

## *Quick Facts*

### ***Why PolySign Products are a Good Investment...***

- PolySign is a product around which your unique look is created
- Proven in actual use for over two decades
- Not unlike other systems used in a facility, parts are always available for replacement and expansion
- Over 50 components, engineered for a specific purpose
- Looks good initially / Looks good for years to come
- Solid, "Architectural Quality" construction
- Effectively communicates your message
- Enhances your Facility/Corporate Image
- Easy to maintain and update as conditions change
- 7 Year Warranty - best in the industry
- Panels may be refurbished
- UL listed: Safer and Reduced Liability

### ***Why PolySign Products Last Longer...***

- Made from the best materials
  - Heavy Extrusions*
  - Non-corrosive Fasteners & Parts*
- Strong "Engineered Structures"
- Superior Finish & Graphics Formulated to withstand Harsh Weather & Environments
  - Fade Resistant*
  - Vandal Resistant*
  - Impact Resistant*
- Graphics Integral with Sign Face
  - Water Tight & Seamless*
  - No Possibility of Delamination*
  - No Compromise of Structural Integrity*
- Replacement Parts Always Available

### ***Why PolySign Products Function Better...***

#### *Non-Illuminated Versions*

- Anti-glare finish easier to read

#### *Illuminated Versions*

- Legibility Enhanced: Less Angular Distortion
- Better Contrast During Daylight Hours
- Less Halation: Controlled Illumination
- DayLite Feature: Optimum Legibility Both Day & Night
- Superior Lamps and Ballasts

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## Represents Your Best Investment

### What materials are used in making exterior signs?

Generally, in the area of "architectural signs", products are made of either aluminum or fiberglass or combinations of the two materials. Most sign products are "scratch built". That is to say each sign is made on a custom basis from generic materials to achieve a certain "look" at the lowest possible cost. A few manufacturers have developed a "systems" approach to exterior signs, with pre-engineered products that fill a broad range of applications.

The APCO PolySign Products incorporate both aluminum structure and fiberglass panels, using each material where it is most suitable. Sign posts and structural members are aluminum. Sign faces are fiberglass which offers a perfect surface upon which to apply background finish and graphics.

### The System

A Complete "System":

1. For two decades, PolySign has been used in facilities all over the world. The System consists of over 50 aluminum extrusions deliberately designed and engineered for one purpose.
2. PolySign Products have withstood the test of time under a wide range of environmental conditions throughout the world.
3. On-going factory testing, using Accelerated Weathering Equipment (QUV) insures continuous testing of materials and processes.
4. Maintenance: Only routine maintenance is necessary, with periodic replacement of ballasts and lamps. The maintenance task is minimized with ease of access.  
*Most aluminum signs are built to suit a given "look", with little regard for ease of maintenance and updating.*
5. Complete Maintenance Instructions and touch-up paints are provided with each order.
6. Change, updating and expansion of the System is easily accomplished with readily available parts from stock.

Illuminated Version:

1. All PolySign Products bear a unique UL Listing Label. The UL Listing embodies not only the individual components, but also the entire assemble product.  
*Many fabricators are either not authorized to apply the UL Label or charge extra when it is required.*

### The Investment

PolySign is a Good Investment:

1. A Sign System is a capital investment that should be evaluated just as any other major piece of equipment. In a sign system, assuming the product accomplishes basic objectives such as communication and image enhancement, one should look for products that are long lasting and flexible in terms of maintenance and expansion. You would never purchase a major piece of equipment without assurance that replacement parts and service would be available for the life of the product at reasonable prices.

*Exterior signs present the "first impression" of your facility. Signs that are deteriorating or reflect poor quality send a negative message about your facility and operation.*

2. Warranty: The PolySign Written Warranty is evidence of confidence and reliability. **Our Seven Year warranty is the longest in the industry.** Based on historical data, the product will last far beyond the warranty period.  
*A sign that needs to be refinished or replaced within a few years after installation is not a good value. Most manufacturers do not warranty their products longer than one year.*

### The Life

Extended Life Cycle:

1. The PolySign fiberglass sign panel is impact resistant. When hit by rocks or other projectiles, it is flexible and forgiving.  
*Aluminum tends to "retain" impact damage. It actually stretches and is permanently*

*disfigured when struck by rocks, mowers and the like.*

2. Fiberglass offers a high strength-to-weight ratio. To achieve similar strengths with other materials requires far more structure and labor.  
*Aluminum signs, especially those created from scratch, employ a combination of aluminum, steel and acrylic, which are usually welded, bonded, riveted and/or glued together. Large aluminum faces tend to "oil can".*
3. Fiberglass does not rust and corrode. All fasteners are non-corrosive.  
*Most aluminum signs have steel inner structures and fasteners that eventually rust and streak. Rusted fasteners present problems when servicing signs.*
4. PolySign Support Posts and Structural Components embody the heaviest extruded profiles in the industry. No compromise is made to reduce material to save costs in these critical areas.  
*Similar shapes and profiles look the same from the outside, but fail to meet requirements for windload standards.*

### The Finish

1. APCO uses only the highest quality acrylic polyurethane coatings, continually testing to insure both the coating and process produce the best possible product finish.  
*Most exterior signs are painted with lower grade paints, such as enamels and lacquers, that will fade, yellow, chalk and deteriorate quickly. This shortcoming is usually not detectable on the day of installation.*
2. Polyurethane coatings adhere more naturally to fiberglass.  
*Paint does not adhere as naturally to aluminum. Prior to painting, aluminum must be degreased, sanded or etched and primed. Any step not performed properly will lead to a coating failure. All APCO aluminum parts are sandblasted and primed with an epoxy prior to coating.*
3. Fade Resistance: All coatings contain UV blockers that extend the life of the product.

