

Reference

PLEXIGLAS®

New LED Signage Installed at Over 200 Retail Locations



Market segment
Lighting Technologies

Location
The first set of new channel letters for an OfficeMax store near Cleveland, OH

Product
PLEXIGLAS® LED, white

Selection criteria
– provides a frosted appearance, no hot spots,
– unique optical properties that evenly diffuse light without the use of a diffuser film, making it ideal for backlit applications

Fabricator
Sign manufacturer North American Signs (South Bend, IN), created and managed the installation of new exterior signage at over 200 locations nationwide.



Description of the application

Seeking an innovative material to create large-format LED channel letters, North American Signs found that PLEXIGLAS® LED diffused sign grade offered the unique combination of aesthetics and performance necessary for the project. For the face of the signs to truly stand out, the firm needed a material that could not only withstand exposure to the outdoor environment, but also provide high light transmission and create a unique lighting effect able to grasp consumer attention.

The acrylic sheet incorporates a textured surface that works to hide scratches, enhancing the service life of exterior signs that can be exposed to debris and other environmental elements. To spell out the OfficeMax name in large-format channel letters, North American Signs would start with a CNC-routed aluminum back for each letter. The company then fabricates the returns, or sides, of the letters by bending aluminum coil stock to appropriate shapes. These aluminum sides are painted white on the inside and black on the outside to maintain the brightness of the interior LED cavity while showing a black appearance on the letter surface.

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