

FlagTrax[®]

Streetflag Display System



FlagTrax Product Guide

AUSTRALIA 2026

WINNER
FlagTrax[®]
Product of the Year, SGIA (USA)



Introduction

FlagTrax® was designed and developed by Nexus Developments Limited, a New Zealand owned design, development and marketing company. Between 1997 and 2011 Nexus owned Flagmakers, New Zealand's largest flag and banner company, and during this time pioneered the introduction of street flags and banners to New Zealand. At the time, Flagmakers enjoyed approximately 80% of the New Zealand street flag market consisting of an estimated 10,000 street flag sites, a number which continues to grow irrespective of the county's small 4.9 million population.

The development of FlagTrax® was motivated by the ever increasing costs and complications of raising and lowering street flags - requiring cherry pickers, qualified technicians, traffic management plans, health and safety compliances etc. Street flag users were being burdened with these ever increasing costs to such an extent that street flag usage was being seriously impacted. Nexus sought solutions to this problem from around the world, but after finding no serious product offerings, designed FlagTrax®.

Nexus now operates independently from all flag and banner manufacturers but continues to work closely with the industry. It has further developed and refined FlagTrax® and ancillary products through close cooperation with both distributors and end users in a number of countries. As a result FlagTrax® has numerous enthusiastic end users and has attracted many accolades and endorsements. These include: "...an answer to our prayers". "We love it". "We can now change flags in only minutes". The savings we have made have paid for FlagTrax® in only 12 months, and will continue". "Why did we have to wait so long for FlagTrax®, it is brilliant"

Patented in many countries and winner of the coveted 'Product of the Year Award' at the 2013 SGIA Expo in Florida, FlagTrax® is a truly unique product that has the international flag and banner industry and users enthused.

FlagTrax® adds impetus to the increasing popularity of 'street' flags and banners' and revolutionises the way they are displayed from lighting columns in high streets, main streets, walkways, shopping malls and stadiums throughout the world.

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*FlagTrax® has been tested
and refined over the
years with thousands in
operation internationally.*

FlagTrax



Ballarat Council FlagTrax, Australia

Street flags have long been accepted as essential forms of decoration, beautification and communication in towns and cities around the world, and especially in Australia. They provide colour, vibrancy and movement, are a cost effective and a proven way to provide a festive atmosphere and a 'look of success'.

Street flags and banners play a major role in the marketing plans of councils, community and business associations, events promoters and advertisers – providing both long term branding and short-term messaging focused on events and local happenings.

However, the installation of street flags and banners is typically slow, resource hungry and costly, especially in urban areas. The task of raising and lowering them typically requires cherry pickers, qualified technicians, traffic management plans, health and safety compliance – and often road or lane closures and the need to operate at night.

FlagTrax makes changing Street Flags easy!

FlagTrax is the new and hassle-free way to install street flags in seconds from the safety of ground level. Installing street flags has never been easier!

It's unique track system can be fitted to new and existing poles, lampposts, light stands and walls. Prime display sites that were once difficult to access can now be utilised - no more cherry pickers, qualified technicians, traffic management plans or health & safety issues.



FlagTrax enables street flags (which are referred to as 'FlagTrax Flags', or simply 'flags') to be raised and lowered from the safety of ground level, literally in seconds

Who uses FlagTrax?

Organisations and Businesses currently using FlagTrax include:

- Local authorities (councils, municipalities, etc.)
- Stadiums, sports arenas, race courses etc.
- Big box retailers (supermarkets, hardware stores)
- Shopping centres (owners, administrators)
- New urban developments (architects, urban planners, lamppost manufacturers)

Why choose FlagTrax?



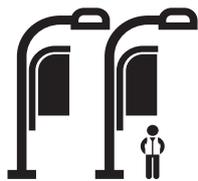
FlagTrax in Barrie, Canada

The ease with which FlagTrax Flags can be raised and lowered means they can be displayed at short notice and only as required.

They can be removed immediately after an event (no more confusing and out of date messages), or can be quickly removed before a storm avoiding unnecessary wear, fading or damage and resulting in greatly increased usable life.

Flags with generic messages such as 'Welcome to ...', 'Season's Greetings' etc. can be used over and over again, saving thousands of dollars on each occasion.

FlagTrax offers numerous advantages to many, benefitting individuals and organisations well beyond its direct owners, operators and stakeholders.



More Promotions

- Enhance street appeal with decorative, seasonal, topical designs and messages.
- Deliver more effective promotional campaigns with new up to the minute messages more often, creating greater interest ('something new').



Save Time

- A single unqualified person can install street flags from the safety of ground level in a matter of seconds.
- FlagTrax saves time on planning and allows for rapid deployment of messages. (For example, to welcome home successful sports teams immediately after the event).



Save Money

- No more expensive installation bills, traffic management costs or health & safety compliance.
- FlagTrax offers a rapid return on investment. The initial cost of FlagTrax and its installation is quickly recovered by the on-going savings made in flag installation and increased advertising revenue.

