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## Truck Ads Introduces the TruckAds® Changeable Media Frame System

On June 1, TruckAds® introduced the [TruckAds® Banner Frame System](#). This new System, integrating TruckAds' Secur-Tabs® technology, a secondary locking system for attaching vinyl banners to moving vehicles, with 3M® fastening and adhesive technology, represents a major safety improvement over similar systems previously available in the market place.

Rod Harris, CEO of Truck Ads, LLC stated: *“TruckAds required an absolutely fail safe sign frame system for our customers. Other systems we researched did not meet our strict standards of [safety](#), so we decided to [invent](#) our own system. Early in the design process, it was decided that the system needed a primary and secondary locking mechanism to ensure complete safety and security.”*

Harris went on to say, *“TruckAds® Secur-Tabs® technology offered a much stronger and safer solution for securing banners to trucks and walls than older, less advanced systems (which includes plastic caps and metal rivets). These types of “attachment devices” have been known to “pop off” while a vehicle is in motion, thus creating a safety hazard and visual distraction to the creative. Advertisers we interviewed, reported that the plastic “bottle cap look” used to attach the banners, had a negative impact on their creative and that the metal frames were generally unattractive and didn't give with the natural twisting and turning of a truck. Comments such as, “major distraction” and “not safe” were often used to describe every system we investigated.” In addition, none of the other frame systems met [USDOT truck width limit restrictions](#) when attached to 102” wide trucks.*

*Today, many trucks in North and South America are built 102” wide and the maximum allowed width is only 102.36”. I knew we could develop a better truck side advertising and wall scape media frame system that was safe, attractive and met USDOT truck regulations.”*

The 3M fasteners employed as part of the TruckAds® system uses a network of tiny micro, polypropylene mushrooms bonded to a very high bond adhesive tape. The mushrooms interlock with each other to give a secure, precise fit that can be reconnected hundreds of times.

**3M**

“The system addresses the kind of joining problem that our product solves so well. Nothing else could offer the same speed of installation and removal along with a strong bond that can resist the rigors of the truck environment.” – 3M

TruckAds® Frame System never penetrates or creates holes in vehicles or vinyl banners. Nothing can “pop off” unexpectedly, as other frame systems on the market have been known to do. The TruckAds® Frame System allows the vinyl banner to be reinstalled time and time again without posing any safety problems.

TruckAds® Frame System is invisible in use, light weight and highly resistant to vibration and fatigue, characteristics that make it ideal for the demanding application of truck side banners. Harris said, *“When [comparing the TruckAds® Frame System](#) for safety, aesthetics, ease of installation and re-usability, it blows the competition off the road. It is truly the next generation technology for truck media and fleet advertising.”*

The Invisible Media Frame System™

Highlights of earlier press release – updated 1-21-08