

UNIPOLE & BILLBOARD

CATALOG

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UNIPOLE & BILLBOARD

The meanings of the terms "unipole" and "billboard" in the context of outdoor advertising:

1. Unipole: In the context of outdoor advertising, a unipole refers to a tall advertising structure consisting of a single vertical pole with an advertising display mounted on top. Unipoles are designed to capture the attention of passing motorists and pedestrians by providing a highly visible and prominent advertising platform. They are often installed along highways, major roads, or in urban areas to reach a wide audience.

2. Billboard: A billboard is a large outdoor advertising display that is typically mounted on a flat surface or a dedicated structure. It is used to showcase advertisements, messages or promotional content to a broad audience. Billboards are usually rectangular or square in shape and can vary in size, ranging from small signs to giant-sized displays. They are strategically placed in high-traffic areas, such as along highways, urban centers or commercial districts, to maximize visibility and exposure.

Both unipoles and billboards serve as effective means of outdoor advertising, providing businesses and organizations with a platform to communicate their messages to a wide range of people. While unipoles specifically refer to tall structures with a single pole, billboards encompass a broader category of large advertising displays mounted on various surfaces or structures.





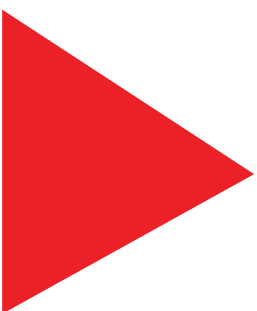
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UNIPOLE

A unipole is a type of outdoor advertising structure that is designed to display large advertising panels or displays. It consists of a single vertical pole, usually made of steel or other sturdy materials, with an advertising display mounted on top. Unipoles are commonly used in high-traffic areas, such as along highways, major roads or in urban centers, to capture the attention of passing motorists and pedestrians.

The key features and components of a unipole include:

1. **Structure:** Unipoles are tall structures that typically range in height from 10 to 30 meters (33 to 98 feet) or even higher. The pole is firmly anchored to the ground or mounted on a concrete base for stability.
2. **Advertising Display:** The advertising display is mounted on top of the pole and is designed to be highly visible from a distance. It can be rectangular, square or custom-shaped, depending on the specific design and requirements. The display can be made of various materials, such as vinyl, flex or digital screens, to showcase advertising messages, graphics, images or videos.

3. **Lighting:** Many unipoles incorporate lighting elements to enhance visibility during nighttime or low-light conditions. This can include external lighting fixtures that illuminate the entire structure or internal lighting systems that illuminate the display itself. Lighting is essential for ensuring the advertisement remains visible and impactful at all times.

4. **Customization:** Unipoles offer flexibility in terms of design and customization. The advertising display can be customized to fit various sizes and shapes, allowing for creative and eye-catching designs. They can also be customized to accommodate rotating displays or multiple panels to showcase different advertisements.

5. **Location and Placement:** Unipoles are strategically placed in prominent locations with high visibility to maximize their impact. They are often positioned along busy roads, highways or near commercial centers where they can attract a large audience.



Unipole (or monopole) sign is an advertising sign (usually billboard) frame structure mounted atop a single steel pole or column. The Uni-pole

is a large-format billboard type placed atop a very high pole. Its effectiveness is enhanced by the fact that this billboard can be seen even from long distances.



BILLBOARD

A billboard is a large outdoor advertising structure or display that is designed to showcase advertisements, messages or promotional content. It is commonly used in high-visibility areas, such as along highways, urban centers, commercial districts or public spaces, to capture the attention of both motorists and pedestrians.

Here are the key characteristics and components of a billboard:

1. **Structure:** Billboards can have different structures depending on their placement. They can be mounted on a flat surface, such as the side of a building or a standalone billboard structure. Standalone billboards often consist of vertical poles or frames that support the advertising display.
2. **Advertising Display:** The advertising display on a billboard is typically large and highly visible. It can be made of various materials, such as vinyl, flex, digital screens or painted directly on the surface. The display is usually rectangular or square in shape and can range in size from small to giant-sized billboards. The large size ensures that the message is easily seen from a distance.
3. **Design and Graphics:** Billboards offer

ample space for creative and visually compelling designs. Advertisements on billboards often utilize bold colors, eye-catching graphics, captivating images and concise messaging to convey the intended message effectively. The design aims to capture attention and leave a lasting impression on viewers.

4. **Lighting:** Many billboards are equipped with lighting systems to ensure visibility during nighttime or low-light conditions. This can include external spotlights or floodlights that illuminate the entire billboard or internal lighting that enhances the display itself. Lighting is crucial for maintaining the impact of the advertisement and ensuring it is visible 24/7.

5. **Location and Placement:** Billboards are strategically placed in high-traffic areas where they can reach a large audience. They are often positioned along busy roads, highways or near intersections to maximize visibility and exposure. The location selection considers factors such as target audience demographics, traffic patterns and local regulations.



The name billboard is derived from the term “billing board,” and is a large outdoor advertising space designed to capture the attention of motorists

and pedestrians. Typically placed around high traffic areas (both automotive and foot traffic), billboards are meant to be simple, striking and creative.

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