

# PrintSign no·Graf

by **GRAPHIBUS**  
conseil & création

Durable vinyl graphics that  
respect the environment

design magazine  
special issue INNOTRANS'10

## EDITO

Graphibus is specialised in visual identity, from the design/evolution of your logo to the development of branding across all media.

Our skills include:

– An integrated graphic design studio (14 people), for the conception of full corporate identity: logos, liveries, interior design arrangements, brochures, signage, websites and marketing campaigns.

– A production pole (4000 m<sup>2</sup>): fabrication of all vinyl types as well as innovative technologies using polyurethane enamel topcoats applied in paint cabins.

Our **PRINTSIGN** and **FRESIGN** technologies, approved by numerous transportation networks and certified by the French railway company SNCF and the European aircraft company Airbus, are certain to interest you!

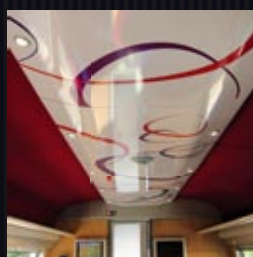
**Advantages:** unrivalled durability (protection from UVs, cleaning brushes, weather and most graffiti) and enhanced aesthetics (more accurate visuals with striking colours).

**Our aim:** to help develop a durable corporate identity for your firm through our modern technology.

**Our ethos** can be summed up as follows: "designed to last".

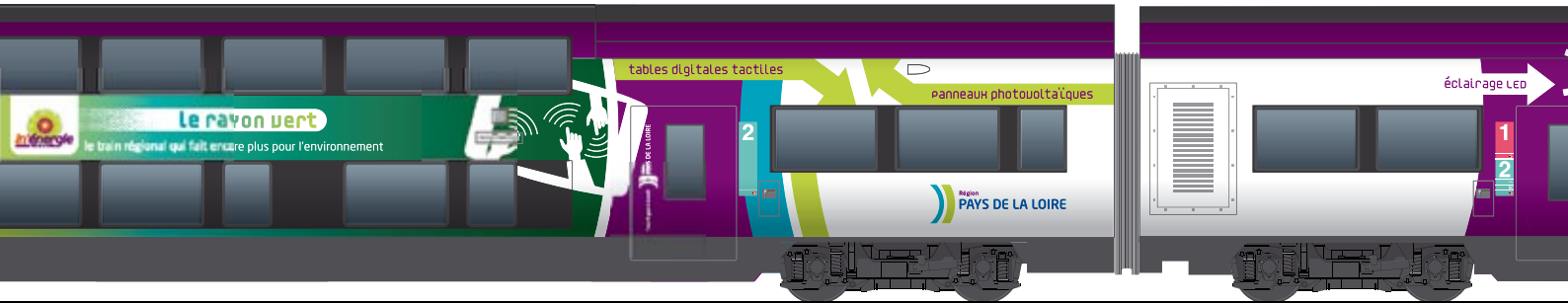


TER Rayon Vert



## Rayon Vert SNCF Pays de la Loire

Graphibus participated in the implementation of 'Rayon Vert', an innovative, experimental TER, launched by the SNCF and the Pays de la Loire region.



*Printsign*  
no-Graf

by graphibus, a durable, innovative vinyl solution

GRAPHIBUS, specialist in the conception and production of corporate identity for 35 years, has developed a cutting-edge technology named 'Printsign'.

Printsign is a high definition, digitally printed, self-adhesive vinyl, protected by a high-gloss aeronautic polyurethane enamel topcoat.

Vinyl adhesives are porous; through the application of this topcoat in paint cabins, the pores are filled in and a chemical 'symbiosis' is achieved.

Contrary to traditional techniques, this barrier prevents dust and water from penetrating; the image printed on the vinyl is fully protected!

Have you ever wished for photo-quality vinyl graphics that last?

Today, with Printsign, bright, colourful and durable vinyls are a reality!

Printsign vinyls are made to last, with unrivalled resistance to UV light, regular washing, weather conditions and graffiti.

### Printsign's advantages include:

- innovative technology, offering a genuine return on investment. Printsign lasts up to 70% longer than traditional laminated vinyl.
- graphics are enhanced by the high-gloss appearance and smooth finish achieved by the enamel topcoat.
- high UV protection.

