

## “Photopolymers are transforming tactile signage...”



Chances are, if your company has provided signs for any public building or facility, one critical deliverable was ADA-compliant signage. When it comes time to deliver ADA-compliant signage, the key technology for this is photopolymer, a photosensitive synthetic compound that hardens when exposed to an ultraviolet light source. “We would like to see designers take advantage of all the interesting things that photopolymer can do,” says Chris Corry of Welch Signage in Scarborough, Maine.

“Photopolymer, especially when combined with digital printing, has transformed conventional and ADA signage,” says Bill Baker, president of Park Place Signs in Hannibal, Missouri. “The materials we get from Nova Polymers can be incorporated into any design and help make signage more contemporary and visually appealing.”

According to Baker, designers often work with architects to make signage an extension of the overall building design. Sometimes this can be a reflection of the usage of rooms in a building.

For example, Park Place Signs recently supplied signage for a school using subsurface printing of artwork to denote the use of a given room. The art classroom used Van Gogh’s *Starry Starry Night*, while a boys’ locker room had a photo of a local sports hero. Both im-

ages were digitally printed on a Mimaki printer, and the signs included space for ADA-required text and Braille.

No matter the job, productivity and consistent throughput are critical. “Nova Polymers’s products are very stable and predictable and have a very low scrap rate,” says Mr. Baker. “Signage can sometimes be an afterthought in the construction process, which can give us some very tight deadlines.

“But if we use Nova’s materials correctly, we stay on schedule.”

### GOT BRAILLE?

For tactile signage, especially Braille, photopolymer’s characteristics give fabricators and designers nearly unlimited flexibility while providing a raw material that meets ADA regulations.

Commonplace in elevators, at office and restroom doorways, and more, ADA requirements encompass specifications for character size, spacing, and contrast against background colors, while ensuring that Braille characters reliably rise 1/32-inch off the base material. This is to help visually impaired people (those with visual acuity of 20/200 or less) read signage in public buildings.

In a broader picture, ADA-compliant signs with tactile letters and Braille will become more important as the Baby Boomer generation ages.

### THE POWER OF THE PACKAGE

Photopolymers provide the fastest and

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most cost-effective approach for producing attractive, durable ADA-compliant signage, especially when Braille is required. Nova Polymers offers a full range of materials, equipment, and supplies for photopolymer signage and offers a complete package for photopolymer sign production:

- ☞ *Workflow Manager Software*, developed in conjunction with CADlink, provides a solution that automates file creation for ADA-compliant signage;

- ☞ *InkStar Film Solution* for quality imaging and quick drying of negatives and positives;

- ☞ *Orbital X processor* that increases productivity with an integrated design and plain water washing;

- ☞ *Accucutter Shear* that reliably trims a finished edge on material up to 1/8-inch-thick; and

- ☞ *Kobo TC-851 hot stamp machine* for applying color or metallic effects to ADA-compliant tactile images.

A complete Nova Polymers package costs less than \$50,000, and the ROI can be similar to the revenue from

about 1,200 eight-by-eight-inch ADA-compliant signs—which may be just a few shifts of work in many shops.

And there are some tax advantages you can take to the bank.

A feature of the 2008 Stimulus Act, called Section 179, allows taxpayers to deduct the purchase, leasing, or financing of efficient new equipment on their income taxes, and this covers tax years 2015 and 2016. This presents an excellent opportunity to invest in a complete Nova Polymers photopolymer sign production package. For all the details, be sure to read the link featured in this piece directing you to a White Paper from Connect and to schedule some quality time with your accountant and tax advisor.

“Whether it’s products, supplies, or expertise, Nova Polymers has always provided the support we need,” says Ted Krause of Ability Signs in Justice, Illinois. “They know the technology and are always pushing to make it better, working with the materials companies and with designers and fabricators.”

—Mike Santos, Director of Marketing

For more information about photopolymers and Section 179 of the 2008 Stimulus Act, download the free white papers available at [novapolymers.com/resources/white-papers/](http://novapolymers.com/resources/white-papers/) or visit [ADA.gov](http://ADA.gov).

#### \* **Mysteries at the Facility Level**

Many facility managers do not understand ADA codes and often do not know where to find the answers. Nova Polymers provides continuing education for architects and designers through a quarterly ADA Webinar series and offers personalized Lunch & Learns that can be given at a sign maker’s facility.