

NOW AVAILABLE WITH BLUETOOTH®
SOUND AND VIDEO CAPABILITY
(SEE PAGE 3 FOR DETAILS)



IMAGELOC® DURABLE SIGN TECHNOLOGY



Photo credit: Washington State Parks

GOPHER SIGN COMPANY is a service-oriented sign company that has been producing aluminum, steel and plastic signs and related mounting hardware for over a century. We are recognized nationwide for our capability to produce traffic signs for municipal, county, state and federal government customers that are in compliance with the Manual on Uniform Traffic Control Devices. We also have a strong presence in supplying durable outdoor signs for downhill ski areas and alpine trails, and for producing stamped and/or embossed novelty license plates and signs for college and professional sports organizations, premium gift distributors and retailers.



ARCHITECTURAL SIGN PANELS



Designed by Harvey Advertising

TODAY, our in-house capabilities include graphic design, metal processing, embossing, composite board fabrication, specialty coatings, screen printing, wet enameling, flatbed inkjet printing and reflective materials lamination. Whether it's manufacturing colorful, aesthetically pleasing architectural signage, site signage, interpretive exhibits, trail maps, wayfinding signs, zoo and aquarium exhibits, or other signage utilizing our broad base of technology, we are committed to providing you with customized solutions to make your project successful.



Designed by Mainstreet Design

ZOO & AQUARIUM SIGNS



Designed by The Acorn Group

EXHIBIT/INTERPRETIVE SIGNS



Designed by K Design

WAYFINDING SIGNS



St. Paul Parks and Rec

MONUMENT SIGNS



Designed by Kaiser Design

SITE SIGNS



FIBERGLASS EMBEDDED



HIGH PRESSURE LAMINATE



IMAGELOC®

SUMMARY OF SIGN INDUSTRY CONSTRUCTION TECHNOLOGIES

Laminated Inkjet Signs

Typically printed on paper or vinyl and then adhered to a composite board material such as Dibond®. The sign is then covered with a clear plastic laminate to protect the graphics. These signs are prone to premature failure in a variety of ways, including delamination, fading, peeling, weather damage, graffiti and vandalism. Typically warranted for one to three years against fading only. Priced equal to fiberglass embedment and HPL signs.

Fiberglass Embedded Signs

Printed on paper and then covered with fiberglass resin. Print quality is good but the panels are easily scratched. The surface of these signs tend to deteriorate over time, especially in areas where the sign is exposed to direct sunlight. When deteriorating, the fiberglass breaks down, leaving the surface of the sign cloudy and obstructing the visibility of the graphics. Performs best in areas of shade or partial shade. Priced equal to HPL and laminated inkjet.

High Pressure Laminate (HPL)

Like inkjet and fiberglass embedment, HPL is printed on paper. It is then covered with multiple layers of UV laminate to protect the graphics from fading and vandalism. These layers of laminate do reduce the clarity of the underlying images. HPL manufacturing is a labor and manufacturing intensive process which contributes to its high cost. HPL signs are subject to fading over time, as well as peeling and delamination along the edge of the panels. Priced equal to fiberglass embedment and laminated inkjet.

ImageLOC®

Direct-printed onto a proprietary organic coating that is fused to heat-treated aluminum. Color vibrancy, image clarity and durability are all trademarks of this innovative technology. Highly durable in all weather conditions, ImageLOC® is warranted not to fade, crack, peel or delaminate for a minimum of ten years. A proprietary organic hydrophobic topcoating repels permanent markers, oil or water-based paints and much more, making it virtually graffiti-proof. It offers the lowest cost of ownership of any durable sign technology.

DEFINING CHALLENGES WITH OUTDOOR PHOTO-QUALITY SIGNAGE

Photo-quality images are far more sensitive to UV light than solid colors and, over time, can fade if they are not adequately protected. The process of creating continuous-tone, photo quality images on signs is typically done on a digital inkjet or dye sublimation printer. Whichever printing process is used, the printed image must be protected with an over-laminate material to shield it from UV, weather conditions, moisture, graffiti and vandalism. The challenges facing each sign construction process are summarized on the right.



