

## INDUSTRIAL SIGNS PRODUCED WITH LIGHT AND WATER

Signs • Labels • Decals • Nameplates • Plaques and Awards  
 Equipment Tags • Barcode Labels • Panel Fronts...and more!

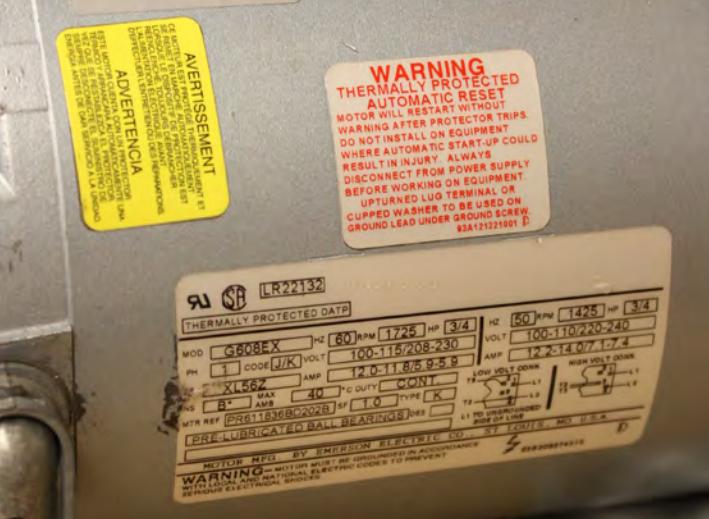


Use ID-MARK to create transparent door or window decals.



"On-demand" and "just in time" for all your in-plant operational needs.

Directional nameplates are clear and recognizable



Equipment Tags - Create serialized rating plates.

ID-MARK ensures safety signs are prominent throughout your operation.



# WHAT IS ID-MARK?

ID-MARK is a breakthrough desktop imaging technology. It is a photo-sensitive, water processed imaging material. Create high-quality, durable, custom images in minutes. ID-MARK is used to produce a variety of identification and recognition products including signs, labels, awards, plaques, nameplates and more. Create your own products with simply an ultraviolet exposure device and water!

## FAST

Produce a finished product in less than 5 minutes.

## SHARP

ID-MARK offers exceptional resolution capability. Create ultra-fine detail photos as well as detailed diagrams and charts with fine lines.

## CONVENIENT

ID-MARK sheets come in a variety of sizes, thicknesses and colors. All ID-MARK materials come with a high-performance, industrial-grade pressure-sensitive adhesive backing for easy mounting and finishing.

## SAFE

With ID-MARK there are no processing chemicals.

## ECONOMICAL

Create all types of identification products economically, from prototypes and one-of-a-kind projects to short run production requirements.

## ATTENTION DESIGN & PROTOTYPE ENGINEERS

Develop quick and professional instrument and control panel options with ID-MARK. Use ID-MARK to test different designs and layouts for your equipment. Make "real-life" samples to show exactly how the finished product will look.

### Can't find it? We can make custom materials for you!

If you have specific needs, ID-MARK can provide:

- Special Adhesives
- Custom Colors
- No Adhesive
- Custom Sizing & Packaging

*Call for details and pricing. Minimums apply.*

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## ORDERING INFORMATION

**Phone:** 800-482-7758

**Internet:** [www.horizonsig.com](http://www.horizonsig.com)

**E-Mail:** [sales@horizonsig.com](mailto:sales@horizonsig.com)

**Mail:** 18531 South Miles Road  
Cleveland, OH 44128

**Payment:** Charge your order to the following credit cards:

VISA, MasterCard, American Express, Discover



Service Call identification tags.



ID-MARK allows you to identify and customize equipment labels.



Use ID-MARK to make sure safety signs are prominent throughout your operation. Mark equipment and machinery with your logo and/or important information



Caution • Directional • Architectural • Safety and more!

# NAMEPLATES & PANELS

- Employee Identification Tags
- Rating Plates
- Schematics
- Diagrams
- Prototypes



ID-MARK has been recognized by A&E Magazine as one of the best products currently available to the awards and engraving industry.

