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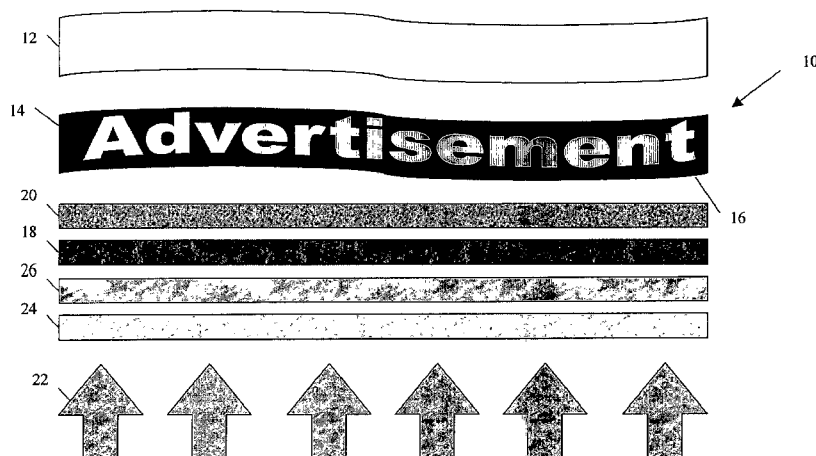
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(54) Title: IMPROVEMENTS TO FLOOR POSTERS



(57) Abstract: A display system, particularly for external floors (18) comprises a sealant layer (20) which is absorbed into, and seals, a floor surface. A poster or banner is adhered to the sealed floor surface and comprises a layer of displayable material (14) and a transparent protective layer (12). An adhesive layer (16) which may be pre-applied to the reverse of the displayable material and protected by a peel off strip, adheres the banner to the sealed surface.



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