

Numbers and Insignia

Special points of interest:

- These are the same numbers used by all the professionals
- They are adhesive backed and do not require sewing
- Briefly highlight your point of interest here.

Sailrite Enterprises, Inc.

Numbers are almost always placed on both sides of the sail. Normally they are positioned from one-half to about two-thirds of the way up the sail (often between the second and third battens – sometimes over and under the third batten).

It is customary to place starboard numbers above port numbers. Numbers are also usually placed parallel to the seams and near the leech of the sail.

We like to lay the numbers out on the sail and pencil in the first three inches or so at their base. Then peel and fold back the paper along that

base section and position it over the pencil mark. Slowly peel the remaining backing from the number while smoothing the number on to the sail. The new adhesive-backed Dacron will stick very well so sewing is not necessary.

Note that positioning numbers over seams or any other stitched portions of the sail will impact the strength and durability of their adhesion (prolonged contact with the air makes the adhesive brittle).

Insignia must almost always be cut from “insignia material” that is purchased separately by the yard. Sailrite stocks

only a few precut insignia for the most common boats.

But it is easy to copy what is currently on an old sail and cut it out of the adhesive backed material (the same material from which numbers are cut) available from Sailrite. You will find that, if you hold the sail up against a window with the insignia material (paper side up) over the old logo, it will be possible to see and trace all round it. Keep in mind that the result will be reversed so use what you cut out on the opposite side of the sail.



Typical Number Placement. IC3 is Jeff Frank's C Scow in action on Maxinkukee Lake in Indiana



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This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark

their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.
