



► FEATURE SIGNS, GLASS & ACRYLIC

4. LOOKING THROUGH THE GLASS

Whether at the office, home and function collection under the sun, Identity Matters' signage is glass that looks like there is no glass at all. It's virtually invisible and supports better business for clients and the business. This allows the viewer to see clearly through the glass without any interference from reflections.

The laminated glass contains two proprietary acoustic coatings. These transparent anti-reflection coatings work together to reduce a significant reduction in reflectivity to less than two per cent and sound with even less than the standard float glass, when viewed from both inside and outside.

In addition to its high clarity, laminated glass offers better thermal resistance, reducing heat loss by up to 50 per cent compared with standard glass. Other benefits include laminated glass, containing security, safety and damage protection, and superior acoustic control.

Laminated glass can be used for large scale applications such as retail shopfronts, showrooms, corporate lobbies and a host of other applications where anti-reflection glass can meet demands on optics, such as facilitating high view from apartments, hotels or restaurants.

For further information contact Identity Matters' on 1800 300 311.

5. A FOOT IN THE DOOR

When companies are working on signage, they often focus their attention on the retail frontage and overhead but forego the use of the entrance floor. The entrance to a shop or business is the perfect place to use signage as it is branding that everyone will see.

People naturally tend to look down as they walk into a new place as they want to check they won't fall over (and make a fool of themselves!). Place a sign at the point where everyone will see it.

Advertising at the entrance floor can also be effective for grabbing people who walk along with their head down while going past. Sometimes you can place a branded mat outside your entrance for even greater impact.

Branded floor mats are very practical for removing dirt from people's feet and helping reduce cleaning costs. There is a range of different options available depending on traffic, sun fade resistance, look and feel as well as the application technique of the logo.

Identity Matters manufactures logo branded signage style mats for large franchise groups, banks, car manufacturers (the dealers' entrances), and more. The mats can be an integral part of the signage or can be a practical and simple add on. The cost is dependent on size, artwork and quantity as well as the manufacturing technique. It can be as low as \$50 each or over \$1000.

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6. SIGN OF THE TIMES

When Identity Matters delivers its latest 3D, weather signs that could be called 'the sign of the times', we needed to look for the most innovative solutions, as well as be durable enough for periodic information updating of the signs. It turned to this feature information.

This feature delivers signage with LED technology, which makes it easy and easy to install and to update. Tools are needed. Materials can be done by simply attaching the LED strip, inserting the LED acrylic strip, attaching the acrylic strip, and supporting for the rest of the strip. The height and length of the information strip are made flexible.

The acrylic signage can be achieved by placing the adhesive strip where desired. The adhesive strip comes with double-sided adhesive on the back. An acrylic paneling and attaching according to the intended design. Signs can even be updated per individual according to user design, allowing the sign with graphics.

The acrylic sign offers the flexibility to accept a variety of input material such as engraving, vinyl, digital printing, wood, and photo cutouts, and the freedom to determine the height of each information strip.

It's offered in a different widths of custom made this entrance and any size lengths. Standard colors are grey and black for plastic and sign and other colors. Black and brushed stainless for aluminum and sign. Custom color, print or anything are also available.

The most feature acrylic signs are highly durable and can be used for many applications in showrooms, cafes, bars, restaurants, stores, supermarkets, services, hotels, theatres, theme parks, hotels and more, and their production.

Features and use finding applications include studios, health centres, banks, technology firms, insurance and mortgage companies, schools, general contractors, construction services and other fields, food and beverage, and sign is also available for creating and updating illuminated signs.

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