

EC TRANSPARENT OVERLAY FILM

Day...

Or Night...



American Traffic Safety Materials (ATSM) EC Transparent Overlay Film is a cast film that is very easy to use. It can be applied to any reflective film to produce exceptionally bright, high-contrast reflective colors. Fast and versatile, EC Film allows you to use standard computerized graphics equipment to cut, weed and mask areas up to 60" wide. ATSM EC Film is one of the most cost-effective ways to produce small quantities of similar or identical signs.



Punched and Unpunched Roll Sizes

To accommodate all of the latest friction, sprocketed and flatbed plotters, ATSM EC Transparent Overlay Film is available in a wide variety of punched and unpunched roll sizes.

ROLL SIZE	PART NUMBERS	
	PUNCHED	UNPUNCHED
15" x 50 yds	V1171550	NV1171550
20" x 50 yds	-	NV1172050
24" x 50 yds	-	NV1172450
30" x 50 yds	V1173050	NV1173050
36" x 50 yds	-	NV1173650
48" x 50 yds	-	NV1174850
50" x 50 yds	-	NV1175050

RELIABLE SERVICE: At American Traffic Safety Materials "Service" means that we're here to meet your needs. We welcome your calls, whether you're simply looking for general information or placing a rush order. "Service" also means that you can always expect top quality and that your orders will be processed and shipped ASAP (usually within 24 hours)!

Film Colors



- 1171 - Yellow
- 1177 - Green
- 1172 - Red
- 1178 - Black
- 1174 - Orange
- 1175 - Blue
- 1179 - Brown
- 1190 - Worbouys Green

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Koningin Astridplein 5C
B-2018 Antwerp
Belgium



EC TRANSPARENT OVERLAY FILM

Day...



Today's Most Cost-Effective Alternative To Silkscreening Reflective Signs.

EC TRANSPARENT OVERLAY FILM

With ATSM EC Transparent Overlay Film you can accurately create multi-colored reflective signage at a lower cost.

Greater Durability Than Screenprinting

Easier, Faster & More Efficient Than Screenprinting

Computer Controlled Quality

Safer & More Environmentally Friendly

Repositions Without Wrinkling or Tearing

Reduces Reflective Film Waste & Inventory

Now you can be more creative & more productive while lowering your costs!

Computer technology has helped the sign industry become much more versatile over the years. These systems have given us the ability to quickly layout and produce a much wider range of high quality signage.

EC Transparent Overlay Film has been designed to work perfectly with existing computerized graphics equipment (friction, sprocketed and flatbed plotters). This not only saves you time and provides you with a better looking finished product, it's also the most cost-effective way to produce short runs of similar or identical signs.

Greater Durability

Designed to exceed the exterior durability of most screenprinting inks, ATSM EC Film matches the durability of the reflective roll goods you're using (based on the grade and color of the reflective sheeting). It resists peeling more effectively than cut reflectives, and because it's much thinner, it is virtually invisible, making cut-out letters much less susceptible to vandalism.



Fully Repositionable

Amazing, but true - ATSM EC Transparent Overlay Film is specifically formulated to be forgiving! It can be applied and, if need be, repositioned over reflective sheeting without wrinkling or tearing. Wayward applications can easily be repositioned, saving you both time and materials in the process.

Safer, Cleaner Workplace

Unlike screenprinting inks, ATSM EC Film requires no solvents, making it safer and more environmentally acceptable. Clean up and storage of solvents also takes time and presents some serious safety issues. Some states have even begun to limit and prohibit the use of many of these hazardous chemicals. Increasing environmental concerns offer very practical reasons for using ATSM EC Film - a safer, more efficient alternative.

Reduces Inventory

ATSM EC Film ultimately saves you money by reducing your inventory of reflective films. By stocking a variety of EC Film colors you no longer need to inventory large amounts of reflective sheeting. Available in a full range of standard traffic colors (see back page for details), EC Film can be applied to all grades of reflective film.

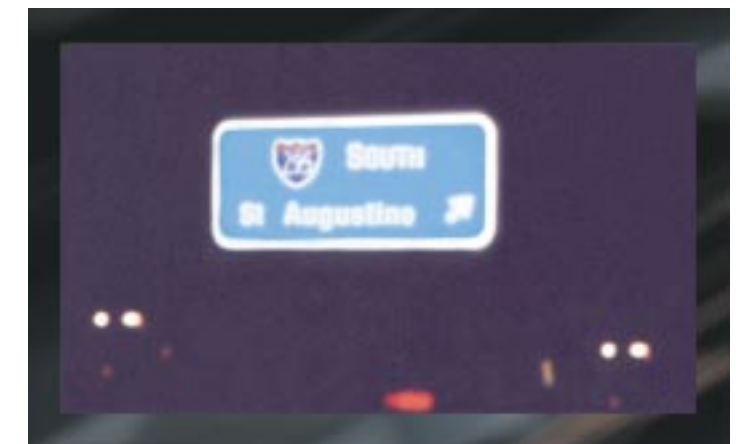
Using ATSM EC Film also reduces the problems that result from cutting some grades of reflective sheeting. Unfortunately, deterioration problems along the cut edges of reflective sheeting often mean costly repairs. EC Film is much easier to handle and it reduces the need to cut reflective sheeting.

For more detailed product information, please see the back panel of this brochure.

Crisp, Clean Art During The Day . . .



Bright, High-Contrast Reflectives at Night!



Please feel free to call us if you have any questions at all about today's most cost-effective alternative to screenprinting reflective signs.