



CANOPIES AND  
BANNERS  
FOR MARKETING,  
RACING  
AND EVENTS





# Larsens <sup>INC</sup>

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 service. 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.



Kurt and Sue Larsen





# Industry leaders

## Industry leaders

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, insure that your Larsens mobile canopy will be second to none!

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

- Race canopies for cars, bikes, planes & boats
- Hospitality awnings for sporting events
- Mobile media stage canopies for TV & radio
- Mobile set-ups 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



Photo to be replaced







# CANOPIES



## FULLY-ENCLOSED CANOPIES

**Larsens Inc.** offers unlimited options for **fully enclosed canopies** which can extend 30 feet or more out from the supporting trailer. Privacy skirts and interior dividers can be added for crowd control. You can even lower the full height skirts for privacy or night time security. Fully enclosed canopies are the canopy to choose when privacy and security are needed or when you want your contents to be completely protected from wind and weather. Our fully enclosed options also offer enhanced opportunities for sponsor branding along their walls or on their privacy skirts or windows.

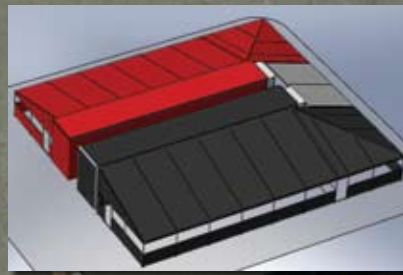
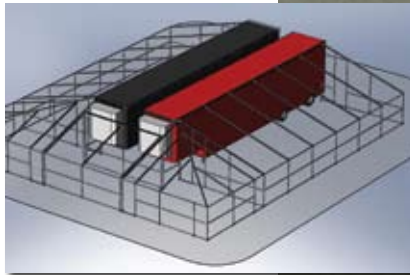
## CANTILEVERED CANOPIES

Larsens' **cantilevered canopies** have suspended frames which require no vertical supports. They are an economical choice because of their lighter frames which offer increased ease of transport and lower fuel costs. They also are quite easy to set up and provide unrestricted access for vehicles of any shape or size. They offer easy entry for customers, young or old, and can be customized for nearly any need.

## AN ARRAY OF OPTIONS

1. Skirts
  - a. combination skirts
  - b. fully enclosed skirts
  - c. privacy skirts
2. Roof End Vents
3. Windows
  - a. vinyl windows
  - B. solid windows

