

THE ANNIN ADVANTAGE

★ AUGUST 2011 ★

Annin Flagmakers Sponsors 9/11 Remembrance Field of Honor at Battery Park

From September 8 through September 12, three blocks from the World Trade Center Memorial Museum, over 3,000 flags will wave in a moving tribute to those who lost their lives in the terrorist attacks on September 11, 2001.

Annin Flagmakers will be manufacturing all the flags for the event which will be open to the public. There will be 2,976 Flags of Honor and Flags of Heroes, each representing a person who died in the attacks. If you are not familiar with the concept of "One Flag:One Life", it is a simple way to visualize and comprehend the sheer enormity of human loss that occurred on that day. Also on display will be 96 international flags, one for each nation who lost a citizen that day, as well as U.S. flags framing key points on the field.

The Remembrance Field of Honor at Battery Park in lower Manhattan is a result of joint efforts by many companies and organizations.

Annin Flagmakers would like to acknowledge and thank its co-sponsors:

- The National Independent Flag Dealers Association (NIFDA) and New Jersey Manufacturers Insurance Company for financial support.
- The City of New York for permission to use the space.
- Con-Edison for donating the lighting and installation.
- Haks Engineering for donating the survey of the park.
- Kaiser Aluminum Corporation for donating custom-made recycled flagpoles.
- The Colonial Flag Foundation for donating their trademark *Healing Field Flag Display* and the ring-ties and O-rings needed to assemble the flags.
- Foley Caterpillar, Inc. for donating their trucks to transport the flags and poles from Annin Flagmakers to the Remembrance Field.
- The U.S. Army and U.S. Navy for sending volunteers to install and take down the flag display.

WE REMEMBER

- ★ We Remember those who perished and the families left behind
- ★ We Remember the first responders who bravely raced to the rescue of others
- ★ We Remember those who courageously fight the wars on terrorism and those who gave their lives

Please take a few moments to watch the four- minute video that Annin has produced about the 9/11 Remembrance Field. You can find it on our Facebook page, www.facebook.com/Annin1847.



New Advertising Products Catalog Now Available!

Annin's 2011 edition of our Advertising Products Catalog is now available. The 12-page, 8 ½ x 11 inch full-color catalog contains updated pricing on all of **Annin's Custom Shop** flags and banners and introduces the newest **Advertising Products: Breeze Blade Banners, X-Banners and Table Throws.**

The catalog does not have the Annin name, logo or any company contact information and features an area on the back cover where you can add your own contact information.

Next time you call in, ask Customer Service for a free sample copy.

To order, request item #990042- Min. 12 at \$.20 each.



THE CUSTOM
SHOP

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Annin
FLAGMAKERS
Made in the U.S.A.
Since 1847



Annin Flagmakers Inducted into the 'Made in the USA' Hall of Fame

Annin Flagmakers is proud and honored to announce that on July 2nd of this year our company was selected from a field of seventy-six nominees to be inducted into the 'Made in USA Hall of Fame' by the Made in USA Foundation.

The Made in the USA Foundation is a non-profit organization established in 1989 through matching grants from the United Auto Works and Ford Motor Company. The Foundation is dedicated to promoting products made in the United States, developing legislation supporting U.S. businesses and industry, and pursuing litigation against those misusing Made in the USA labeling.

The criteria used to select the inductees are: Quality, Competiveness and Impact. **Quality** comparisons include use of Consumer Reports, the 'Malcolm Baldrige' National Quality Award (awarded by the National Institute of Standards and Technology), and other evaluating entities. **Competiveness** includes the company's comparisons with imports and its ability to export. **Impact** includes whether the company developed new breakthroughs in technology, a new product category or has exceptional designs.

To learn more about the Made in USA Foundation and see other Hall of Fame members visit their website at www.madeusafdn.org.



South Sudan Achieves U.N. Member Status

The **Republic of South Sudan**, is a new landlocked country in Northeastern Africa. It is bordered by Ethiopia, Kenya, Uganda and the Democratic Republic of the Congo. On July 9th of this year it achieved formal independence from the Republic of the Sudan and on July 14th, South Sudan became a United Nations member.

Annin Flagmakers has recently received a sample flag from the South Sudanese government and is presently working with the United Nations on finalizing the design for the new stock flag. We expect to have South Sudan flags in stock in approximately four weeks. The South Sudan flags will be priced as a Class D and Annin's U.N. Member sets will be updated to incorporate the newest member nation.



Star Spangled Banner

Oh Say Can You See...

...the change from appliquéd to embroidered stars? Thanks to improved efficiencies at Annin's Star Field Embroidery plant in Cobbs Creek, VA we are now manufacturing the 3 x 5 ft. Nyl-Glo and Bulldog Star Spangled Banner flags with embroidered stars. The item numbers affected by the change are **318900** and **319395**. The 2 x 3 ft. Nyl-Glo Star Spangled Banner, item number **319392** will continue to be made with appliquéd stars.

Facebook and Your Business



There is no shortage of news about the power of social media in today's society and how it can help spur the growth of small businesses. Facebook has more than 750 million members, and this free tool can help you significantly boost the popularity of your flag business within your local community and also help you grow your customer base outward into the greater social media network.

In order to fully reap the benefits of Facebook and avoid errors that could potentially harm the reputation of your business you need to formulate a well thought out plan before launching your page.

If you would like to create a Facebook page for your company and need some help getting started please contact our **Marketing Department** and we'll be glad to help.

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