*The Magazine For Awards & Engraving Professionals*

# CUSTOMIZED SIGNS

- Many choices of color, size, and thickness on aluminum, white polyester or transparent polyester sheets.
- Sheets available: 10" x 12" and 12" x 20", all self-adhesive.
  - Aluminum: .007" and .014" thickness.
  - Polyester: .006" thickness.
- For added durability, choose velvet polycarbonate, gloss or matte protective overlams.



For added durability, choose Gloss, Matte or Velvet Polycarbonate Overlays on page 6.

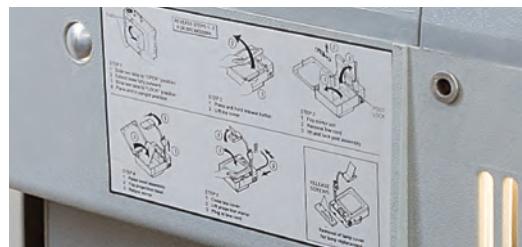
For more information or to place an order call 1-800-482-7758, or fax us at 216-475-6507

# TAGS, LABELS & DECALS

ID-MARK offers a wide range of choices for making high quality, professional tags, labels and decals. Choose from different substrates and colors to create attractive, functional and durable labels. For last minute, short run tags and decals, ID-MARK is the perfect solution.

## Here are a few ideas

- Property Identification
- Equipment Tags
- Parking Permit Tags & Labels
- Barcode Labels
- Machine Labels
- Door & Window Decals



Put diagrams right on equipment: no need to search for manuals.



Polyester is an excellent alternative to aluminum when signage needs to wrap around or conform to a shape.



Label equipment with asset tags and personalized barcode labels.



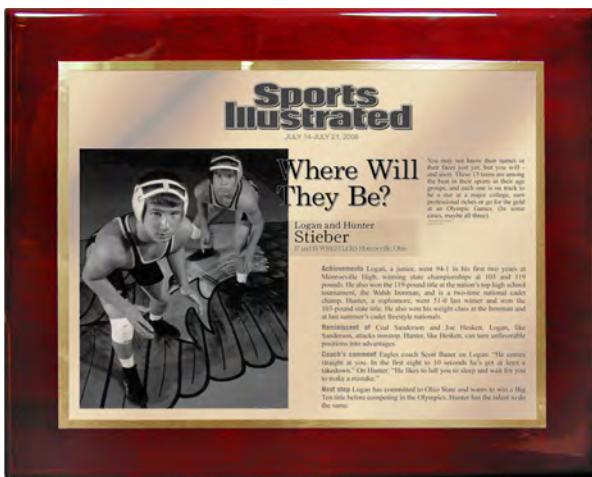
All ID-MARK sheets come with a high-performance, industrial grade pressure sensitive adhesive backing.

# PLAQUES & AWARDS

ID-MARK aluminum offers the highest quality available for recognition, award and plaque programs.

## Here are a few ideas

- Business Cards
- Memorabilia
- Zoo & Arboretum Displays
- Reproductions of Diploma Certificates
- Bumper Stickers
- Museum Displays
- Employee Recognition



Preserve important newspaper articles. ID-MARK can be mounted on glass, wood or metal for added durability and interest.



Create a high-quality, employee recognition program using ID-MARK aluminum. Personalize employee awards on a regular basis.



Personalized plaques to honor people of significance. ID-MARK offers exceptional photo resolution capability. Create ultra-fine detail photos.



For added durability, choose Gloss, Matte or Velvet Polycarbonate Overlays on page 6.

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### ALUMINUM SHEETS

Offers excellent rigidity and strength. Industrial grade substrate.

Part #	Color	Thickness	Sheet Size	Sheets/Box
8700	Black	.007"	10" x 12"	10
8701	Black	.007"	12" x 20"	5
8702	Red	.007"	10" x 12"	10
8703	Red	.007"	12" x 20"	5
8704	Blue	.007"	10" x 12"	10
8705	Blue	.007"	12" x 20"	5
8712	Rainbow Pack (4 Black, 3 Red, 3 Blue)	.007"	10" x 12"	10
8706	Black	.014"	10" x 12"	10
8707	Black	.014"	12" x 20"	5
8708	Red	.014"	10" x 12"	10
8709	Red	.014"	12" x 20"	5

### BLACK ON YELLOW POLYESTER

Makes safety and caution signs stand out.