How it works



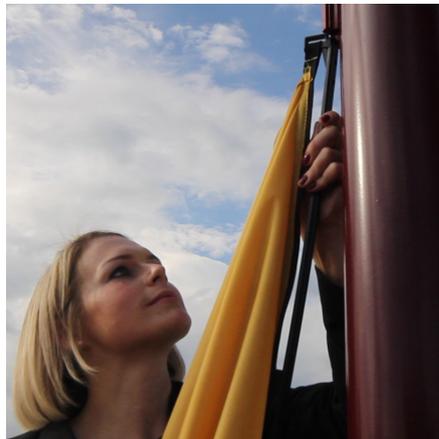
FlagTrax enables flags and banners to be raised or lowered within seconds from the safety and convenience of ground level.

“It only takes around 90 seconds to raise a flag, and 30 seconds to lower and remove it.”

It’s easy to raise and lower FlagTrax Flags, simply...



Fit the FlagTrax Flag to the flexible PushPull™ Rod



Insert the PushPull™ Rod into the Flag-Trax Track and raise



Lock securely into place



To see an instructional video of FlagTrax Flags being raised and lowered scan this QR code or visit: flagtrax.com.au

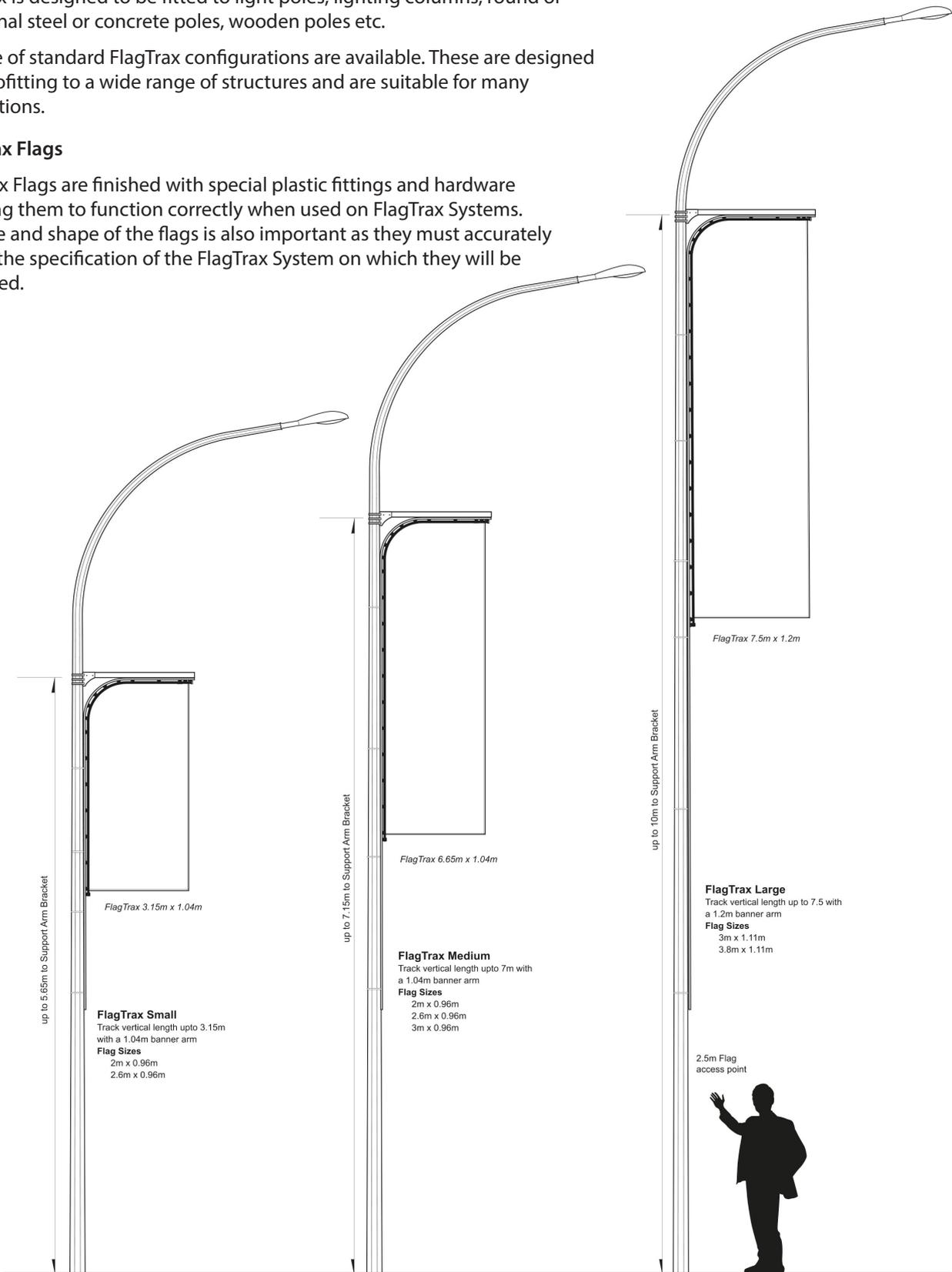
FlagTrax Sizes & Configurations

FlagTrax is designed to be fitted to light poles, lighting columns, round or octagonal steel or concrete poles, wooden poles etc.

