

## Improving Customer Communication

Providing clear, easy-to-read signage for customers is essential for almost every business. That's why we've dedicated the front page of this newsletter to articles that focus on different signage options. Article 1 covers Wayfinding Signage, article 2 discusses Weatherable LEXAN™ HP01W Polycarbonate Film, and article 3 focuses on 3M™ Safety-Walk™ Printable Slip-Resistant Tape.

## Weather the Elements With LEXAN™ HP01W Polycarbonate Film

Embrace the outdoor elements with SABIC's latest product introduction, [LEXAN™ HP01W](#) Polycarbonate Film. By providing excellent UV resistance, this film is designed to be used for your outdoor applications that require clear and sharp graphics.

The polished/matte finish of this film allows for a virtually glare-free product that allows your outdoor graphics to stay crisp while maintaining UV protection. The coating of this film resists yellowing and hazing to ensure reliability and durability for your application. These performance capabilities, along with ease of processing, make [LEXAN HP01W film](#) a perfect choice for outdoor graphic applications such as warning labels, outdoor menu boards, and gasoline pump graphics.

Rain or shine, you can count on Tekra's best-in-class products and services! Request a Free Sample of [HP01W](#) Today.



## Need Directions? - Wayfinding Signage

Wayfinding signage is an integral form of communication in any public area. With the wide variety of sign locations, a wide variety of print films is required, but knowing which option is best can be overwhelming. To help, we have put together a guide to point you in the right direction.

To begin, evaluating all the needs from processing to field location and installation is required.

- Do you need floor signage or wall signage?
- Will this signage be indoors or outdoors?
- Is the signage temporary or permanent?
- How will the sign be cut to size?
- How much traffic will the sign be exposed to over time?
- How large will your sign need to be?
- How will you be printing your sign?
- Does the sign need to be illuminated?
- Will you need to apply adhesive post-print?

Once you have determined these, Tekra has solutions for almost every situation. To help you navigate more easily, we have organized our most optimal product offerings for you in a resource guide: [Need Directions? – A Quick Guide to Wayfinding Signage](#), which can be found on our website. The guide includes options for outdoor use, indoor use, digitally printable signage, illuminated signage, and temporary use, to help you quickly find the best product for your wayfinding signage need.



## 3M™ Safety Walk™ White Printable Slip-Resistant Tapes and Treads

3M™ Safety-Walk™ White Printable Slip-resistant Tapes and Treads are mineral coated, slip-resistant print receptive materials used to enhance safety by reducing trip hazards in high traffic areas. The material carries high traction certification issued by the National Floor Safety Institute (NFSI). The printability of the materials offers the ability to customize messaging directly onto the surface providing a cost-effective branding method.

Features of the products include:

- Low Profile
- Long lasting adhesive
- Printable-UV inks preferred
- Easy installation
- Cost effective

Suggested application areas include:

- Steps
- Stairways
- Ramps
- Lawn equipment
- Vehicles



Two variations of the material are available. Please click on the product names below for more information.

Product	Application surface	Available size
<a href="#">3M™ Safety-Walk™ Slip-Resistant General Purpose Tapes and Treads 688 White</a>	For use on flat surfaces	48" x 150'
<a href="#">3M™ Safety-Walk™ Slip-Resistant Conformable Tapes and Treads 588 White</a>	For use on irregular or curved surfaces	48" x 150'

## 3M™ Durable Protective Film - Designed for High-Touch Surfaces

3M™ Durable Protective Films provide an extra layer of protection for high touch surface applications such as counter tops, workspace partitions, and elevator buttons. The film can also serve as a protective layer for any label application. The 2 mil, high clarity polyester-based film has an EPA-registered silver ion antimicrobial additive embedded into the hard coat helping inhibit the growth of most bacteria, microbes, and mold and mildew. The hard coated surface also provides scratch, abrasion, and chemical resistance with the ability to withstand repeated exposure to harsh chemicals commonly found in bleach, isopropanol, and hydrogen peroxide.

3M™ Durable Protective Film is available in both a permanent and removable option.

Product	Description	Available size
<a href="#">7750AM</a>	2 mil, high clarity PET film with permanent adhesive	3M™ 400 adhesive offering good clarity, wet-out, and non-yellowing properties when exposed to UV light. For permanent or semi-permanent applications
<a href="#">7760AM</a>	2 mil, high clarity PET film with removable adhesive	3M™ Adhesive R3500 is designed for application to smooth surfaces offering excellent UV resistance and good tack. For removable applications

[Click here](#) to find out more about 3M™ Durable Protective Film and how it can be incorporated into your applications.

\*Disclaimer: These products contain an antimicrobial agent used to inhibit the growth of microorganisms within the hard coat. This product does not protect users or others against bacteria, germs or other food born or disease-causing organisms. This product does not provide protection against viruses such as COVID-19.



## Tekra Customer Spotlight - Reliatrace Launches New Product Using Conductive Inks

With the emergence of the COVID-19 pandemic came quarantining at home. Quarantining at home led to a spike in home baking. The trend in home baking was the perfect opportunity for [Reliatrace](#) to launch its new direct to consumer dough riser product called [Raisenne®](#). "I was intrigued by the trend of baking bread during the quarantine. It felt like because people were stuck at home, they went back to being pioneers in a way," said Joan Prissel, Customer Account Manager and Recruiter at Reliatrace, who came up with the Raisenne® idea. "People were looking for things to learn or challenge themselves with, and flour was easier to come by than toilet paper!" she laughed. "With baking, you don't need anything fancy, it's fun, and in the end, you're proud of yourself." The Raisenne® Dough Riser creates the ideal temperature to raise dough for a perfect proof in less time.

With new patented technology, Reliatrace President and CEO Mark Ester was driven to come up with a direct-to-consumer product. Reliatrace made brainstorming a collaborative effort, with all of the company's employees, from engineers to assemble associates, encouraged to contribute ideas. "We wanted something completely in-house." Eventually, a group of six people was put together to come up with something Reliatrace could manufacture themselves. The inspiration behind Joan Prissel's idea was her baking struggles at home. "The temperature of my house was not conducive to my recipes," Joan explained. "I was using a stoneware bowl in hot water to proof dough. It worked, but only for about 15 minutes, which made me wonder, 'How can I extend this 15-minute perfection to an hour or two?'"



Raisenne emerged as a solution to Joan's problems. With Reliatrace's printed heating circuitry, it helps proof dough quickly and consistently. "Raisenne does what my stoneware bowl experiment did for me but for a longer period of time," Joan laughed. "I was fully aware of the proofing box, but honestly I did not want to spend \$200 for something that my good old stoneware bowl would do as a last resort. Reliatrace wanted Raisenne to be at a more accessible price point and easy to store. To learn more about Reliatrace please visit [Reliatrace](#).

Reliatrace, based in Amery, WI is a company known for designing and manufacturing reliable printed electronics and printed heating applications. In December 2020, Reliatrace was awarded a patent for the combination of our Double-Sided Polymer Circuitry (D/SPC®) and PTC heater inks. The Raisenne® Dough Riser uses Reliatrace's new D/SPC® technology along with [Henkel Conductive Inks](#).



To learn more about Raisenne® please visit <https://raisenne.com>

Please visit [Tekra's website](#) to learn about our offering of Henkel Conductive inks