

# Specific Target



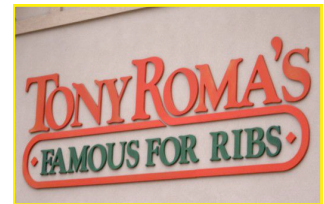
## Application: SIGNAGE & LOGOS

**The Challenge** - NEON signage is expensive and some communities are eliminating neon sign usage as they go green. Some communities limit the size of billboard type advertising, putting greater importance on distinctive building signage. Many commercial buildings already have flood lights for security reasons which also gives greater emphasis on building signage.

**The Solution** - Sign companies construct signage lettering and logos out of MDF board and/or expanded polystyrene foam (EPS) and then send the completed elements to a LINE-X shop for spraying. Signage can take any form - from flat to three-dimensional. LINE-X can be color coded to the customers' choice. LINE-X offers flame retardant coatings including a new Class 1 rated product meaning that even the strictest of building codes can be met for interior and exterior displays. An added advantage of sprayed EPS signage is the light weight of the finished product which makes installation easy.

**The Process:** The lettering is dowelled on the back side for easy attachment to structure. Both sides of the lettering/design is completely encapsulated for full protection from the elements. LINE-X coatings are able to withstand extreme weather without negative effect. Quick set-up time of 2-3 seconds allows LINE-X to be sprayed at any angle without any resulting drips, runs or sags leaving no limitations to design creativity.

**The Result:** A great looking finished product ready for installation and with a superb life-expectancy is what can be expected from LINE-X.



**Above:** Tony Roma's signage - 8 years post-application.



**Above:** MDF lettering and routed logo design coated with LINE-X.

**Below right:** EPS 3-D sculpture coated with grey LINE-X XS-152 and then custom painted.

**Advanced Protective Coatings**  
Contact: Paul De Smet

1862 Sparkman Drive  
Huntsville, Alabama 35816

Phone: (877) 330-1331  
commercialaps@line-x.com  
www.Line-X.com