Part #	Color	Thickness	Sheet Size	Sheets/Box
8730	Black on Yellow	.006"	10" x 12"	10
8731	Black on Yellow	.006"	12" x 20"	5

### HIGH INTENSITY REFLECTIVE SHEETS

Ideal for locating and identifying in low light areas. Great for parking signs and mailboxes.

Part #	Color	Thickness	Sheet Size	Sheets/Box
8750	Black on Yellow	.025"	10" x 12"	10
8752	Red on White	.025"	10" x 12"	5
8754	Black on White	.025"	10" x 12"	10

### PHOTOLUMINESCENT

Identify escape routes, exits, important safety equipment. Glows for hours!

Part #	Color	Thickness	Sheet Size	Sheets/Box
8756	Red on Photoluminescent	.020"	10" x 12"	10

### TRANSPARENT POLYESTER SHEETS

Perfect for window and glass signs and decals. Use also to create multi-color signs.

Part #	Color	Thickness	Sheet Size	Sheets/Box
8740	Black	.006"	10" x 12"	10
8741	Black	.006"	12" x 20"	5
8742	Red	.006"	10" x 12"	10
8743	Red	.006"	12" x 20"	5
8745	Blue	.006"	12" x 20"	5

### WHITE POLYESTER SHEETS

Flexible material for curved, uneven surfaces.

Part #	Color	Thickness	Sheet Size	Sheets/Box
8721	Black	.006"	10" x 12"	10
8722	Black	.006"	12" x 20"	5
8723	Red	.006"	10" x 12"	10
8724	Red	.006"	12" x 20"	5
8725	Blue	.006"	10" x 12"	10
8725	Blue	.006"	12" x 20"	5
8727	Rainbow Pack (4 Black, 3 Red, 3 Blue)	.006"	10" x 12"	10

For added durability, choose Gloss, Matte or Velvet Polycarbonate Overlays on page 6.

For more information or to place an order call 1-800-482-7758, or fax us at 216-475-6507

# GETTING STARTED WITH ID-MARK

An excellent and cost effective way to start using ID-MARK is to use a Starter Kit. It contains everything you need to make finished products, including an exposure unit, ID-MARK sheets and supplies that help to enhance the finished product.

## POLYESTER RAINBOW PACK Part #8727

Contains 9, 10" x 12" sheets of polyester.

- |                   |                                 |
|-------------------|---------------------------------|
| 2 black on white  | 1 red on clear                  |
| 1 red on white    | 1 each of gloss, matte & velvet |
| 2 blue on white   | polycarbonate overlams.         |
| 2 black on yellow |                                 |
| 1 black on clear  |                                 |

## ALUMINUM RAINBOW PACK Part #8712

Contains 10, 10" x 12" sheets of .007" aluminum.

- |                |              |
|----------------|--------------|
| 4 black sheets | 3 red sheets |
| 3 blue sheets  |              |



Rainbow Packs offer multiple colors in one package. Ideal for those who do not wish to buy entire boxes of any one color, particularly when beginning to use ID-MARK.

## 1012 IDM STARTER SYSTEM Part #8801

Includes: 1012 UV Exposure Unit - #8796

- |                                 |
|---------------------------------|
| Aluminum Rainbow Pack - #8712   |
| Polyester Rainbow Pack - #8727  |
| UV Gloss Overlam sheets - #8790 |
| Appli-Pads (1 box) - #7021      |

The exposure unit included can accommodate up to 10" x 12" sheets; no more than .007" thick (aluminum and polyester.)



## OVERLAMS & FILM OPTIONS

### PRESSURE SENSITIVE CLEAR LAMINATES

ID-MARK does not need extra protection under normal conditions. When conditions such as abrasion, outdoor use and exposure to harsh environments occur; ID-MARK overlams are used to add additional protection to the processed ID-MARK sheets.

#### UV GLOSS OVERLAM

Recommended if the finished plate will be used in direct sunlight. It contains a UV inhibitor and it will also protect the sheet against moisture and abrasion. The finish of UV Gloss Overlam is shiny.

#### MATTE OVERLAM

For applications that require a flat, non-reflective surface appearance. This overlam will also protect the ID-MARK sheet from moisture and abrasion.

