



Arizona Desert Puts the New Abrasion Guard SPF Foil to the Extreme Test

Product Spotlight:
Gerber EDGE® foils

Arizona is brutal on signs. Charles Johnson of Auto Trim Design and Signs of Tucson reports that *“The arid environment of Arizona knocks off 1 ½ years from the durable life of a project unless you protect it from the elements.”*

Signs that experience frequent handling and get outdoor exposure, even in the desert, are no trouble for Gerber’s new Abrasion Guard SPF (Sign Protection Formula), a UV-resistant protective foil with years of Gerber experience and research behind it.



The Abrasion Guard SPF is the perfect protective foil for use with Gerber’s EDGE FX, and Johnson notes, *“I don’t want to turn out a product that will fail prematurely, so even if the customer doesn’t want to pay for laminate, I apply the Abrasion Guard SPF. It only takes a minute and it not only protects the sign, it protects my reputation. The low material cost makes it possible for me to use it frequently, even if I have to absorb the expense.”* It’s the perfect product for signs and decals that face the glaring Arizona sun.

Abrasion Guard SPF’s reviews are no surprise. As Gerber’s Gary Soltoff observes, there might be other products on the market, but *“this is the product worth waiting for”*. He reports that *“the science we put into developing this UV protective foil, and the many years we worked to get it just right have created a product that not only provides superior abrasion protection, but now it can give your signs UV resistance as well, greatly prolonging the vivid colors of your signs and decals”*. That’s why any job that gets outdoor exposure is a great opportunity to use Abrasion Guard SPF.

Johnson uses the Abrasion Guard SPF often for magnetic signs for cars and trucks. The UV protection is great for keeping a company’s vehicles looking clean and crisp. They also use the Abrasion Guard SPF every time they print using metallic foils, to protect the finish. A recent job for a fence company was a great example of the vivid look the Abrasion Guard SPF provides.

Even meticulous jobs are no problem for the Abrasion Guard SPF. A recent job making small overlays for LED gauges for aircraft showed off Abrasion Guard SPF's spotless performance. Not only will it protect the overlays from the UV exposure in-flight, Johnson notes *"their slightly matte finish reduces glare to make the displays easier to read."*

Johnson has used other products that say they are UV resistant, but not only did they underperform in that area, they also had difficulty bonding to the substrate material. He had to use the hottest setting to accomplish bonding when using other similar products, otherwise they would flake and separate. Johnson has never experienced that problem using Abrasion Guard SPF.

While new customers might be pleasantly surprised by the durability and ease of use with the Abrasion Guard SPF, Charles Johnson is not.

"Even the old Abrasion Guard didn't claim UV protection, but it worked better at keeping colors fresh and bright than other companies' products that DID claim UV protection. We've been using Abrasion Guard for years on everything so our work would hold up in this climate, but now that the Abrasion Guard SPF does both – UV protection and abrasion resistance – it's the product I'm going to use all the time."



Arizona's punishing climate is just one more environment that proves Gerber's Abrasion Guard SPF stands up to all the extreme conditions your outdoor jobs throw its way. For information on how to get Abrasion Guard SPF for your next important job, contact your local Gerber Distributor or visit www.gspinc.com.

©2008 Gerber Scientific, Inc. All Right Reserved