



ImagePerfect™ 2574 Reflective

Sell Sheet

Reflective products directly reflect any incoming light back towards the light source and they thereby increase visibility during night time or bad weather conditions, such as rain and fog.

As such, reflective products are extremely popular for signage installations that require higher visibility and higher-impact conspicuity. They ensure that the clarity of information and instruction is visible and clear for both day-time viewing and also for night-time viewing.

IP 2574 specifically can be used for indoor and outdoor applications on flat and slightly curved (nothing concave) surfaces, such as glass, ABS plastic, PVC, vehicles, etc, but it should not be used on low surface energy substrates or on flexible, irregular or compound curved substrates. With its 5-year outdoor durability, it can be used for both longer-term, fixed installations and also for shorter-term, temporary installations, with its low cost making it a viable option for such short-term installations.

Indeed, it is ideal for many forms of reflective utilisation in environments such as retail locations, schools, factories, loading bays, work sites, etc, including:-

- [Vehicle marking](#)
- [Industrial safety signs and markings](#)
- [Identification markings](#)
- [Information signs](#)
- [Warning labels](#)
- [Advertising installations](#)
- [Architectural applications](#)



BS EN 12899-1: 2007 & EC104

Please note that, as per many reflective options, IP 2574 does not conform to BS EN 12899-1: 2007 and, as such, it cannot be used for regulated traffic signage. This part of the reflective market is heavily specified and tends to be dominated by brands such as 3M and Orafol. That said, although IP 2574 cannot be used for permanent (fixed), vertical road traffic signs on road networks, it is compatible with all temporary (portable), reflective road signage which does not need to meet the requirements of BS EN 12899-1: 2007.

Additionally, the product does not conform to EC104 regulations and, as such, it cannot be used for retro-reflective safety markings on the rear and sides of heavy goods vehicles operating throughout Europe that have a mass over 7.5 tonnes or on trailers that have a mass over 3.5 tonnes.

Market Comparators

There are reflective products that are marketed specifically for digital, screenprint, EDGE or signage conversion but, as a common consideration across all of these segments, the level of reflectivity/brightness is an important consideration and will form a key part of the differentiator in terms of product choice. With regard to the 'digital' segment, IP 2574 is among the better products that are available.

- **It has a high level of measured reflectivity**
- **It has full print platform compatibility**
i.e. solvent, eco solvent, latex and UV
- **It has good durability of 5 years**
- **It can be used on substrates that are slightly curved**
(rather than just flat)
- **It can be used for both wet and dry application**
- **It provides the correct level of colour consistency and colour contrast for day-time viewing**
- **It provides the appropriate level of brightness and reflectivity for night-time viewing**

There is no uniform way across the industry to describe the grade of reflective product that gives a clear indication of its quality, with the "Grade" references effectively being marketing terms rather than product/quality indicators. Indeed, IP 2574 as an Engineering Grade product would typically encapsulate the application opportunities for products from different brands that are otherwise described as:

- **Utility Grade**
- **Economy Grade**
- **Commercial Grade**
- **Engineering Grade**
- **Fleet Marking Grade**

It is only when we get into the realms of the higher-specified products, with marketing terms such as Premium Engineering Grade, Fleet Engineering Grade, Construction Grade, High Intensity Grade and High Intensity Prismatic Grade that IP 2574 would not be seen as a potential comparator.

Roll Options

- **JEIP257410** 123cm x 10m
- **JEIP257425** 123cm x 25m
- **JEIP257450** 123cm x 50m
- **APIP257410** 38cm x 10m
- **APIP257425** 38cm x 25m
- **APIP257450** 38cm x 50m

For more information about ImagePerfect please visit www.imageperfect.com

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