

## Alas, sunscreen is not an option



The sun is the single most important factor in the longevity of outdoor signage. Its ultraviolet (UV) light causes color pigments to fade and plastics (including paints) to break down.

## MATERIAL DIFFERENCES

Signage durability is often at the mercy of the material selected. An aluminum sign, for example, should last 7-10 years. Another common material, medium density overlay panel (MDO), will probably not last quite as long, perhaps 5-10 years.

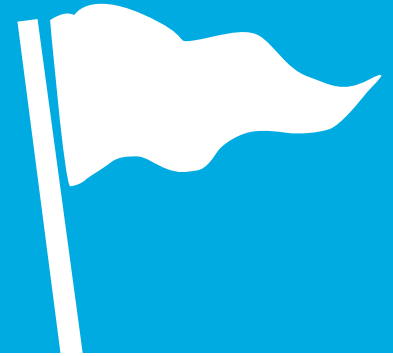
## Going the distance



Depending on the climate in your area, vehicle wraps usually last from three to seven years. A bonus? Sections can be readily replaced if you're in a fender-bender or if important information needs updating.

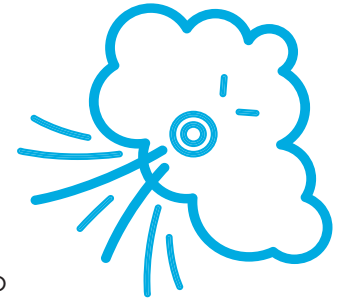
## Long may they wave!

Indoors, vinyl promotional banners enjoy an almost unlimited life. Outdoors, they typically last two to three years, depending on the severity of wind and weather in your area.



## New sign in the forecast?

Wind, rain, snow, sleet, freezing temperatures and severe storms can affect the longevity of your signs. Of course, so can any updates you make your to logo, typeface, colors or the nature of your business.



**Don't think of a monument sign (or any other sign) as a monument to your business.**

It's an investment in marketing that should change as you change so it accurately represents your current branding and style.

**For signage that lasts, see Image360 first!** A national resource with an extensive network of nearby Centers, we distinguish ourselves not only with comprehensive solutions, but also professional results.