#### VELVET POLYCARBONATE OVERLAM

Provides a "frosty" look. Excellent abrasion resistance and moisture resistance. The finish of this material is similar to Lexan™, and is associated with many industrial applications.

### FILM OPTIONS

To expose ID-MARK you need a film. This film can be produced a number of ways. The film will have your image on it and can easily be created using one of the following products:

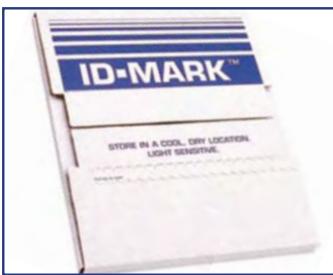
- Laser and Vellum films can be used in laser printers to print artwork you create.
- Reversing film is used to create a "negative" from positive artwork or graphics.
- All films are placed on ID-MARK sheets for exposure.

Part #	Description	Sheet Size	Sheets/Box
8790	UV Gloss	10" x 12"	10
8791	UV Gloss	12" x 20"	5
8792	Matte	10" x 12"	10
8793	Matte	12" x 20"	5
8794	Velvet Polycarbonate	10" x 12"	10
8795	Velvet Polycarbonate	12" x 20"	5

All overlam films can be applied by hand.  
No special equipment is required.

Part #	Color	Sheet Size	Sheets/Box
8809	Laser Transparency Film	8.5" x 11"	25
8810	Reversing Film 912	9" x 12"	50
8811	Vellum 811	8.5" x 11"	100

### THE ID-MARK PROCESS



Start with ID-MARK sheets



Expose to UV Light



Spray with water



Wipe it dry

# ID-MARK EQUIPMENT & SUPPLIES

Part #	Item Description	Package Size
7950	UV Exposure Unit	up to 10" x 20"
7021	Litho-Pads	100 Pads
8050	Processing Tray	up to 12" x 20"



## 1012 EXPOSURE UNIT PART #8796

**Dimensions:** 18" L x 3" W x 7" H

**Printing Capability:** 11" x 14"

**Weight:** 5 lbs.

*Operates from standard 110 volt/220 volt 50/60 cycle outlet.*

Compact, lightweight, and produces high resolution images through uniform exposure, achievable because of the cylindrical design. It uses a single 15-watt black-light bulb. Ideal for desktop use and can expose up to .007" thickness ID-MARK material, all colors and up to 10" x 12" sheets.



## 26-1KS EXPOSURE UNIT PART #7950

**Dimensions:** 31.5" L x 30" W x 31.25" H

**Printing Capability:** 23" x 27"

**Weight:** 150 lbs.

*Operates from standard 110 volt/50 cycle outlet.  
Also available in 220 volt models.*

Accommodate all sizes and thicknesses of ID-MARK material. It has a vacuum frame which makes it the recommended unit for exposing films containing half-tones and very fine line detail.

Part #	Item Description	Package Size
7060	Stouffer 21 Step Guide	N/A
6960	Plate Shear	23" x 14"
6976	Corner Rounder	Desk Model



## CORNER ROUNDER PART #6976

**Desk Model**

**Weight:** 4 lbs.

Provides a professional finish to your plates. The Corner Rounder comes with a choice of either 1/8" or 1/4" die. Hand operated.



## LITHO PADS

### PART # 7021

**100 Pads:** 5" x 7" each

**Weight:** 2 lbs.

Lint free cotton pads used to wash off the sheet during processing. Use also to apply plate cleaner and dyes. The smooth-texture will prevent scratching the ID-MARK sheet when processing.

## ENVIRONMENTAL PERFORMANCE

ID-MARK aluminum, polyester and overlam films were subjected to the following controlled and industry accepted test conditions. Results for each test are as indicated. These results are typical values; not to be used for specification use.

