



Stand out from the crowd  
Visual Communication & Retail



Perspex® Spectrum LED 1TL2, Photograph: ASG



Perspex® Prismex®, Photograph: Chaos Design Ltd

## Signs of the times

In today's world, everyone seems to be fighting for your attention. Brands simply cannot afford to blend into the background; they need to have impact. They need to catch people's eye and shout 'Look at me' from the roof tops. All over the planet businesses are developing new ways in which to get themselves noticed and experimenting with innovative new media.

Perspex® has, over many years, established itself an enviable reputation as one of the most creative, flexible and eye-catching products in the market for corporate imaging and signage. We're also constantly introducing new products and colours that open up even more possibilities. So if you're looking to push your ideas further, allow Perspex® to point you in the right direction.



Perspex® Spectrum LED Block 1177, Photograph: Fischer Licht & Metall GmbH & Co. KG



Retail display featuring Perspex® Frost  
Glacier Green 6121 & Chili Red S2 4120.  
Photograph: BoBo Design

## Your window of opportunity

It's been more than seventy-five years since Perspex® began making canopies for aircraft, and in the years since we've introduced all sorts of new colours, textures and effects. This constant stream of innovation provides a great source of inspiration to designers from many different industries: from automobiles and architecture to furniture and fashion.

Perspex® is also a highly versatile material: it can be lasered, shaped, machined, milled, and drilled; it can be formed, bent, printed, glued and polished. And it lasts too – Perspex® offers outstanding resistance to weathering in outdoor applications, so your sign will go on making an impact year after year.

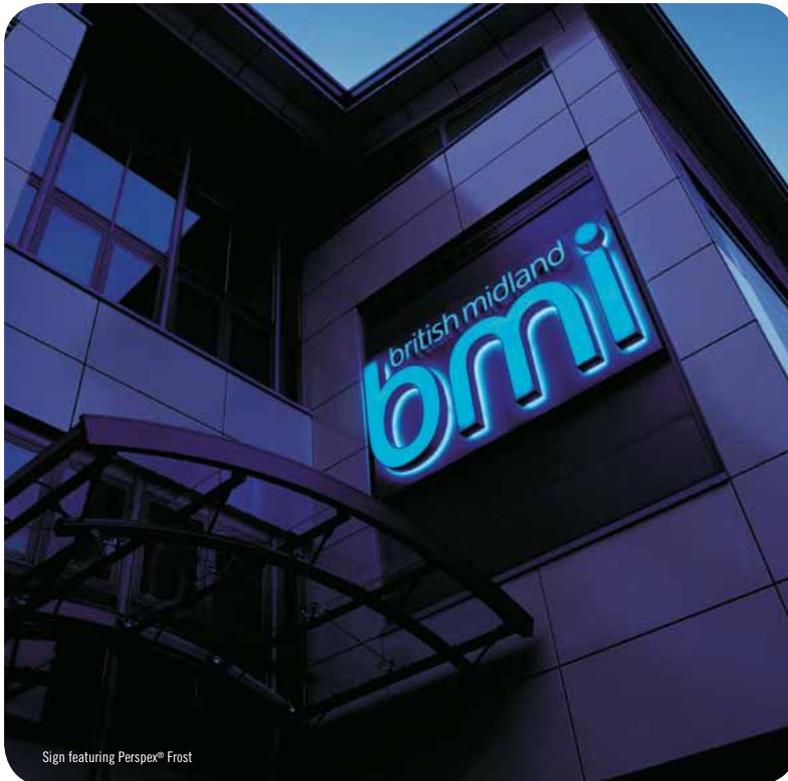
## Perspex® — quality performance

- Wide range of colours and effects
- Precise colour matching
- Batch-to-batch colour consistency
- Highly versatile
- Lightweight
- Very strong
- Exceptional optical clarity
- 100% recyclable
- Shock and abrasion resistant
- High tensile strength and rigidity
- Excellent weather and UV resistance
- Easy to clean
- Easy to repair



Restaurant sign featuring Perspex® Yellow 2252, Red 4112 & Opal 050





## Give your client the edge

**Fluorescent:** the fluorescent edge effect is one of THE most popular choices of designers and fabricators who want their ideas to stand out in a crowd. In retail display every inch of floor space is precious and POS displays need something extra to attract attention.

**Vario:** creates a sense of movement and energy. The variations of light and shade are almost endless and the edge colour changes as the angle of vision shifts. It is the ideal material for the most eye-catching displays.

**Impressions:** inspired by the emerging trend for greater depth in materials, both design and texture are inherent in the sheet. It offers designers, fabricators and the wider POS community a whole new realm of creativity.

**Frost:** one of our flagship products. The cool matt surface, with just a hint of lustre has been a real crowd pleaser since the original collection was launched. It is the ideal material for a range of POS applications.

The optical clarity of Perspex® also makes it the perfect choice for exhibition booths and art gallery cases, creating a strong and tough protective shield without visually impairing the display. Which is what really matters, after all.

So whether it's transparent, translucent, textured or gloss, with Perspex® your communications are guaranteed to be perfectly clear.





Retail display featuring Perspex® Fluorescent Acid Green 6T66,  
Photograph: Rousseau Designs

## See the light

If you're looking to really brighten things up then Perspex® Spectrum LED, which was specifically created to meet the needs of today's sign market, offers sign makers, specifiers and designers the possibility to enjoy the aesthetic, environmental and cost benefits of LEDs. And it is not only for signs – it is the ideal material for any illuminated application, including POS, directional systems, interior design and architectural pieces.

The possibilities for innovative back-lit signage do not end there. Perspex® Secret Sign changes from black to white when illuminated, and our patented edge lit technology for visual communications and lighting applications – Perspex® S-Lux, D-Lux and Prismex - gives you an array of opportunities to create signs with even more impact.

And that's not all - here are some other examples of Perspex® being used to great effect by brands and businesses.



Perspex® Spectrum LED Block 1T77, Photograph: Fischer Licht & Metall GmbH & Co. KG



Janus Bar, Dublin featuring Perspex® Frost, Photograph: Comco Plastics



Perspex® Prismex® display, Photograph: Chaos Design Ltd



TV screen backdrop featuring Perspex® Opal and Colours, Photograph: Rousseau Designs



Perspex® Fluorescent and Mario at EuroShop 2011

## This way to a brighter future

Our innovation isn't just limited to the products we sell – we're constantly looking for new ways in which we can improve our environmental standards. Since 1989 we've been continuously reducing our carbon footprint and maximising the impact Perspex® has on your business, whilst minimising the impact it has on the world around us.

Unlike most plastics, Perspex® can be recycled all the way back to its raw material state – regardless of colour or aesthetic effect. However, our environmental approach does not stop there – we are committed to reducing, reusing and recycling wherever possible.

**Reducing** – We are committed to actively reducing the amount of waste we generate across every aspect of our operations.

**Reusing** – The solid by-product from our manufacturing and packing operations is reused as a valuable raw material for other processes.

**Recycling** – All raw material waste from our sheet manufacturing process is recycled and reused, including providing recycled content in our sheet.



For further information about our green credentials and targets, please take a look at our environmental brochure: "Shaping a greener, brighter, stronger, more durable world".





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