

VITREOUS ENAMEL SIGNS

THE SIGNAGE OF CHOICE FOR THE 21st CENTURY

DURABLE - FADE RESISTANT - EASILY MAINTAINED

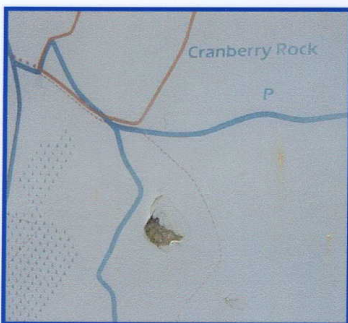


Modern Vitreous Enamel Signage



Antique signs - bright and vibrant

Signage is an important part of corporate branding and a tatty, dirty or faded sign will not help to promote this. Vitreous enamel is easy to keep clean - your signage will remain as good as the day it was first erected. No other material can compete with enamel for colour stability and durability, just look at the colours in the vast quantity of antique signs which still exist, some well over 100 years old, which are still bright and vibrant.



A chipped and faded plastic sign

Graffiti is a serious problem in our society, often seriously defacing or permanently damaging signs. The use of vitreous enamel to produce signs shows enormous benefits in resisting this scourge, as it is not affected by any of the materials that can be used to remove marker pen or paint. Its hardness - almost as hard as glass - will resist scratching much better than the alternatives and it is fully fire resistant which makes its use on underground rapid transit systems widespread. All of these properties make general day to day maintenance so much easier. A wash is often all that is needed to remove accumulated grime.

Other signage materials will fade and become dull, as shown by the plastic sign, which was almost unreadable. There are criticisms that vitreous enamel will chip. Yes, it will - but so will other materials if they are attacked with similar force. That same plastic sign pictured left is badly chipped.

To demonstrate the ease with which vitreous enamelled signage can be maintained and how easily graffiti can be removed, we subjected a sign to a severe test. We sprayed it with industrial yellow line paint, which is, by design, made to be tough, resilient and difficult to remove. It was then allowed to dry for 4 days. It could be wiped off with white spirit, but even on vitreous enamel this was hard work, so we used some domestic paint stripper. This "graffiti" came off immediately and a wash with clean water returned the sign to its former glory. The same procedure, when applied to signs finished in paint, made of plastic, screen-printed stainless steel or aluminium, sustain permanent damage typically as the plastic sign shown in the photograph.

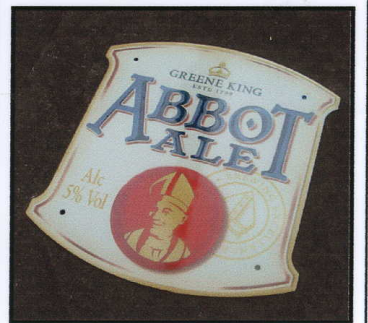
This simple but very effective demonstration shows the advantages of using vitreous enamel and why it is the finish of choice for quality signs in the 21st Century. Vitreous enamel is also used in other applications that are liable to attack by graffiti, such as panels on underpasses, tunnel linings on transit systems, shop fronts and public buildings all showing the benefits of using vitreous enamel.



Cleaning off graffiti



Application of Paint Stripper



Graffiti removed - no damage



The effect on a plastic sign

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