- requires less water to be cleaned, detergents are unnecessary (better for the environment).
- protection from cleaning brushes and abrasion; even with daily washing, images retain their gloss.
- resistance to mechanical, chemical and climatic damage.
- reduced cleaning times; the vinyls are resistant to dirt.
- protects against graffiti.
- colours are protected for 6/7 years, despite regular washing.

For 'permanent' liveries, vinyl application is accompanied by an edge sealer to ensure perfect adhesion (technique used in the aeronautic industry).

Printsign is already in use on the following projects: Corail Alsace Carriage, TGV Powerhead, AGC Trainset for the region of Poitou-Charentes, the Zter trainset with MooviTER branding, and the 'Rayon Vert' TER that you can discover at Innotrans.

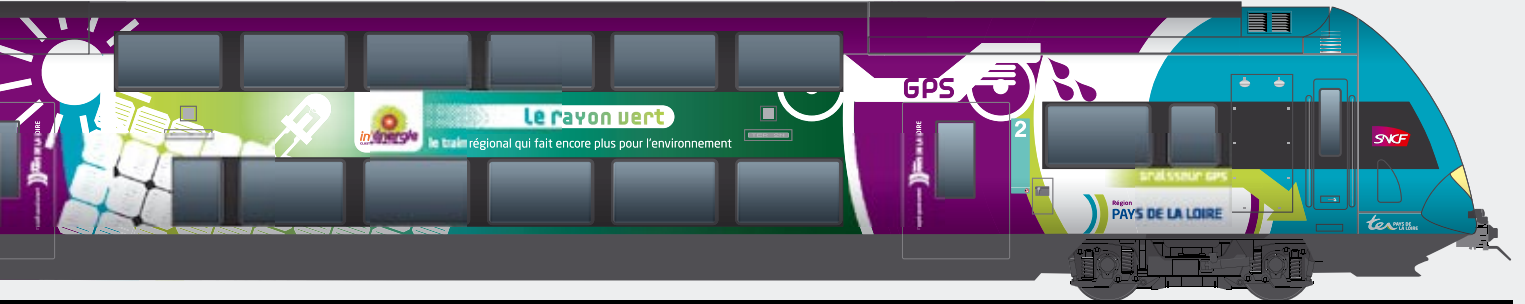
## MooviTER Bretagne



Graphic design: Graphibus



Graphic design: Graphibus



TER Rayon Vert Pays de la Loire

TER Alsace



Graphic design: 2exVia

TER Poitou-Charentes



Graphic design: Amalgam

TER Aquitaine




Graphic design: Franck Tallon

# Innovative solutions, high performance products

Blending creativity and technical expertise whilst respecting budget constraints, Graphibus offers innovative solutions with our performance vinyls.

- high-gloss finish and enhanced protection using a polyurethane enamel topcoat applied in paint cabins
- excellent resistance to pollution and frequent cleaning
- reduced vehicle immobilisation time
- vinyl kits delivered "ready to apply"

Certified by 

Certified partner



## freeSign

### Painted vinyls with an enamel topcoat

Painting vinyls allows the use of paint effects (metallic, pearlescent...) as gradients or solid colours using automotive-grade products, protected by a polyurethane enamel topcoat (guaranteed durability 8-10 years\*).

## PrintSign no-Graf

### Digitally printed vinyls with an enamel topcoat

Cutting-edge, low solvent water-based latex inks, free from HAPs

High definition digital printing allows unprecedented graphic effects. A polyurethane enamel topcoat gives a high-gloss finish as well as improving durability. Prints remain better protected from UVs and abrasion (guaranteed durability 6-7 years\*).

\*when applied by Graphibus or in accordance with our instructions.

Lengthened life-span of colours of digital prints, even with regular washing

High-gloss finish

Protects against most graffiti

Easy to maintain: reduced cleaning times

Easily applied! Compared to laminated vinyl



Protects colours from UVs

Resistance to mechanical, chemical and climatic damage

Protection from cleaning brushes

# GRAPHIBUS

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*Créer pour durer*

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