

Digitally Printed Wayfinding Signage

Project: George Bush Intercontinental Airport | Houston, Texas



Images from <http://www.fly2houston.com/iah>

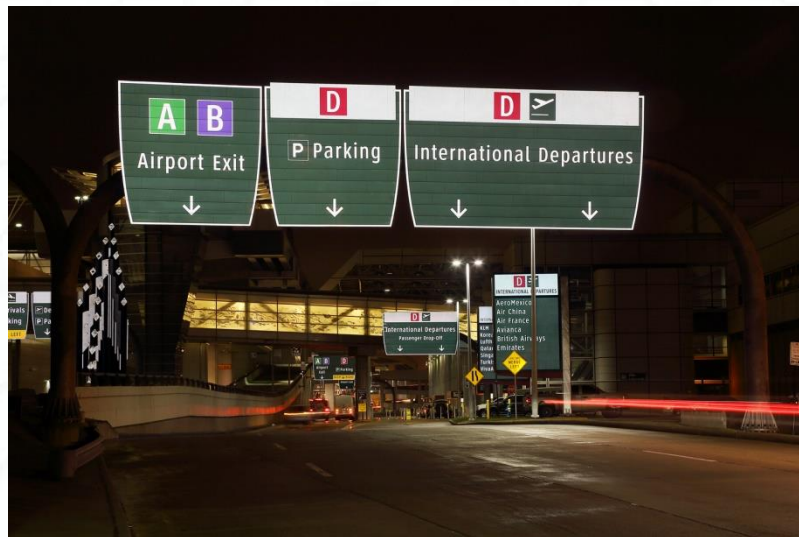
Airport roadways frequently require drivers to make instant decisions. As the 5th busiest airport in the United States, serving over 40 million passengers in 2014, providing travelers with clearly defined decision points is crucial at George Bush Intercontinental Airport.

Deceptively simple in appearance, effective airport roadway static signs quickly communicate several underlying messages. Consistent wayfinding signage commands the driver's attention, not only to ensure safety and ease of roadway usage for the driver, but to also reinforce the airport's unique brand identity. Positive guidance in wayfinding is essential for managing the traveler's expectations of the overall airport experience.

High visibility is a key factor in channeling the airport's message to the traveler. Image-enhancing, full-color graphics integrate superior retroreflectivity in digitally printed signs. The process works by digitally printing custom sign layouts with special 3M™ UV-cured inkjet inks. The ink is printed onto high-efficiency, microprismatic 3M™ Diamond Grade DG³ Reflective Sheeting, then overlaid with a transparent protective acrylic, 3M™ ElectroCut™ Film. The recommended substrates, found to be most reliable and durable, are properly prepared aluminum sheets and extrusions.

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The high-quality digital printing process allows custom graphics, logos, colors and graduated tones, as well as standard colors, and 3M™ offers an industry-leading 8-year warranty for custom colors. The resulting signs provide superior brightness, both day and night, eliminating the need for auxiliary lighting, and giving a long-term retroreflective performance that will exceed MUTCD retroreflectivity requirements for up to 12 years.*



Images from 3M™

*For 3M™ Diamond Grade™ DG3 Reflective Sheeting performance and base-sheeting warranty details, see 3M™ Product Bulletin PB4000.

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Images from 3M™

Digital printing onto white base sheeting offers a wide-ranging spectrum of transparent, custom colors, as well as standard traffic colors (red, yellow, green, blue, brown, purple and black). Fluorescent base sheeting is also available with digitally printed black (opaque) copy.

The diversity of custom graphics and color options, along with maintenance-benefitting long-term retroreflectivity and durability characteristics, creates an alternative suitable for municipal requirements and specification standards.

Digitally printed signage is now being utilized in typical Department of Transportation (DOT) standard and guide signing applications, with digital printing usage being specified and listed as an accepted alternate approved product.



Image from Interstate SignWays



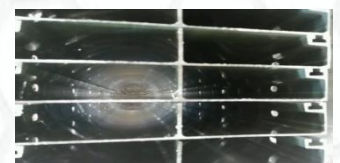
3M™ UV-Cured Inkjet Inks



3M™ Diamond Grade™ DG³ Reflective Sheeting



3M™ ElectroCut™ Film Series 1170



Heavyweight 12" Extruded Aluminum Panel

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About 3M Traffic Safety and Security Division

3M Traffic Safety and Security Division is a global leader in developing products, systems and services for the transportation safety, vehicle registration and management, identification security, electronic monitoring, and library markets. A traffic safety innovator for more than 70 years, 3M technologies are used to produce high performance prismatic reflective sheeting for traffic signs, a full portfolio of bright and durable pavement markings, reflective materials for work zone applications, and roadway asset management systems and services. For more information about 3M's traffic safety solutions, visit www.3M.com/roadwaysafety.

About Interstate SignWays

Interstate SignWays is America's largest guide sign manufacturer, and experts in the fabrication of custom architectural and wayfinding solutions. Established in 1959, Interstate offers a 170,000 SF production facility and combined employee experience of 700+ years. Interstate has successfully manufactured wayfinding signage for many airports, including, but not limited to: Dallas-Fort Worth, Houston, Orlando, Atlanta, Colorado Springs, Phoenix, Kansas City, St. Louis, New York, Charlotte, Tampa, and Jacksonville. For more information about Interstate SignWays, please visit www.interstatesignways.com.

Sources:

<http://www.fly2houston.com/iah>About-IAH>

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