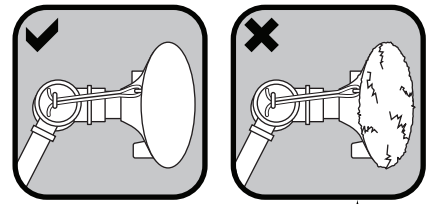


# Readerboard Basics

saving you time and money

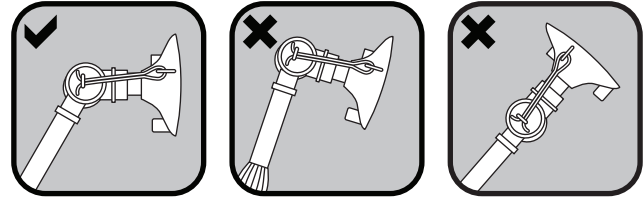
## 1 [ Replace Old Worn-out Suction Cups ]

The #1 cause of broken letters, tracking and even the sign face itself is a bad suction cup on your letter changer pole. Replace your Zip-Change® letter changer cup every 18-24 months to save time changing the message, save your letters from being dropped and broken and save yourself from the risk of a broken sign face.



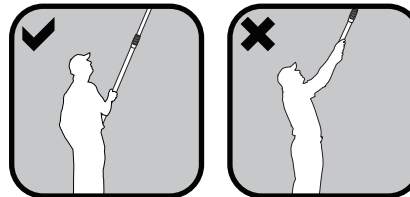
## 2 [ Proper Head Angle ]

The angle in the 2nd image puts you too close to the sign making it difficult to see and impossible to operate. The angle in the last image puts you too far away, creating strain and a jab-type pole position. The angle in the 1st image is best! It places you at the proper distance for visibility and operation.



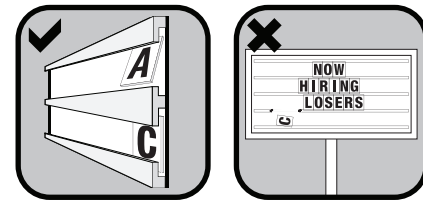
## 3 [ Fully Extend the Pole ]

Keep the Wagner® pole extended to its full length in most cases. This will keep your arms down low, making it much easier to operate while reducing strain and fatigue.



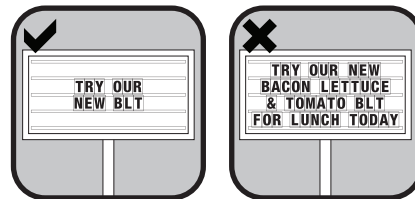
## 4 [ Push Up Drop Down No Sliding Required ]

Zip-Change® letters and tracking are designed to allow the top of the letter to slip up behind the tracking and then drop down into the bottom track. This means you can insert the letters at any location. Watch out for broken tracking! Broken tracking can allow letters to fall between the rows making your message unreadable!