Our tests have proven that colors that typically do not weather well (reds and blues) perform exceptionally well using the superior PolySign coatings/processes.

- 4. Vandal Resistance:** Because polyurethane is a two-component, or thermoset material, graffiti can be easily removed using solvents *without* damaging either graphics or finishes. *Removing graffiti is more difficult, if not impossible, when graphics are cut out, as with similar internally illuminated sign panels.*
- 5. Durability:** Because background and graphics are integral, they are able to withstand weather, pollutants and daily wear and tear better than most any other sign product. *Cut out graphics require dissimilar materials -acrylic & aluminum- that expand and contract very differently with changes in temperature. This usually results in separation of materials, allowing the introduction of moisture, dirt and debris into the sign.*
- 6. A Semi-Gloss finish** provides the best compromise in durability while insuring legibility. *Many manufacturers offer a so called "matte" finish because flat finishes offer great hiding power for imperfections. Whenever you reduce the degree of gloss, you sacrifice years of weatherability. Imagine how poorly your automobile finish would survive the elements if the finish were matte rather than gloss.*

## The Graphics

*Intaglio (Integral) Graphics:*

- 1. Polysign Graphics** are integral with the sign face. *This process is not available with similar illuminated aluminum signs. For internally illuminated signs, graphics are first routed or cut out of sheet aluminum, then acrylic is glued or fastened to the back of the sign panel. Quite often you have seen examples of the center of letters such as "A" and "B" where the bullets or counters have fallen away.*
- 2. Graphics** are watertight and seamless. *Cut out graphics are often not watertight.*
- 3. Graphics** do not compromise structural integrity of the sign face. *Cut out graphics, depending upon size, can greatly weaken panel integrity and strength.*
- 4. Graphics** do not fade or deteriorate over time.
- 5. Graphics** are computer generated with a computer driven, razor knife. They are precise and crisp. *There are limits to both size and letter stroke when graphics are routed. Small letters are distorted because of depth requirements. Routed letters collect dirt and grime that*

*usually results in streaks down the sign panel.*

- 6. Legibility** is enhanced by easier reading from viewing angles. *Cut out graphics often create shadows due to recessed technique. Graphics can appear distorted when viewed from an angle.*

*Illuminated Versions:*

- 1. Halation**, the spill over of light from one letter to another, is minimized, as the translucent fiberglass panels are produced to specific requirements. Lighting is soft, consistent and even. *Aluminum faces with cut out letters are limited to the range of available translucent acrylic, where control of light transmission is not possible.*
- 2. Angular distortion** is minimized with graphics on same surface rather than inset. *Inset or cut out graphics can result in shadows that make legibility more difficult.*
- 3. Better daytime legibility:** Illuminated signs are viewed, for the most part, during daylight hours. A unique APCO process yields an "opaque" appearance when graphics are not illuminated. *Cut out graphics, using acrylic inserts, never yield good opacity when non-illuminated.*
- 4. DayLite Feature:** A proprietary process can provide signs with dark graphics on light backgrounds for daylight viewing and light graphics on dark backgrounds for nighttime viewing. *This process is possible with aluminum cut out graphics, but is not nearly as successful as with our process.*
- 5. Only High Output Lamps** and the finest Ballasts are used in PolySign Internally Illuminated Products.

## Other Considerations

**Recyclability:** Unlike aluminum, fiberglass may not be recycled. This has disadvantages, but also advantages. Aluminum signs lend themselves to theft because of the street value of the material. Fiberglass signs eliminate this possibility.

Fiberglass is so durable, sign panels are easily renewed and refinished to reflect new logos and graphics. A refinished panel can meet the standards of a new panel at a fraction of the cost.

*Aluminum panels with cut out graphics cannot be changed. And less expensive signs are not worthy of refurbishment.*

**Design Freedom:** Why reinvent the wheel? The PolySign System provides such a broad

range of pre-engineered components, the "looks" that may be created are almost unlimited. This design flexibility is available without the expense associated with engineering from scratch and with the assurance the product will meet performance expectations.

**Reordering:** Perpetuation of your initial investment is foremost when selecting an exterior sign product. Anytime after your initial installation, you may easily and economically order replacement parts and new sign units that match your existing system. APCO's system of documentation of data and specifications insures continuity.

*With signs built from scratch or signs built by a shop without the infrastructure necessary to maintain proper records, reorder continuity is nearly impossible.*

**EPA/OSHA:** We believe it is important to do business with companies that support and comply with EPA and OSHA Regulations. APCO regularly conducts voluntary OSHA and EPA inspections and takes pride in our programs that insure the safety and health of those who make the products we sell.

*Many small and some major sign manufacturers cut costs by not complying with OSHA and EPA Regulations. Proper disposal of hazardous waste is an expensive but necessary cost of conducting a sign manufacturing business.*



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