### Briefed Graphic Designer:

Optic Nerve Design Group,  
The Mill, Glentworth St, Limerick.  
Tel: 061 316955 Contact: David Rice  
Email: d.rice@opticnerve.ie

### Briefed name banner & table skirt maker:

Signcraft Sign Company, Unit 6,  
Roxboro Industrial Estate, Limerick.  
Tel: 061 315818 Contact: Des Kingston  
Email: des@signcraft.ie

### Briefed Full Canopy Maker:

Irlanda Canvas Products,  
Nicholas Street, Kings Island, Limerick.  
Tel: 061 415040 Contact: Harry Le Gear  
Email: harryleg@hotmail.com