



High-performance masts for the Beijing Olympics

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Deschamps' glass-reinforced polyester masts have been selected for the Beijing Olympics. This is the recognition of unequalled know-how and technical performance.

Deschamps today is part of that highly envied club of official suppliers to the Beijing Olympics: fifty of their masts will be deployed around the Hong Kong race track, scene of the horseracing events. *"In some ways, Hong Kong is a showcase for high-tech products. The fact our masts were chosen fits very nicely with our corporate values: innovation and the future,"* says with satisfaction Didier Blanchon, Chairman of Deschamps. The masts are made of glass-reinforced polyester (GRP), using low-pressure casting. This technique yields characteristics that are far superior to those of aluminium or steel masts. Indeed, GRP is light, bulk-dyed, it is nonconductive, cheap, it does not age and best of all does not rust.

Deschamps masts are designed so as to taper towards the top, which makes them more elegant than the usual cylindrical masts. In addition, they can support either a classic-style flag, or a banner measuring up to 6 by 1.5 m, hung on a 360-degree rotating brace. This post-and-brace model, used in sales (point of sale advertising, promos, etc.) is already in very wide use throughout Europe, particularly by car dealership networks, as well as fast food chains and a great many more networks with multiple points of sale. Deschamps has also invented and patented a sliding halyard system inside the mast. This enables one to raise or to change the banner by simply acting on the halyard, as opposed to what happens with all competing products where one is compelled to lie the mast down for the same operation. Lastly, Deschamps has just proven that the mast's wind resistance is over 300 kph without standard, while most aluminium masts break under 200 kph and competing laminated masts from 140 kph, i.e. little over 100 kph with standard.

In 1956, Deschamps was the first company in the world to manufacture GRP masts. On the basis of that know-how, the company is the sole mast caster in France and in the United States, as well as in China, where a few local metal mast manufacturers are beginning attempts to seek a way of making masts with polyester and fibreglass.



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About Deschamps

Established in France in 1956, Deschamps set up production facilities in the USA (Mebane, North Carolina) 3 years ago, and in China (Ningbo, Zhejiang) 2 years ago. All together, DESCHAMPS group can produce up to 30,000 flagpoles a year. At this time, DESCHAMPS Ningbo is seeking exclusive provinces distributors in China and exclusive importers for the rest of the Asian market (Hong Kong, India, Japan, Thailand, Korea, Singapore, Indonesia, Malaysia, etc.)