

Euroll chooses Lexan* optical bright sheet for its ADDscreen® roller to turn roll-down security shutters into advertising billboards

SABIC Innovative Plastics' new Lexan SG305-OB sheet provides great security & hiding power while allowing advertisements & sign graphics to be rear-projected onto the sheet

Many retail stores, ticket booths and other businesses protect their space and contents after hours with security shutters that roll down over the entrance. Seeing an opportunity to use this blank expanse for advertising, Euroll – an international company with manufacturing facilities in the Netherlands and United Kingdom, and sales offices in the United States, Turkey and Spain - sought a material that would enable creation of a new type of roller shutter. Euroll worked with ADDscreen to design a unique shutter system that consists of a transparent new optical bright Lexan polycarbonate (PC) roller curtain, which can be made to measure and provide a high level of security, while maintaining an attractive shop front. This is an excellent alternative to ugly, closed steel roller shutters, while providing the same burglar resistance, if not better.



Challenge

A secure shutter displaying eye-catching signage

Advertising is constantly finding its way onto new surfaces. Trains and buses are “wrapped” in graphics, and images are projected onto subway tunnels as passengers move past. Euroll saw a similar possibility in the roller shutters it produced to protect stores, ticket windows, and other businesses after hours. By replacing steel with the right material, blank roller shutters could be transformed into billboards for a variety of promotional information.

Instead of metal or clear PC panels, ADDscreen shutters come with specially developed sheet projection panels. With these panels, projection from the inside-out is possible. In a lot of situations, it is even possible to keep the existing roller track construction. By changing the shutter screen to an ADDscreen, the costs can be minimized.

“We saw an opportunity to help our customers continue their marketing and advertising efforts after business hours by replacing a forbidding, blank space with inviting, bright advertising,” said Fred van der Kort, Director of Euroll. “With this new shutter system, the shop owner is able to connect the projection equipment to a PC and

advertise by projecting text, images or video on the ADDscreen. Also available is specially developed ADDpoint® software based on PowerPoint, which makes developing content, very easy for the shop owner.” Software applications make it possible to use dynamic content from databases and even Short Message Service (SMS) feeds in PowerPoint. “But, most importantly, finding the right material for these new shutters was the critical issue,” van der Kort added.

Among the requirements for the shutter material were impact resistance for security, optical brightness combined with uniform light diffusion, excellent resistance to weathering and UV light and ease of fabrication.

Solution

Lexan SG305-OB sheet for the innovative ADDscreen shutter

Euroll selected Lexan SG305-OB PC sheet, which met all the company’s requirements for this new application. Lexan SG305-OB sheet, unlike conventional sign products, offers uniform light diffusion to eliminate light-emitting diode (LED) “pinholes,” and provide an even view of light sources and superior light transmission for exceptional optical brightness at lower energy

Lexan* SG305-OB sheet / Euroll ADDscreen®

costs. In fact, the 2mm and 5mm thicknesses of Lexan SG305-OB sheet boost light transmission to more than 50 percent vs. competitive materials like polymethyl methacrylate (PMMA) that allow only about 25 percent.

The new white sheet grade, which has a matte finish on its outward-facing surface to reduce reflections, also provides excellent UV protection on both sides as well as the renowned impact resistance of tough, virtually unbreakable Lexan resin. Lexan SG305-OB sheet comes with a 10-year limited written warranty.

Euroll created the ADDscreen roller shutter, which consists of horizontal strips of Lexan SG305-OB sheet connected by aluminum hinge profiles. Heavy aluminum side profiles retain the PC strips, and a rubber bottom strip buffers the shutter upon closing.

Benefits

Unsurpassed optical quality for bright, colorful ads

ADDscreen is a unique and innovative product that turns unattractive shutters into aesthetically pleasing marketing tools for customers – without losing the basic security features.

Lexan sheet helps Euroll's customers benefit from attractive and eye-catching advertising on previously unused space. "This concept has enormous potential for advertising and marketing products and services in shopping malls and similar

areas while at the same time providing aesthetically pleasing security shutters," said van der Kort.

"Lexan SG305-OB sheet provides excellent light transmission without bright spots. It is also easily fabricated, allowing custom configurations. And because Lexan sheet is practically unbreakable, customers have peace of mind about security."

Euroll ADDscreen shutters with Lexan SG305-OB sheet are generally specified for retail shop windows, exhibition areas and arcades. In such locations the shutters provide the dual benefits of after hours security plus access to the shop window advertisement. Also, these shutters can be used in town centers, where the addition of illuminated advertising makes streets brighter and, in turn, safer after dark.

Details and video at
addscreen.com

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Jan./2007