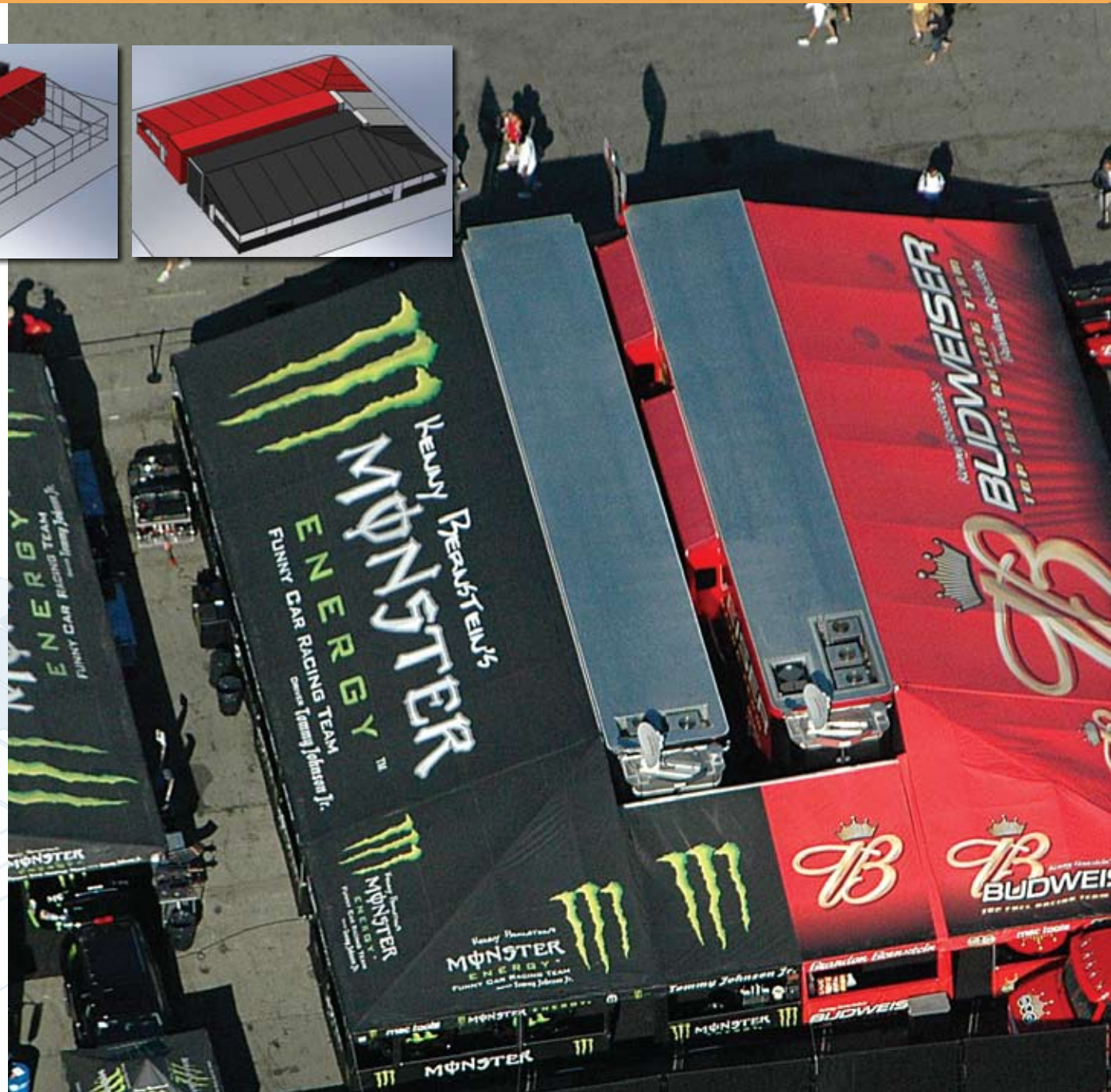




## FROM CONCEPT TO COMPLETION

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

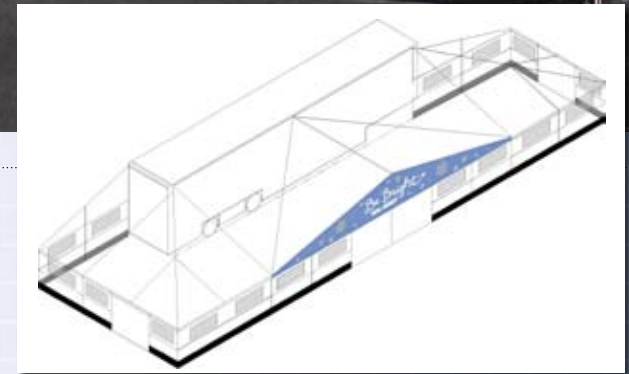
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# FROM CONCEPT TO COMPLETION



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## 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.