TEST	TEST CONDITIONS	RESULT
<b>Chemical Resistance</b>	Four hour immersion at room temp in:	
	Water	No Effect
	Alcohol (Isopropyl)	No Effect (w/Overlam) Slight fading (w/out Overlam)
	Oil	No Effect
	Hydrocarbons	No Effect
	Base (pH = 10)	No Effect
	Acid (pH = 4)	No Effect
<b>Abrasion Resistance</b>	Taber abraser CS - 17 wheels with 1000g load:	Image dulls after:
	With Overlam	700 cycles
	Without Overlam	73 cycles
<b>Salt Spray</b>	5% concentration at 95 degrees F for 72 hours	No Effect (w/overlam)
<b>Exterior Durability</b>		
	<b>Humidity</b> 95% Relative Humidity at 90 degrees F for 72 hours	No Effect
	<b>Temperature</b> -20 degrees F to 250 degrees F for 7 days	No Effect
<b>Long-Term Exposure</b>	5-year exposure at 90-degree angle on aluminum and polyester plates. Weatherometer simulated conditions.	Black: No Effect Red, Blue, w/Overlam: No Effect
<b>Shelf Life</b>	Plates should be stored in a clean, low humidity area. Temperature should be 80 degrees or less.	One Year

*ID-MARK products are sold with the understanding that the buyer will test them in actual use and determine their suitability for the intended use.*

*ID-MARK materials meet the physical property requirements of MIL-P15024D CSA APPROVED File #111331 Class # 792105*

*ID-MARK materials meet the requirements of FAR 25 Amdt. 25-72 Paragraph 25-853 (a) app. F Part 1*

# QUESTIONS & ANSWERS

## **When to use polyester vs. aluminum?**

Aluminum is used for recognition items, plaques and awards. It is also an excellent choice for panels, nameplates and equipment tags. Polyester makes superior signage material due to the bright color definition. The flexibility of polyester makes it ideal for use around pipes and angular surfaces.

## **I am not certain which color will work for me?**

Order a Rainbow Pack! They come in both aluminum and polyester and contain a variety of colors.

## **What do I use for film?**

You can use photographic grade film as well as one of the 3 film options we offer: laser printer transparency, vellum and reversing films. Both laser and vellum films can be used with a PC and printed on any desk top laser printer.

## **What kind of printer do I need?**

Laser printers are recommended. Some of the newer inkjet printers will work as well. Whichever you use, a dense solid black image is all you need.

## **How do I put photos on ID-MARK?**

Putting photographs on an ID-MARK plate requires the use of a photographic grade film, called a "negative halftone." A film service bureau can make these for you if you do not have film generating capability. Also, a vacuum frame is required when exposing the ID-MARK sheet to ensure very close contact between the film and the ID-MARK sheet.

## **Do I need a dark room?**

A darkroom is NOT necessary when processing ID-MARK. Short exposure to daylight will not hurt an unprocessed ID-MARK sheet.

## ORDERING INFORMATION

**Phone:** 800-482-7758

**Internet:** [www.horizonsisg.com](http://www.horizonsisg.com)

**E-Mail:** [sales@horizonsisg.com](mailto:sales@horizonsisg.com)

**Mail:** 18531 South Miles Road  
Cleveland, OH 44128

**Payment:** Charge your order to the following credit cards:  
VISA, MasterCard, American Express, Discover

## **What type of exposure device do I need?**

ID-MARK sheets require exposure to Ultraviolet (UV) light. This type of light is commonly referred to as "black light" and is available in a number of styles and sizes. If you do not have one of your own, *see page 9* for a selection of UV exposure devices. If you have any questions about exposing ID-MARK sheets, please call our technical help line at 1-800-482-7758.

## **What happens to the adhesive when you rinse the sheet in water?**

The adhesive, which is part of every ID-MARK sheet, will not be affected by rinsing in water.

## **What if I want multiple color applications?**

By layering the ID-MARK transparent polyester, you can achieve multiple color results. Each layer requires a different film, which, when put together, form a complete image.

## **How do you trim or cut a finished, processed sheet?**

ID-MARK sheets can be cut with a pair of sharp scissors or paper cutter. The aluminum sheets can be cut on a metal shear. The polyester sheets can be cut on a rotary trimmer.

## **How long will the image last?**

ID-MARK images are very durable and can last for many years without any special treatment. If you have conditions where abrasion and scratching are concerns, simply add one of the ID-MARK overlam materials to help protect the plate.



ID-Mark products offer convenience, chemical-free processing, speed, ease of production, and high quality imagery, for an extensive array of applications.

**FAST    CONVENIENT    SAFE    ECONOMICAL**

**ID-MARK®**

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