



**HOUSE  
of FLAGS**

# Flag Care Guide

## About Us

Since 1977, House of Flags has been a one stop shop for all of our customer's marketing solution needs.

We have our own in house print room, can hold stock and also have a dedicated installation and maintenance team. This allows us to offer shorter lead times and provide competitive prices to our customers.

We understand that all of our customers have unique requirements and pride ourselves on producing bespoke products tailored to our customer's requirements. We have invested heavily in our materials and products, ensuring that we only supply the best products.

We have received ISO accreditations for our high quality product testing programmes, manufacturing, installations and customer support.

Proud suppliers to...



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Contact Us:  
Tel: 01480 861678  
Email: [salesupport@flags.co.uk](mailto:salesupport@flags.co.uk)  
Or Visit: [www.flags.co.uk](http://www.flags.co.uk)

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## Damage

Damage to flags and flagpoles is often caused in windy conditions. Lowering your flag in adverse weather can prolong the flag's life. Ensure that the halyard is taut at all times to reduce the risk of damage.

## Storage

Always hang your flag and allow it to dry in full before storing. Flags should be stored in a dry and ventilated environment and a moth repellent should be used for long periods of storage.

## Washing and Repair

Flags can be washed in a normal household washing machine on a 40° wash with normal detergent. Do not use bleach.

Fraying flags can often be trimmed back and re-hemmed, with the addition of anti fray material to prolong the life of the flag.

## Life Expectancy of Flags

The life expectancy of a flag is impossible to predict as it is dependent on climatic conditions and hours of flying. To ensure your flags are always in their best condition, maintain and change them regularly.

## Flags should be lowered in adverse weather conditions such as:

- Freezing temperatures
- Strong winds exceeding 25mph
- Heavy or prolonged rain, causing the flag to become waterlogged

*Failure to lower flags in these conditions may result in damage to the flag and failure of the pole.*

## Flag Etiquette

Flags should be displayed in the following hierarchy:

1. *Your own national flag*
2. *Foreign visitor national flags*
3. *Corporate flags or flags bearing logos*
4. *Any other flags*

National flags must not be flown from the same flagpoles as this suggests that the higher has conquered the lower.

## Ranking of flagpoles

With your back to the building, the rightmost flagpole is the most important.

If one flagpole is taller, no matter where it is positioned it becomes the most important. The most important flagpole bears the national flag and then the follow rank as above.

## Pollution

The dyes used in the manufacturing process are all tested for UV stability. However, salt and direct sunlight can have an adverse effect on the colour.

Air pollution will cause the white areas of a flag to become grey over time. At present there is no way to prevent this discolouration.

For more information on any of our flags or our professional installation service, please don't hesitate to contact us.

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