



MAXX-Brite Frequently Asked Questions

Is MAXX-Brite the same as other channel letter coil?

No – MAXX-Brite uses an exclusive highly reflective paint system on the backside, or interior side of the letter, which improves its performance.

What are the benefits of MAXX-Brite?

MAXX-Brite will provide a “brighter” letter when equal light sources are used over standard channel letter coil without the added cost of additional paints or films.

Does MAXX-Brite work with both neon and LED?

Yes – MAXX-Brite was designed around the emerging trend of LED and performs at a higher level in independent lab testing.

Is MAXX-Brite flat sheet recommended for the letter backs?

Yes – To achieve the full benefit of the product, standard MAXX-Brite flat sheet is recommended.

Are other materials available that achieve the same increased “reflectivity?”

While there are other materials that will achieve the same performance, each requires additional manpower to apply and adds material costs to the letter/sign.

What sizes are available?

MAXX-Brite is available in both .040 and .032 gauges. Standard widths are 5.3” and 8.3”. Standard lengths include 270’, 500’ and 1000’. Special widths and lengths are available upon request. Contact your local representative for special pricing and availability.

What colors are available?

.040 = Gloss Black, White, Bronze, Red, Green, Blue, Ivory, Yellow and Matte Black

.032 = Gloss Black, White and Bronze

Custom colors are available upon request. Contact your local representative for special pricing and availability.



MAXX-Brite Frequently Asked Questions

Will Amerimax sell direct to large sign shops?

No – Amerimax will not sell material direct to businesses that are involved in selling and installing signs.

Does MAXX-Brite have a written warranty?

Yes – MAXX-Brite has a 10-year limited no-chalk, no-fade written warranty.

How are MAXX-Brite coils packaged?

Standard .040 and .032 x 5.3” coils are boxed. All other size coils will be shipped on a skid.

Does MAXX-Brite have a protective masking?

Yes – The exterior side on both coil and flat sheet have a protective masking applied.

Are MAXX-Brite coils shipped with coil cores?

Yes – All MAXX-Brite coils are produced with cardboard cores to ensure all metal is usable and no damage occurs to the inner wraps.

Does MAXX-Brite require any special handling?

No – MAXX-Brite channel letter coil is used in the same manner as other channel letter coil.

Can MAXX-Brite be used with automated channel letter equipment?

Yes – MAXX-Brite can be used with all known automated channel letter forming equipment.