

Facility Safety

## Sign Muscle<sup>®</sup> Signs: Your Best Defense Against the Elements

Brought To You by NMC | Jan 05, 2018

Safety signs are strategically placed on the nation's roads for drivers' benefit, but what good are they if motorists can't read them?

The sun can quickly turn a helpful sign into a dangerous one, and the Michigan Department of Transportation reported that prolonged exposure to the *sun can severely damage the retroreflectivity* of a sign. Without retroreflectivity during the night, a safety sign is nothing more than an ambiguous object in the dark. Extreme weather conditions don't help, either. Constant temperature changes and the battering signs take can quickly change their shape and message.

National Marker Company is the proud proprietor of Sign Muscle<sup>®</sup>, a revolutionary protective coating applied to every sign and label that goes out the door – for free.

### Sign Muscle<sup>®</sup> in the sun

Sign Muscle<sup>®</sup> is a clear, tough, UV-cured liquid laminate that National Marker Company applies to all of the signs it sells for free. It helps protect against harsh environments, graffiti and chemical spills. Its best quality, though, may be how it handles sun exposure.



Most safety signs can't handle the heat. Sign Muscle<sup>®</sup> protects the message better the longer it is in the sun.



Winter can deteriorate signs quickly, which translates to more money spent in the long run.

Most signs require regular replacement as the sun starts to wear them down. The lettering fades, the sides crack and the weak laminate eventually peels. These signs put people in danger and end up costing organizations a ton of money to replace.

Sign Muscle® actually becomes stronger the longer it's exposed to UV rays. The UV-cured liquid laminate gradually hardens over time and enhances the color, clarity and durability of the safety sign, and improves on Sign Muscle's® other qualities in the process.

## National Marker Sign Muscle®

To learn more about National Markers Sign Muscle® technology, check out this *video*.

### Sign Muscle® against the elements

The constant pitter patter of rain, in conjunction with prolonged sun exposure, can wear down the durability of a sign quickly. Pair it with high-speed winds, hail and snow storms and you have yourself a safety sign waiting to be damaged.

The longer Sign Muscle® signs are in the sun, the stronger the message is protected. This acts as a built-in defense against the elements and keeps your sign looking fresh, clean and new. The U.S. Department of Transportation warns that ***damaged signs should immediately be replaced***, and failure to do so may result in fines. Provide yourself peace of mind by buying a Sign Muscle® sign the next time you need to replace your old one – it'll be the last safety sign purchase you'll ever need to make.

*Previously featured on NMC's Safety Matters Blog.*

*For more information on NMC's sign offering, please visit [MSCDirect.com](https://www.mscdirect.com).*

[www.mscdirect.com/betterMRO](https://www.mscdirect.com/betterMRO)

Copyright ©2024 MSC Industrial Supply Co.