



## The Difference is in the Details

### Exclusive EVERstraight® Technology

Two innovative base connections for a long lasting post that always remains straight.



#### EVERstraight® Technology

- ▶ Cast iron Retracta-Belt® bases feature large diameter threaded connection, ensuring the post remains straight for its lifetime.

#### EVERstraight® PRIME Technology

- ▶ Cement-filled Retracta-Belt® PRIME post bases include an advanced wedge-action base connection that is stronger and more stable than competitor's base connections.

### The "Competition's" Construction

Base connection that breaks down over time and makes the post lean.



- ▶ Cast iron bases have through-bolt and welded metal cup construction that easily weakens the post, causing it to lean.
- ▶ Cement-filled bases have the same inferior construction, combined with low-density cement that cracks easily.

# Which Base is Right for You?

## A Closer Look at Common Stanchion Bases

### Cast Iron Bases

#### Typical Applications

Heavy traffic areas such as airports, casinos, venues, etc.

#### Pros

Highly durable and stable, very heavy, no tools required, upgrades available

#### Life Expectancy

10-20+ years

#### Cons

Initial cost is higher than cement-filled bases

#### EVERstraight® Technology



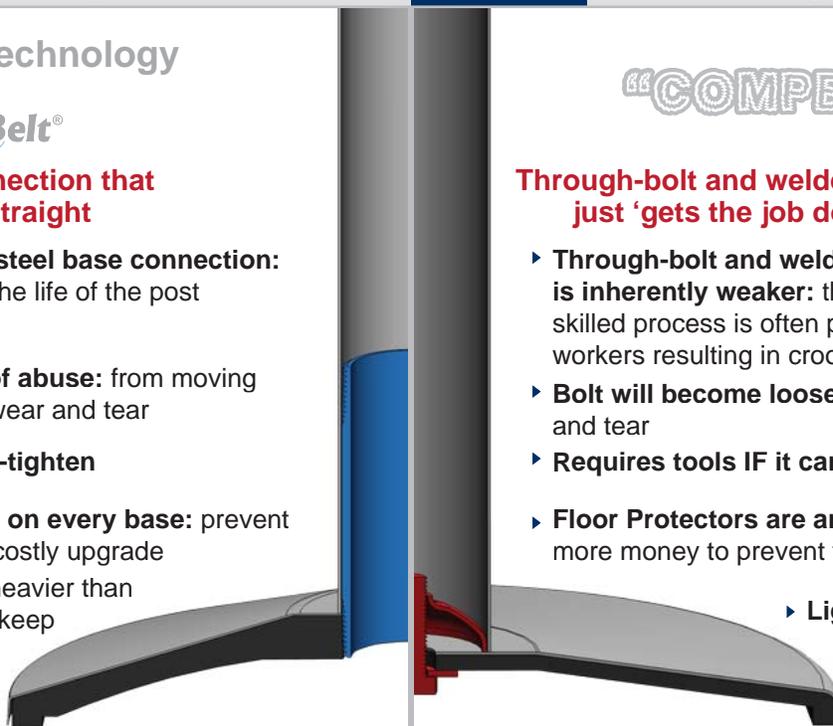
**Superior base connection that always stays straight**

- ▶ **Large diameter threaded steel base connection:** keeps the post straight for the life of the post
- ▶ **Will withstand a lifetime of abuse:** from moving the post or from customer wear and tear
- ▶ **Never requires tools to re-tighten**
- ▶ **Floor Protectors included on every base:** prevent scuffs without paying for a costly upgrade
- ▶ **Thicker base walls:** 17% heavier than competitor's baseweight to keep the post in place in high traffic environments

#### "COMPETITION"

**Through-bolt and welded cup construction that just 'gets the job done' but doesn't last**

- ▶ **Through-bolt and welded metal cup construction is inherently weaker:** this precise, difficult, and highly skilled process is often performed by unqualified workers resulting in crooked posts from day one
- ▶ **Bolt will become loose over time:** from regular wear and tear
- ▶ **Requires tools IF it can be re-tightened**
- ▶ **Floor Protectors are an expensive upgrade:** costs more money to prevent floor scuffs
- ▶ **Lighter, thinner base:** prone to shifting throughout the day



### Cement-Filled Bases

#### Typical Applications

Lower traffic areas such as banks, hotel lobbies, etc.

#### Pros

Priced lower than cast iron bases

#### Life Expectancy

3-5 years

#### Cons

Cement can crack over time

#### EVERstraight® PRIME Technology



**Innovative, self-straightening base connection keeps posts upright and prevents leaning**

**Strong and straight base connection:**

- ▶ **Exclusive wedge action connection fitting is self-straightening:** the wedge action expands as the customer installs the post to further strengthen the connection
- ▶ **Precision molded base fitting:** ensures consistent and reliable production quality
- ▶ **Locking hardware:** is tightened to specific torque requirements to prevent the bolt from loosening and the post from leaning
- ▶ **High density cement:** increases weight to reduce post movement throughout the day

#### "COMPETITION"

**Inferior construction causes posts to lean over time or even 'right out of the box'**

**Crooked and weak base connection:**

- ▶ **Through-bolt and welded metal cup construction is inherently weaker:** this precise, difficult, and highly skilled process is often performed by unqualified workers resulting in crooked posts from day one
- ▶ **Welded cup is often made of thin, threaded sheet metal:** which strips and deforms very easily
- ▶ **Often no nut is supplied:** which requires the customer to use tools for assembly. If hardware is supplied, most use non-locking nuts which loosen very quickly
- ▶ **Their cement-filled base material is less dense:** 18% lighter and can easily crack and break apart

