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(71) Applicant (for all designated States except US): **FLOOR IMAGE HOLDINGS PTY., LTD** [AU/AU]; Level 10, 100 Walker Street, Sydney, NSW 2060 (AU).

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(72) Inventor; and

(75) Inventor/Applicant (for US only): **LEUTTON, John, F.** [GB/GB]; 193 Windlehurst Road, High Lane, Stockport, Cheshire SK6 8AG (GB).

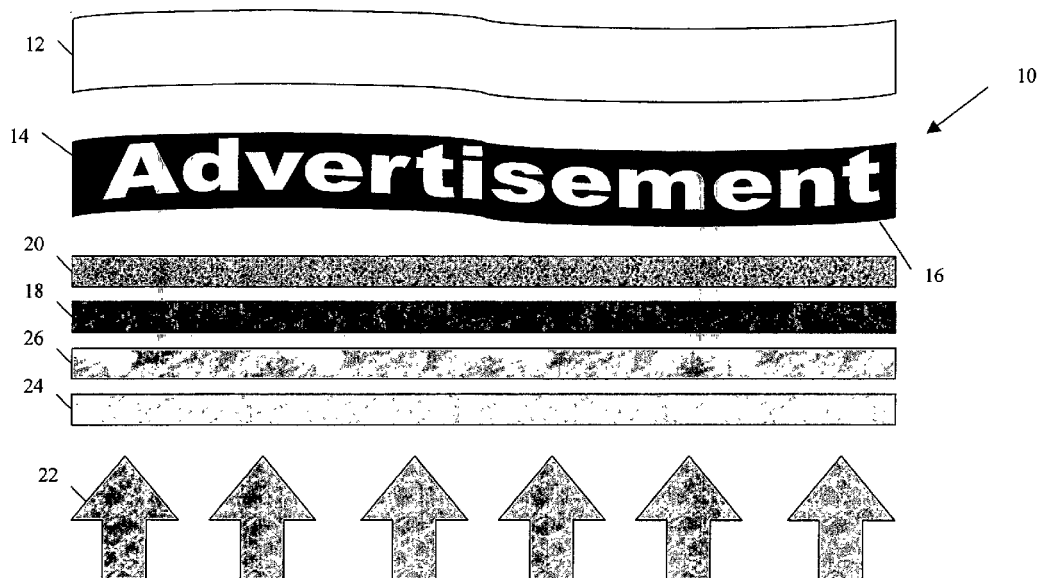
(74) Agent: **REDDIE & GROSE**; 16, Theobalds Road, London WC1X 8PL (GB).

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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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