

Polyurethane In the Sign Industry



Polyurethanes are everywhere, in homes, industries, and even in the streets! From bollards and lamp posts to car bumpers and skateboard wheels, this versatile material is a game-changer.

In the sign industry polyurethane (pu) has become the preferred choice, replacing traditional materials like iron, bronze, brass and aluminium..



Over 40 years ago, Signs of the Times revolutionized sign manufacturing by introducing sand-cast polyurethane signs. Today, the majority of our signs are crafted from this specially formulated material, proven to stand the test of time. Even after decades, these signs remain in excellent condition, needing only a fresh coat of paint to restore their original beauty.

Why Choose Polyurethane for Signs?

- **Exceptional Durability** - Built to withstand years of exposure to the elements without degrading.
- **Weather & Chemical Resistance** - Stands up to harsh conditions, including saltwater exposure.
- **Insect-Proof & Rot-Resistant** - Unlike wood, polyurethane remains intact and impervious to pests.
- **Eco-Friendly** - Contains no harmful chlorofluorocarbons and remains stable in the environment.
- **Superior Paint Adhesion** - Its closed-cell structure prevents moisture from seeping under surface coatings, ensuring long-lasting finishes.



The Art of Sandcasting

Sandcasting was the original method of mould making. However, nowadays, several methods and materials are used, making the process more cost-effective in spite of the fact that polyurethane is a more expensive material than aluminium.

Did You Know ?

- Many shoe soles are made from polyurethane - you might be wearing some right now!
- This material can be engineered to range from soft, flexible textures to the hardness of a golf ball.
- Polyurethane is one of the toughest, most abrasion-resistant materials available.
- Its lightweight nature makes handling and installation a breeze while maintaining high load-bearing capabilities.

Yesterday's Elegance, Today's Technology

Polyurethane has redefined durability and design in the sign industry, merging traditional craftsmanship with cutting-edge material science. Whether for an historical landmark or a modern city sign, its resilience and versatility makes it the perfect choice!



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