

Class 5d ~ Walking sandwich boards and other portable notices

Ideal for Pedestrian Environments

Sandwich boards or any other portable notices worn or carried by individuals are ideal for pedestrian environments such as shopping centres, pedestrian streets or transportation nodes and at events and exhibitions. It can be supplemented by the distribution of leaflets, product samples or discount vouchers.

Should it also be Allowed Outside Pedestrian Environments?

Apart from environments exclusively reserved for pedestrian use the [Draft Revised SAMOAC \(July 2008\)](#) also allows for the display of Class 5(d) signs on sidewalks, but all messages aimed at passing motorists shall be limited in extent and shall be legible in order not to become a traffic safety hazard. According to this draft document no person carrying such a sign shall be allowed on the surface or road island of any public road since this will not only endanger their own lives, but also the lives of motorists. This also includes beggars moving between vehicles at intersections carrying signs asking for money or other means of support.

However, it might be advisable not to allow any portable boards or notices outside pedestrian environments at all. Most local authorities already have their hands full trying to control people peddling all sorts of items at intersections illegally. This not only creates a traffic safety problem, but also increases the prospect of crime, such as car-hijackings and the smashing of car windows, at intersections. Municipal officials don't need to have their burden increased by having to check the technical details on sandwich boards displayed at intersections – with the carriers of such boards moving onto the road surface as soon as they turn their backs.



A more basic format of the traditional sandwich boards – posters without any support.



The South African version of the sandwich board (left) – a single hand-held board displayed in a standing or sitting position. The standing position becomes a bit of a hassle when you need to have something to eat (bottom).



The more sophisticated British version (below) – Promogroup's Promobanners strapped to the backs of Promopeople. These Promobanners consist of A1 size poster boards carried in an elevated position. The distribution of leaflets and other material ensures an interactive approach. Concepts like these implemented by the advertising industry may lead to the creation of much needed employment opportunities in South Africa.



<http://www.promobikes.co.uk/promopeople>



The most modern version – *Promogroup's Promoscreens* or video vests which can be displayed indoors or outdoors.

<http://www.promobikes.co.uk/promoscreens>



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