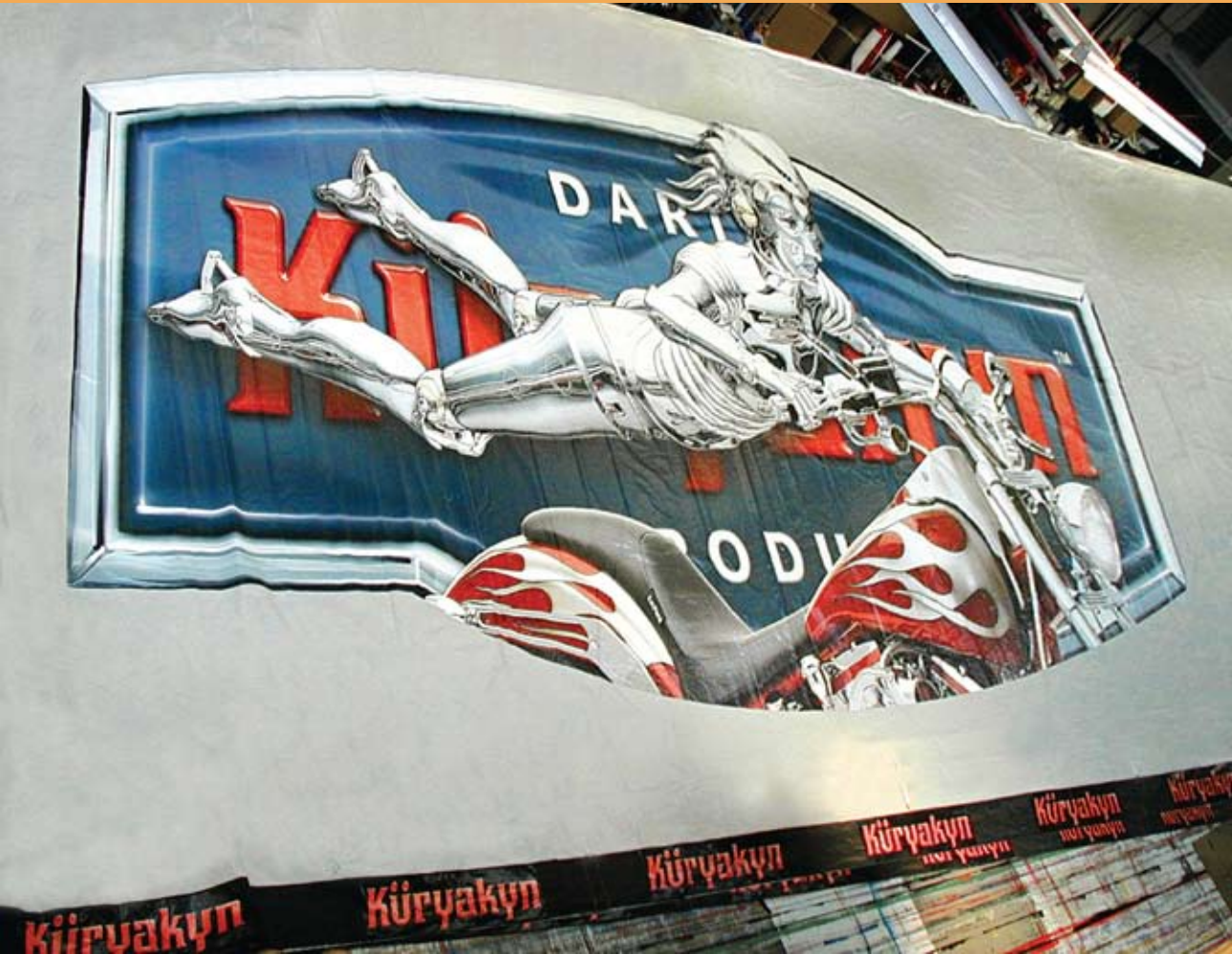
## BANNERS

There are nearly unlimited uses for banners at a marketing event. This roof-top solution provides high visibility from a distance.





# GRAPHICS



## BACKDROPS

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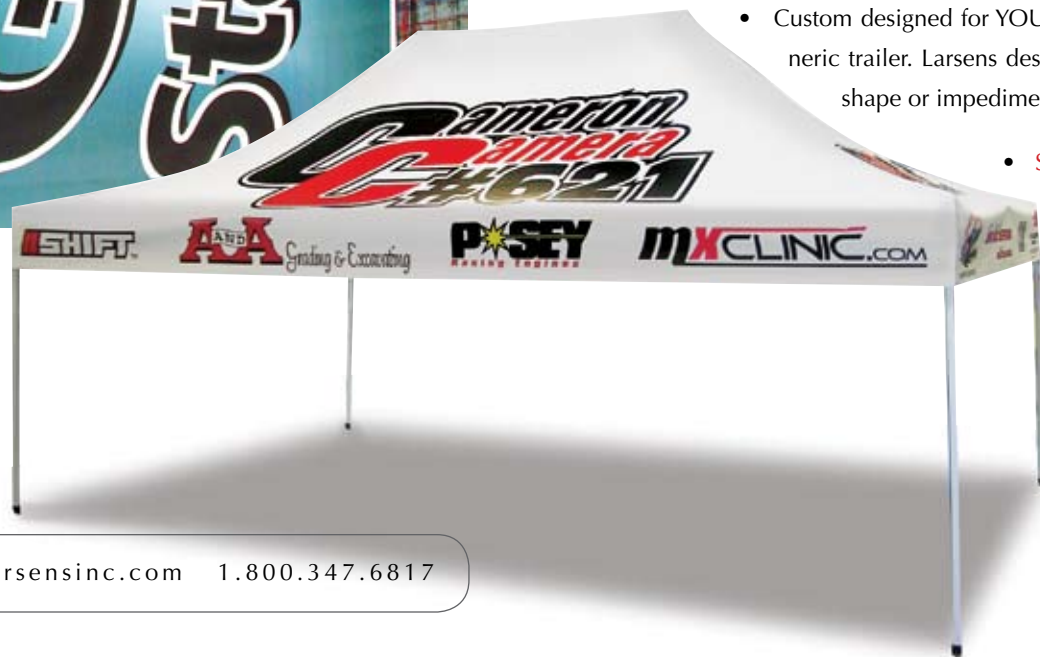


## EXCEPTIONAL QUALITY

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

- Stable fabric which will not stretch or lose its shape.
- Sewing with 100% high-strength continuous filament polyester thread. This thread is bonded which provides excellent resistance to UV rays, microorganisms and mildew. It is specifically designed for rugged outdoor use.
- Interior reinforcement of valances with an underlay which prevents excessive flapping.
- Reinforced rafter pockets which help to prevent leaking and chafing of the roof by the rafter
- Zippered vertical bolt ropes on the roof ends as a standard feature. This 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.
- Custom designed for YOUR trailer. Some manufacturers offer a standard canopy for a generic trailer. Larsens designs and builds to accommodate ANY trailer, regardless of size, shape or impediments.

- Something else about craftsmanship?





# “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 that 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 6 week project and got it done in less than 3 weeks. The canopy looks great, and our client loves it.”

—John Kubiak, Senior Account Executive

“ 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 turn-around times. The knowledgeable staff at Larsens is pleasant to work with and is always responsive to our needs.”

—Jaclyn Nikodym, Craftsmen Industries

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

—Ben, Kalitta Motorsports

“ 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



“ Always excellent service!”

—Kyle Tomilin, GMR Marketing

“ Kenny Bernstein Racing puts a tremendous amount of pride into its trackside appearance, and every effort is put into details ensuring that our pit area projects a first-class sponsor representation and presentation. Larsens manufactures a quality product which maintains its appearance through the weeks and months of hot sun, rainstorms, and heavy wind. We don't think there's a better product on the market.”

—Sheryl Johnson, Kenny Bernstein Racing

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

—Ray Tetheron, American Suzuki



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