A range of standard FlagTrax configurations are available. These are designed for retrofitting to a wide range of structures and are suitable for many applications.

FlagTrax Flags

FlagTrax Flags are finished with special plastic fittings and hardware enabling them to function correctly when used on FlagTrax Systems. The size and shape of the flags is also important as they must accurately match the specification of the FlagTrax System on which they will be displayed.



Some examples of popular FlagTrax Flag sizes designed for use on standard specification FlagTrax Systems.

Features

FlagTrax can be easily fitted to existing structures. These include mounting to light poles, lighting columns, round or octagonal steel or concrete poles, wooden poles, as well as mounting to suitable walls, stand-alone fixed poles etc.

FlagTrax Track

The aluminium track forms the basis of the FlagTrax System.

The track allows flags to be installed from ground level using the PushPull™ Rod.

The track is made from a durable powder coated aluminium extrusion that can be configured for a range of different sizes and mounting options.

FlagTrax Security

Each FlagTrax incorporates a tamper-proof lock and key mechanism which is located at the bottom access point of FlagTrax. (i.e. The Locking Cap on the end of the PushPull™ Rod).

For ease of use and convenience the FlagTrax Flag access / installation point can be at eye level, but if additional security is required the access point can be positioned higher.

This will deter 'opportunist' vandals but can be reached readily with the use of a suitable step stool or with the aid of an optional 'FlagTrax Reach Pole'.

Track Fixings

The vertical section of the FlagTrax track is typically fixed to structures with screws, stainless steel banding or purpose made steel clamps.

Fixing points are spaced at approximately 1m intervals depending on the track configuration and the application.

When installing FlagTrax onto some surfaces a purpose made track packer is used to prevent distortion and movement of the track.



FlagTrax Support Outreach

A horizontal arm is required to support the top of the FlagTrax Track and to bear most of the wind forces on the FlagTrax Flag

This can either be an existing structure (such as arm designed specifically for the purpose and forming and integral part of the lamppost or pole), or a separate bracket that can be retrofitted to existing lampposts etc. when the FlagTrax System is installed.

A standard FlagTrax Universal Support Outreach (USO) is available which is design to fit most types of round and hexagonal poles.

FlagTrax Flags

FlagTrax Systems can be configured to fit a variety of different flag sizes. The configuration of your FlagTrax will determine the FlagTrax Flag size or sizes that can be used. Most FlagTrax Systems are configured to display two different flag lengths.

PushPull Rod

This flexible plastic rod slides into the FlagTrax Track and is used to push flags up the track. The PushPull™ Rod assembly includes a Locking Cap located at its base.

The FlagTrax PushPull™ Rod is made from a flexible UV stabilized plastic designed to resist degradation in sunlight and to provide the necessary strength to support the forces exerted on the flag fittings under normal conditions.

Patented System

The patented PushPull™ System was designed and developed in New Zealand by Nexus Developments Limited, a company that specializes in designing innovative products for the international flag and banner industry.

The system allows approved flags, banners, lighting, signage (or other objects), to be conveniently raised, lowered or repositioned, typically in difficult to reach areas.

FlagTrax utilises the PushPull™ System to provide an award-winning system specifically designed to raise and lower fabric flags and banners. Specialised flags ('FlagTrax Flags') are attached to a flexible PushPull™ Rod which is then pushed up a track, as well as signage and LED Lighting.

Nexus Developments Limited owns the international intellectual property rights to the PushPull™ system, which is protected by a number of patents and patents pending in several countries.

Patents protect the intellectual property incorporated in the apparatus for remotely raising, supporting and lowering the objects, and also covers the objects themselves when they have been designed specifically for use in the apparatus (eg FlagTrax Flags etc).

Another patents relate to the shape of the flag or banner designed to fit the curved or shaped track system, and more specifically to the function of the system.

PATENT / INTELLECTUAL PROPERTY PROTECTION DETAILS

FlagTrax®, FlagTrax Revolution, SignTrax and other products incorporating Nexus's PushPull™ Technology, including the flags, banners, signs, lights and other objects displayed on them are protected in many countries by numerous patents, patent applications, design registrations and copy rights, including but not limited to:

PATENTS: New Zealand 544347 and 541624, Australia 2012353027, United States 9,466,232, Singapore 11201402907Q

PATENT APPLICATIONS: *Numerous applications have been or are in the process of being applied for based on International: PCT/NZ2012/000237 WO2013/089566.

Countries include but are not limited to: Canada 2861035, United Arab Emirates P619/14, Bahrain 20140080, Europe 12857578.4, India 1445/KOLNP/2014, Kuwait 67 PA/2014, Qatar QA/201406/00214.

DESIGNS – REGISTERED: New Zealand: 417903, Australia: 201313857. **TRADEMARKS: REGISTERED** New Zealand 799166

TRADEMARKS APPLICATIONS: Australia 1845333

Australia 1845330 (Note: The international intellectual property protection of Nexus Developments Limited's products is evolving and the above details are subject to change without notice).