FADED IMAGE



DELAMINATION



HPL PEELING IMAGE



Laminated to Dibond® or aluminum with clear over-laminate sheet

- Prone to UV fading after two to three years
- Subject to moisture intrusion and delamination
- No integrated mounting system
- Easily damaged by graffiti and/or vandals
- Price/value – short life span increases cost of ownership



High Pressure Laminate (HPL) or Porcelain Enamel

- Intensive manufacturing process (labor and equipment)
- Consumes high energy levels during production
- Material costs are high; porcelain - extremely high
- HPL utilizes formaldehyde in the production process
- Purchase price: HPL - high
- HPL has a tendency to peel as it ages



Fiberglass Embedded

- Subject to fading after five years in direct sun
- Tends to yellow with age
- With age, surface fibers compromise image clarity
- Purchase price is high



Sign by Artefact Design



Smithsonian National Zoo



Sign by Jane Rohling Communication Arts

IMAGELOC® ... A BREAKTHROUGH IN DURABLE, AFFORDABLE OUTDOOR SIGNAGE

After extensive research and development, Gopher Sign Company has developed a new approach to constructing durable outdoor photo quality signs that is more affordable and environmentally friendly than any of the alternative approaches. It involves proprietary imaging techniques, composite materials and organic coatings that combine to produce highly durable, photo-quality signs that are bright, vibrant, impervious to weather, graffiti-proof and scratch resistant. These signs, trademarked ImageLOC®, have a standard ten-year warranty on structural integrity and UV color fading. This only becomes possible through the use of our proprietary new printing technology.

Flipbook with ImageLOC® pages
Design by Georgia Dept. of Agriculture



PRINTING TECHNOLOGY

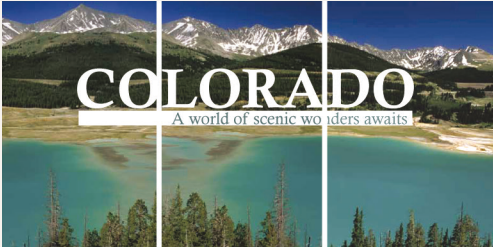
ImageLOC® is our proprietary new green imaging technology. It involves layering specially formulated organic materials onto an etched aluminum or steel surface to create a suitable substrate for our printing. No paper or film is used in the process. The sign is printed directly onto the coated surface of the aluminum, utilizing our proprietary printing and curing process to fuse the inks onto the surface of the organic substrate. A specially formulated organic topcoat is then applied which permeates the imaged substrate, forming a strong protective layer that locks the image in place. This creates a sign that is vibrant, impervious to moisture and weather extremes, graffiti-proof, vandal resistant and guaranteed for ten years for structural integrity and UV fading. Signs printed with ImageLOC® utilize a "greener" manufacturing process and have a considerably lower cost of ownership than alternative technologies.



ENVIRONMENTAL AWARENESS



COMPARING 5-YEAR RESULTS:

	ImageLOC®			HIGH PRESSURE LAMINATE SIGN			SIGN WITH CLEAR OVER-LAMINATE		
									
EQUIVALENT OF:	1 YEAR	3 YEARS	5 YEARS	1 YEAR	3 YEARS	5 YEARS	1 YEAR	3 YEARS	5 YEARS

TEST PROTOCOL: Images utilizing each of these sign technologies were printed and put into a UV chamber utilizing QUV-A exposure testing to determine each sign's resistance to UV fade over an equivalent five-year period. The exposure cycling included four hours of light cycle (QUV-A 340 bulbs at .77 irradiance), followed by four hours of condensation. Lab and delta E readings were monitored every 500 hours throughout the test.

INNOVATION AT WORK



BLUETOOTH® INTEGRATED SIGNS

Add a new dimension to ImageLOC® signs with iLOC-A/V™, an exciting new Bluetooth® audio/visual interface system. This system adds interest and realism to ImageLOC® signs by delivering high impact audio and video information on the viewer's cell phone, enhancing the educational value of each sign.

The key differences between this technology and all other microprocessor-based audio systems is that there are no buttons to break, no mechanical elements to malfunction, no expensive message development process, and no solar powered systems requiring installation and maintenance. The content of each sign is managed through a simple, cloud-based software system. A programmable beacon built into the ImageLOC® sign exhibit automatically interacts with any viewer's iPhone or Android phone that has uploaded the iLOC-AV™ app. Changing the message at each ImageLOC® sign is simple and can be remotely updated in minutes. There is virtually no maintenance on the signs as the batteries on the signs have a ten-year warranty and are shielded and protected by a NEMA tamper-proof box.