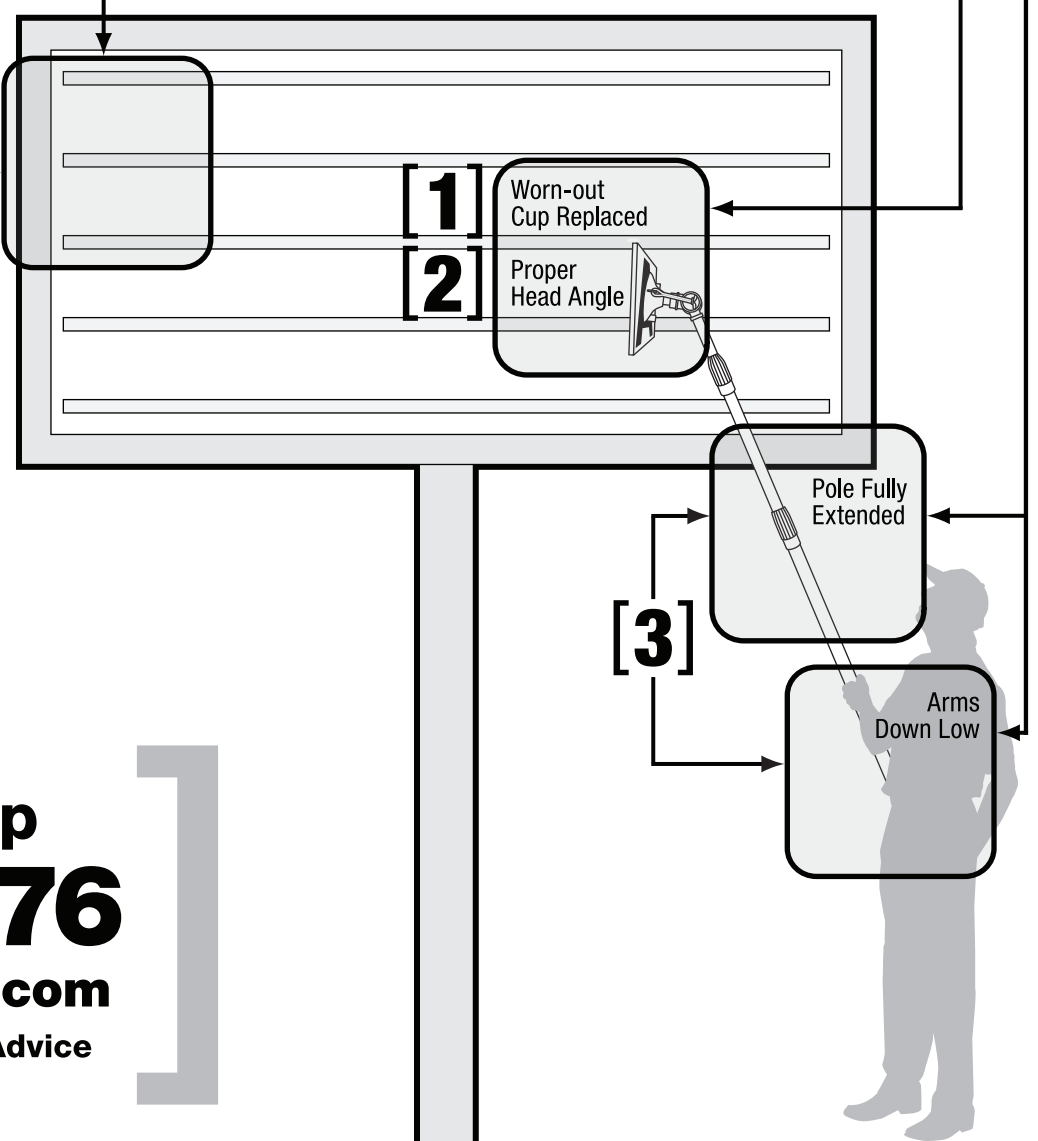
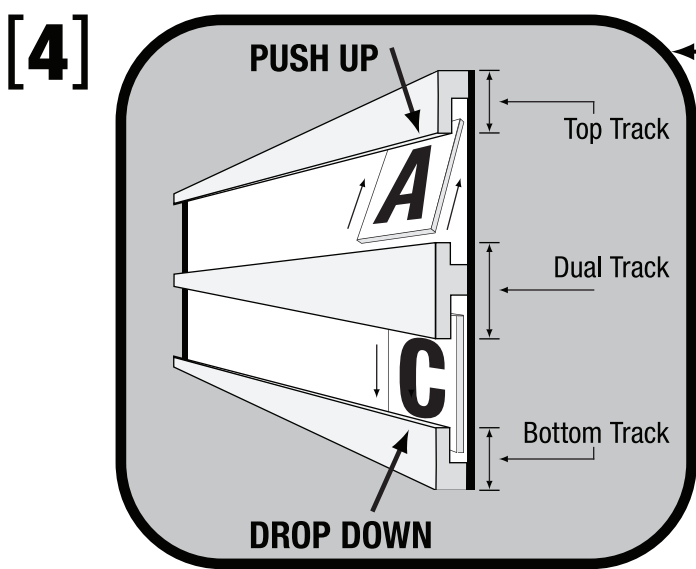
## 5 [ Less is More! ]

Your customers are driving by at the speed of traffic. The message should be designed to catch your customer's attention and be easy to read — not fully educate them!



## 6 [ Readerboard Do's & Don'ts ]

- ✗ Don't: Use broken and faded letters, abbreviations or the wrong letters.
- ✗ Don't: Think your message is readable just because you can understand what it means.
- ✓ Do: Replace damaged letters — they're cheap compared to lost business.
- ✓ Do: Change your message often and keep it simple and easy to read.



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