



CANOPIES AND BANNERS FOR
MARKETING ♦ RACING ♦ EVENTS





Larsens ^{INC.}

Canopies and Banners for
Marketing • Racing • Events

NEW NAME - NEW LOOK SAME GREAT CRAFTSMANSHIP & SERVICE!

You may know us as Larsen Sails. Although we began as a sail making company, Larsens has concentrated exclusively on the production of mobile canopies for 18 years. We've changed our name and logo to better reflect our mission. We're keeping all the things our customers say they like about our service and quality!

A LONG PROUD TRADITION

Kurt and Sue Larsen established Larsen Sails in Santa Cruz, California, in 1972 and changed the name of the company to Larsens Inc. in 2009. Throughout the company's history, the Larsens have based their success on innovation and customer relationships. All of us at Larsens pride ourselves on building long-term relationships with each of our customers. And we've brought a wealth of innovation to these customers, drawing on the highly accurate standards needed for sail making. We spearheaded the development of printable, fire-retardant fabrics, and we were the first to offer canopies with graphics printed directly onto the canopy fabric. We even introduced quick set rafters with spinnaker ends. The innovations Larsens Inc. has introduced have made mobile canopies lighter, stronger, fire-retardant, printable and much easier to use.



INDUSTRY LEADERS

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Larsens Inc. is the innovative leader in the construction of high quality canopies and fabric products for the event industry. Our in-house graphics capabilities, combined with superior fabrics and time-tested construction techniques, ensure that your Larsens' mobile canopy will be second to none!

Larsens' canopies, both mobile and free-standing, have been designed for use at every event under the sun!

- Race canopies for cars, bikes, boats & planes
- Hospitality awnings for sporting events
- Mobile media stage canopies for TV & radio
- Mobile field units for disaster relief missions
- Vending kiosks and product demo pavilions

Larsens also offers a myriad of other fabric products for the event industry

- Stage backdrops and skirts
- Banners
- Pop-up tents
- Table & equipment covers
- Observation deck covers
- Crowd control barriers
- Trailer skirts
- Wind screens
- Pit canopies





STYLES

Our Fully Enclosed and Cantilevered canopies are available in a variety of styles - standard slope, rise above, storefront, arched, and more. Choose one of our most common styles, or we can work with you to create one of your own.

OPTIONS

There are endless ways to customize your canopy to meet your specific needs. On the next page is a list of our most commonly requested options. If you don't see what you're looking for here, give us a call and we'll make it happen.



Standard Fully Enclosed Style
Interior is set-up for hospitality.



Fully Enclosed Storefront Style
Rectangular Vinyl Windows
Cab and Rear Tapered Extensions



Fully Enclosed with Arched Rafters
Arched Storefront Entry



Fully Enclosed Standard Slope
Tapered Rear Extension and Wrap
1/2 Height Privacy Skirts

CANOPY ROOFS:

These options are available on both Fully Enclosed & Cantilevered styles

- Roof end vents with roll-up covers for ventilation
- Mesh roof ends for even more ventilation
- Rain drains with spouts – drain grommets – mesh drain strips
- Zippered bolt rope for ease of setup / takedown
- Contrasting color roof ends or valance
- Removable roof ends
- Extensions: Both cab and rear, with liftgate or front wrap, tapered or straight slope

SKIRT OPTIONS:

These options are available on Fully Enclosed canopies only

- Full height for security & privacy (standard on fully enclosed)
- Privacy skirts – 1/2 height creates a perimeter without limiting viewing
- Combination skirts – upper 1/2 clear vinyl – lower 1/2 solid fabric
- Windows – clear vinyl or solid Lexan (clear or tinted)
- Interior roll-up cover for windows
- Zip down windows for added ventilation
- Faux panes in windows