BRING NEW LIFE TO IMAGELOC® SIGNS
WITH iLOC-A/V™ — AN INTEGRATED BLUETOOTH®
SOUND AND VIDEO DELIVERY SYSTEM.

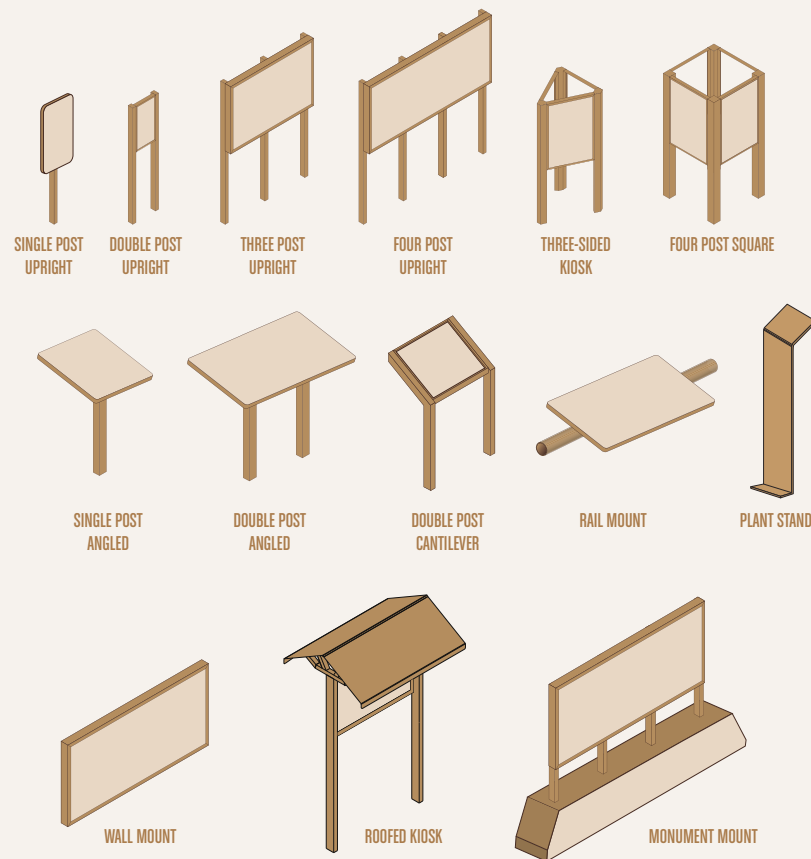
EXHIBIT BASES

Gopher Sign Company offers a wide assortment of durable heavy duty aluminum exhibit bases designed to highlight and display your graphic panels. The inherent strength of ImageLOC® panels, compared to other systems, eliminates the need for expensive framing systems during installation and comes with a 10 year warranty.

All of our exhibit bases are powder-coated and available for shipment within four weeks. We offer a variety of colors to choose from. Color chips are available upon request. Please note that some colors may add a few days shipping time to your order if they are not in stock.



Sign by U. S. Forest Service





GRAPHIC SUPPORT SERVICES

Gopher Sign Company offers a broad range of graphic support services. Whether your needs include value engineering a project, layout assistance, graphic design or prepress services, our team of digital professionals will help you achieve your goal. We publish a comprehensive, easy-to-read graphic guideline to assist you in getting quick answers to common questions related to the design of your project.

Through years of experience assisting our customers, we can tell you confidently that our pre-flight checks on the project, combined with our accurate proofing skills, help to ensure that there are no last minute surprises when you receive your signs. We are a tightly color-managed organization where we color calibrate all of our monitors and design software with the press. This assures that we communicate effectively to assist you in achieving your desired results.

SUPPORT SERVICES

CONTACT US

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Sign by Stone Imagery and The Acorn Group



EXPERIENCE THE DIFFERENCE

We are very aware of the many choices you have in terms of who you use to assist you with your signage needs, and we appreciate the opportunity to be considered. Let us demonstrate how our innovative technologies and comprehensive services can help you accomplish your sign objectives while stretching your budget.