

The How-To Magazine

Sign Builder

ILLUSTRATED



Sundowner

TRAILERS

Put On Your

Best Sign Face

- ▶ Awning Installations
- ▶ Etched Glass

Around the Industry

MAXX-imum Output

Located in Plano, Texas, Amerimax Building Products offers many sign-related materials. One in particular is called MAXX-Brite™, an aluminum channel letter coil and flat sheet product that's being used by a variety of sign makers across the country. This item features an exclusive high-reflective paint system on the interior side of the coil, as well as a flat sheet.

The combination of the gloss level and the paint finish helps to reflect more light out of the letter (can) than is absorbed. According to the company, this paint system "promises to produce a brighter channel letter that works with both LED and neon."

According to the company, MAXX-Brite helps to evenly light the entire face of the letter, thus eliminating hot spots and shadows. "Using MAXX-Brite will not cost more more than using average painted coil," explains Nancy Rapp, marketing representative for Amerimax Building Products. "But it comes with the added benefit of the light-enhancing properties. Using a light-enhancing film is time consuming. It can take fifteen minutes or more per letter to apply the film to the inside of the letter."

But just who exactly is using the MAXX-Brite product? And more importantly, how are they using it?

One such user is The Channel Letter Company (TCLC), located in Birmingham, Alabama. This *whole-sale-only* manufacturer has been in business since January of 1996, and its president, Steve Metheny, has been involved in many aspect of the sign industry for over thirty-five years.

Currently housed in a 46,000-square-foot facility, the company uses computer-operated bending equipment, as well as being able to bend custom-fabricated letters by hand. Their customer base ranges from the smallest of individually owned sign companies to some of the largest sign companies in the United States. (They have even shipped letters to Canada and South America.)

After hearing recommendations from other channel letter companies, "we're currently using MAXX-Brite aluminum coil in the production of our channel letters," states Costs and Estimating Manager Barry Moore. "And we're using Amerimax flat sheet for the back of our channel letters."

"With our customer base, we have the opportunity to discuss with our clients and competitors up-to-date materials and products within our industry," continues Moore. "In many cases, while quoting large projects for national sign companies, MAXX-Brite will already be in the specs."

"In the channel letter business, we have several occasions where a letter may be too narrow for a light source," explains Moore. "We've been using MAXX-

Brite's coating so these areas will not appear as dark. In some cases, we'll also use it to allow us to build the letters without having to increase the width of the stroke or paint with a light-enhancement paint. This will eliminate a process for manufacturing."

At the present time, TCLC has used MAXX-Brite in a large number of projects across the country (some of them multi-million dollar ones).

Another MAXX-Brite user is Dwayne Clein Signs, headquartered in Miami, Florida. This nationwide wholesaler specializes in manufacturing channel letters and reverse channel letters directly to the trade. They have been using MAXX-Brite Channel Letter Coil on all the returns (sides) of their channel letters for the last year-and-a-half.

"It helps to reflect more light inside our letters when using neon illumination," explains Owner Dwayne Clein, about why he's using this channel letter coil. Although Clein can't disclose in detail any of the projects he's worked on with this product (due to possibly jeopardizing some accounts), he does reveal that they "build upwards of 3,500 to 4,000 signs a year with the coil."

With offices in Los Angeles, California, and Nashville, Tennessee, SignResource is one of the largest national manufacturers of brand identification products. The company currently manufactures and sells identity products such as pylon signs, awning and fascia systems, monument signs, channel letters, wall signs, neon signs, interior signage, and point-of-purchase displays.

The company also uses the MAXX-Brite Channel Letter Coil. Both offices utilize it for all of their channel letter products—including logo identification and single-face sign construction.

In addition, some channel letters have small spaces that are difficult to get neon or LED into because of the limited space. "MAXX-Brite works very well with small letters," states Doug McGhee, vice president of engineering and materials at SignResource. "Lighting with neon can prove to be very challenging for small letters with acrylic faces. The 30 percent increase in brightness helps uniformity of light across the letter stroke."

With white LED moving into mainstream channel letter manufacturing, the use of highly reflective coatings is a must," continues McGhee, describing why his company has chosen this product. "MAXX-Brite is making this transition faster and more effective."

For more information, about this product, call 800/448-4033 or log on to the company's Web site, located at www.amerimaxbp.com.

— With additional reporting by Lori Andreozzi