

ADVERTISING DECALS FOR F-7000 URINALS

The new Falcon Waterfree F7000 urinal includes a special area for messaging, which can be used to describe water savings and other environmental accomplishments of the facility, or employed as revenue-generating advertising space. Advertising on the Falcon F7000 urinal is easy to update, easy to clean, and eliminates the need to install advertising frames on restroom walls.

GENERATE REVENUE WITH INDOOR ADVERTISING

- Implement indoor advertising programs that generate recurring revenue.
- Promote events, products, or services.
- Easy-to-change advertising.
- High-quality color images and production quality.
- Durable and washable.
- “Retention of impressions generated by restroom advertising was found to be on average 40% stronger than impressions generated by other media. Also, the unusual and unexpected nature of restroom advertising commands focal levels of attention, thus enabling better comprehension and longer lasting impressions. Customers spend significant time reading restroom ads with no distractions.” - *Rice University Study*
- “When restroom advertising viewers are shopping for a product or service, retention of that particular product or service advertised raises to an 85% rate.” - *Market Intelligence Media Research*

ENVIRONMENTAL COMMUNICATIONS

- Describe your facilities initiatives toward environmental sustainability.
- Promote environmental awareness and water conservation.
- Educate your restroom users on the technologies used in your restroom to provide water savings, reduce operating costs, improve hygiene, and reduced greenhouse gas emissions.



SPECIFICATIONS

- Source: Any label supplier that can provide laminated or vinyl decals
- Suggested Decal Size: 9 inches wide x 4 inches tall
- Material: Dome tags (www.dometag.com) are the most attractive and durable solutions. Other labels that are laminated or printed on vinyl may be suitable. Check with manufacturers for compatibility with common restroom cleaning chemicals.
- Application: Peel-and-stick adhesive backing.

EXAMPLES OF ADVERTISING DECALS FOR F-7000 URINALS

These concepts illustrate messaging that clearly states your commitment to environmental sustainability and protecting the Earth's precious water resources. Advertising messages can also include products, events, or services. Advertising on Falcon Waterfree urinals is unique, creative, and highly effective.

Every day is Earth Day

This restroom is helping to protect and preserve our environment. By using this hyper-hygienic Falcon Waterfree system, you are reducing your carbon footprint and helping to conserve up to 40,000 gallons of fresh water per urinal, per year.

Touch-free • Hygienic • Waterfree • Reducing CO₂

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**“When the well is dry,
we will know the true value of water”**
- Benjamin Franklin

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- **Touch-free** - No handles and no mechanical components
- **Hygienic** - Five times fewer bacteria than water-flushing urinals
- **Waterfree** - Patented cartridge provides odor-free operation
- **Reduces CO₂** - Eliminating energy-intensive transport & treatment of water

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The information in this document is subject to change without notice.



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