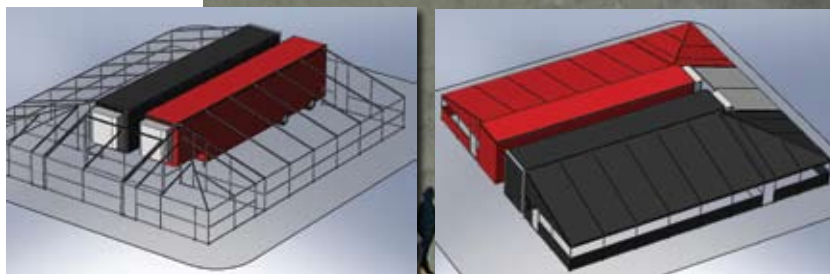


Standard Cantilevered Style



Rise Above Trailer Style
Combination Skirts

FROM CONCEPT TO COMPLETION



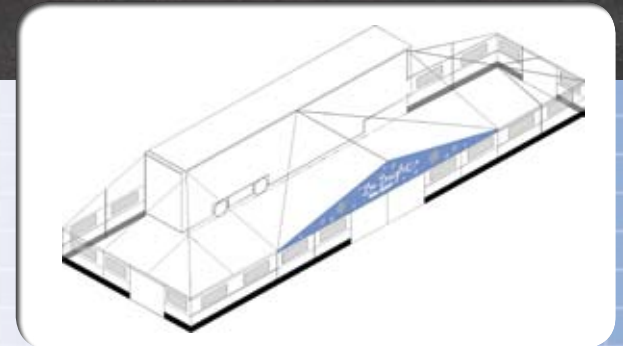
At Larsens there are no “standard” products. Each order is made to our customer’s individual specifications. No matter what you envision, we can help you make that concept a reality!

The concept or “idea” gets fleshed out with the details until it becomes a plan. Throughout the process Larsens can provide valuable input regarding any of the fabric structure’s issues.

Once a build plan is in place, you can trust us to keep an eye on the details. Whether you’re a seasoned tour veteran or first time weekend warrior, we’re here to help.



FROM CONCEPT TO COMPLETION



MARKETING & DESIGN SOLUTIONS

With Larsens' experience and your vision, together we can build just the right mobile setup for any need and any budget.

The mobile pavilion above was launched on a multi-city tour to promote store openings across the country. The main canopy alone provides 1,100 square feet of display area. With the added extensions, over 2,000 square feet of usable space becomes available. The "zip out" storefront fascia allows the client to change with the seasons. This is just one of Larsens' techniques of affordable rebranding.



IN-HOUSE GRAPHICS MAKE ALL THE DIFFERENCE!

When the first graphics were applied to a mobile canopy, Larsens was there! Today we remain at the forefront of innovators who print on fabric. Our printing technology and graphic expertise enable you to customize your canopy order from Larsens in any colorful way you can imagine. We use UV resistant, 4-color process inks which come with a 5-year warranty. The results are efficient, effective and affordable branding and graphics.

THINK OUTSIDE THE CANOPY

Larsens Inc. provides large format in-house digital printing for SO MUCH MORE than your canopy order! We can provide seamless printing up to 10 feet wide and products with virtually unlimited dimensions with seams. Because we do your printing where we produce your product, we can control quality and shorten turnaround. We can also print complementary products for a coordinated marketing effort.

BANNERS

There are nearly unlimited uses for banners:

- Marketing events
- Trade shows
- Store openings
- Branding at sporting events
- School sports programs
- Theatre productions
- ... and more





COMPLEMENTARY PRODUCTS



POP-UP/ STAND ALONE CANOPIES

10' x 10' to 20' x 40' or larger
Great for smaller events or
smaller budgets!



PIT ROW CANOPIES

Whether you need a small timing stand cover or a canopy that will cover your entire pit area, we can make a product that is customized to your needs



BACKDROPS

Backdrops can be used anywhere there is a stage or mounting, such as at concerts, theatrical productions or trade shows. The sample above is a 60' x 25' stage backdrop for a cheerleading competition. It features a fringed 8' doorway in the center for easy access to the floor.



