

How to Turn Mandatory Construction Windscreen Into a Great Marketing Opportunity

Construction sites are not usually the most picturesque locations. They're noisy, dusty and chaotic, and so not ideal for a photo shoot. However, that doesn't mean you can't market to people who live or work nearby. In fact, construction sites can be a great opportunity for you to connect with your target audience and generate awareness of your brand before the new store opens. That's why many developers now require construction contractors to use mandatory windscreens as part of their contract. A windscreen is essentially a barrier made from lightweight materials that prevents large amounts of dust from blowing around and getting into the air, while still allowing light and air to get through.

What is a mandatory construction windscreen?

A mandatory construction windscreen is a barrier that's placed around construction sites to keep dust from spreading. It's sometimes called a construction fence screen or a screen fence. These windscreens can be made from a range of materials, including polypropylene, polyester, and vinyl. Opacity ratings vary but typically 80% or higher opacity is required.

How to use your mandatory windscreen as an opportunity

Construction windscreens are a great opportunity to connect with potential customers before a project building goes live. They are also a good chance to market your brand name, logo and mission. If you're required to put up a windscreen, you can use that opportunity to show off your company name, logo and brand colors. You could also include contact information like your phone number, website URL and email

address. You can also promote your contractor partners, as well as offer pre-sales marketing opportunities for the project owners.

Add your brand name and logo

The best way to showcase your brand name and logo on the mandatory construction windscreen is to add it to the graphics on the screen. There are a few ways you can do this. If your screen has a design, you can simply add your brand name and logo to the design. You can also cover the screen with an advertisement printed directly onto the fabric. Midwest Cover offers multiple print options for every project budget. Digital printing for full color graphics, direct printing for affordable logos and lettering, and stitch-on printing for high quality logos on construction screen.

Promote your business and partners

If you're required to put up a mandatory construction windscreen, you could use it to promote your products and services and the partners you work with. To do this, you can simply print your advertising on the screen. You can also print website and other pertinent contact information.

Showcase the project you are building

As well as using mandatory construction windscreen to promote your brand, you can also use it to showcase the project you are building. This could be a great way to connect with your customers and show them the work you do. For example, if you are building a new store, you can use the mandatory construction fence screen to showcase the design and features of the impending project.

Get the right print options for your construction fence screen

When it comes to printing your mandatory construction windscreen, you want to make sure you get the right print options for your preferred fabric. For example, if you want to print your windscreen with mesh,

you'll want to make sure the mesh is compatible with your printing process. If you choose to print directly onto the fabric, you'll want to make sure the fabric is thick enough to withstand exposure to sunlight and rain. If you want to use mesh fabric for your screen, make sure the mesh is UV resistant, heat and flame resistant, and meets high quality standards. Opacity rating should be considered as it's typically included in job site requirements.

Takeaway

Mandatory construction windscreens can be a great opportunity to connect with potential project buyers. They are also a good chance to market your brand name, logo and mission. If you're required to put up a windscreen, you can use that opportunity to show off your company name, logo and brand colors. You could also include contact information like your phone number, website URL and email address.