

Reference

PLEXIGLAS®

Cotton On Sign Shines Bright On Queen Street



Market segment

Lighting Technologies

Location

Cotton On store located on Queen Street in Auckland City, New Zealand

Product

PLEXIGLAS® LED Block

Fabricator

Onform Signs, Mt Wellington, Auckland NZ
<http://onformsigns.co.nz/>

Selection criteria

- specifically engineered for the signage market
- maximum light transmission
- optimal light diffusion properties

Description of the application

Being one of the busiest streets in Auckland, it was important the Cotton On sign was bold enough to capture any potential customer walking past. PLEXIGLAS® LED Block was specifically engineered for the signage market to allow maximum light transmission and optimal light diffusion properties compared to standard Opal Acrylic. When the signage is illuminated, PLEXIGLAS® LED Block is 40% brighter than standard Opal Acrylic, making the 3D letters stand out from the rest.

Long lasting, bright and even illumination are vital components when lighting up signs as it reinforces top of mind awareness for the business, especially at night.

Both Onform Signs and Cotton On staff were pleased with the results and how bright and attractive their signs were and confident this will bring in more foot traffic to the store.

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