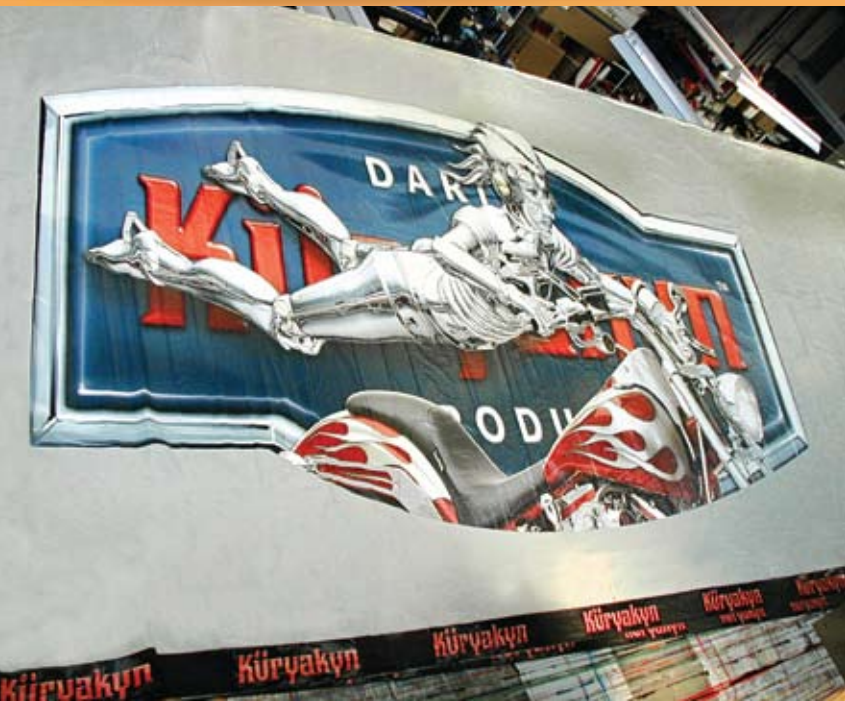
OBSERVATION DECK COVERS & SKIRTS

Show off your sponsor's logo
when you host their VIPs



TABLE COVERS

Our custom printed table covers are made of durable vinyl. Use them at trade shows, in your hospitality area, vending area, or anywhere you want your logo seen.



EXCEPTIONAL QUALITY

We take pride in our knowledge of fabrics and mastery of quality craftsmanship. Here are just a few of the features which help make our products the best on the market:

- Custom designed products for YOUR trailer and your needs. Larsens designs and builds to accommodate ANY trailer, regardless of size, shape or trailer side impediments.
- Stable fabrics which reduce stretching and shrinking. The canopies are built to fit better and stay that way longer.
- Sewing with continuous filament bonded polyester thread which is resistant to mildew & UV rays.
- Interior reinforcement of valances with an underlay which reduces wear and tear.
- Reinforced rafter pockets which help to prevent leaking and chafing of the roof by the rafter.
- Zippered vertical bolt rope on roof ends. This standard is advantageous during setup and teardown.
- Shipping storage bags outfitted with a convenient repair kit. This kit includes spare zipper pulls, zipper stops, side release buckles, webbing, repair tape and repair dots.



At Larsens we care. Let us worry about the details so you don't have to!



“ALWAYS EXCELLENT SERVICE!”

—Kyle Tomilin, GMR Marketing

SATISFIED CUSTOMERS

A large number of Larsens' orders come from repeat customers who are very happy with our products and our service. Here's what a few of them had to say:

“ From customer service to quality of product, I could not ask for a better partner than Larsens Inc. They have always been and continue to be outstanding to work with. I actually consider them to be an instrumental part of my design and production team. Our projects have ALWAYS gone smoothly and efficiently, and I know that I can count on them to deliver a well engineered and highly creative product each and every time.”

—Todd J. Friberg , VP/Creative Director – emg3

“ We were very pleased with both the quality and service we received at Larsens. They took a six-week project and got it done in less than three weeks. The canopy looks great, and our client loves it.”

—John Kubiak, Senior Account Executive, CGS Premier



“ We were very, very pleased with your excellent service and great product. Your staff was very helpful with design advice.”

—C.J. Duriez, President, S.H. Karting

“Larsens provides quality products in the tightest of turnaround times. The knowledgeable staff at Larsens is pleasant to work with and is always responsive to our needs.”

—Jaclyn Nikodym, Craftsmen Industries

“ Sports Associated has been a customer of Larsens for many years. Larsens has made many awnings for our customers with several different layouts. The staff at Larsens have been very patient and helpful with the many requests I get from our clients on decisions needed during the making of their canopies. All the employees are very professional and are the nicest and most helpful people you will ever deal with. I personally want to thank all the employees for their help and hope if your company is looking to have a canopy made, you will give Larsens a call. Believe me, you will not REGRET IT.”

—Tommy Carroll , Supervisor, Sports Associated



“ Kalitta Motorsports has worked with Larsens for years. Larsens' customer service and quality have been outstanding.”

—Ben Marshall, Kalitta Motorsports

“Always excellent service!”

—Kyle Tomilin, GMR Marketing

“It is always a pleasure to work with everybody at Larsens. You guys are one of our best vendors to deal with.”

—Ray Tetherton, American Suzuki



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