



# **U3 THE LONGEST LASTING SIGN**



FADE FREE



RESILIENT



ANTI-GRAFFITI



FIRE RETARDANT



MARINE GRADE



ANTI-GLARE



LIFE TIME  
GUARANTEE

[www.identimark.com](http://www.identimark.com)

# **Identimark**



# THE WORLD'S LONGEST LASTING SIGN

**U3 Signs are proven to last a lifetime, resulting in longevity and zero maintenance.**

U3 sign's unique UV proof resin polymer material makes it the gold standard of signage material in the industry. Designed to prevent your safety messages from fading or breaking - for life.

**FADE FREE**

Keep your message clear and compliant

**ANTI-GRAFFITI**

Graffiti removes easily, zero maintenance

**FIRE RETARDANT**

Reducing vandalism opportunities

**MARINE GRADE**

Corrosion resistant for even the harshest environments

**ANTI-GLARE**

Easily readable in all lighting conditions

**LIFETIME GUARANTEE**

You won't need to replace a U3 sign



FENCE SIGNS



DANGER SIGNS



SOLAR ASSET LABELLING



GAS PIPELINE SIGNS

## Testing U3 signs

The fade-free properties of U3 signage perform under some of the highest occurring UV radiation levels on earth.

Allunga Exposure Laboratory is NATA accredited laboratory and they use the natural spectrum of light provided by the sun rather than artificial light sources to conduct their testing. This gives a more realistic simulation of natural weathering.

Find out more at [allunga.com.au](http://allunga.com.au)



Test sample having undergone accelerated testing



# SIGNAGE DURABILITY COMPARISON CHART

	U3 SIGNAGE	TRADITIONAL ALUMINIUM SIGNAGE	COLOURBOND SIGNAGE
Life expectancy	32yrs+ 400% longer than traditional signage	3 to 8 years	2 to 5 years
Guarantee	Lifetime*	Some product guarantee	Some product guarantee
Material thickness	3 - 5mm	1 - 3mm	1mm
Impact strength	Exceptional	Medium	Medium
UV Protection	Exceptional - fade free for a lifetime	Temporary 2 to 6yrs	Temporary 1 to 4yrs
Vandalism/Craffiti risk of damage to text	Exceptional - text is subsurface	Text is partly or fully exposed	Text is partly or fully exposed
Performance in heat	Exceptional - no change	Peeling/warping	Good
Corrosion resistance	Minimal or no corrosion	Some corrosion resistance	Steel based product quickly becomes corroded and deteriorates
Graffiti removal	Quick and effective - simply wipe off with no blemishes	Time consuming and often would result in sign replacement	Time consuming and often would result in sign replacement

## Cost savings over time with a U3 sign

Below is an example of a client's savings on U3 signage over 32 years.

Sign	Quantity purchased	Initial cost	Cost over 8 years	Cost over 16 years	Cost over 32 years
U3 Fade-free ID Sign, 120 x 230mm	1998	\$645,595.32	\$645,595.32	\$645,595.32	\$645,595.32
Traditional Sign, 120 x 230mm (lasting 8 yrs)	1998	\$617,382.00	\$1,234,764.00	\$1,852,146.00	\$3,086,910.00
*Based on cost of \$300 per installation/replacement for transmission tower signage (includes labour, admin, land permission, travel costs etc)		Savings on U3 sign costs over 32 years: <b>\$2,441,314.68</b>			

# Why U3?

## When it has to last



### Save time

Zero maintenance and zero defects to replace.



### Save lives

Fade-free sign, always readable.



### Save money

Most cost effective solution over the life of the asset.

## SOME OF OUR CLIENTS THAT BENEFIT FROM U3 SIGNS

Transgrid  
Powerlink  
ElectraNet  
AusNet

Meridian  
Tasnetworks  
Western Power  
Transpower

Downer  
Unison  
Horizon Power  
UGL

SA Power Networks  
Energex  
Powerco

## Identimark Capabilities

### Services Include

- On-site consultation and audit of signage
- Recommendations and proposals including timeliness, costings, design, production, delivery and installation
- Programmed maintenance, reviews and management

### Key Strengths

- Experience across all labelling and signage
- Compliance with AU standards
- Design flexibility
- Signage and labelling system that last the lifetime of the asset
- Scientifically-proven materials