

LIGHT INDUSTRIAL CASE STUDY

AD RACKS



1 SITUATION

Outdoor ad racks take quite a beating. Daily use, graffiti, damaging UV rays and varying weather all degrade the appearance and functionality of this advertising asset. These abuses wear away the thin coat of paint used to protect the metal underneath creating an opportunity for rust and corrosion, while also turning what was a beneficial marketing piece into an eyesore.

A company based in Missouri was experiencing rust and aesthetic problems with their ad racks. They decided to look for a solution that would not only protect their 100+ racks around town, but would also look inviting to the public. In addition, this solution needed to be cost effective.

2 PROCEDURE

The racks were brought to the local LINE-X® Store. They were then sandblasted; particularly necessary when significant rust or wear is evident. Following sandblasting, the racks were primed with SF-515 and then coated with XS-100 and LINE-X® XTRA. The coating was 100 mils thick on the bottom and 60 mils on the remaining portion of the racks.

The former white colors of the racks got dirty too quickly so the company decided to take advantage of the color options offered by LINE-X XTRA. Half of the racks were sprayed with black XTRA and the other half were sprayed with yellow XTRA.

The LINE-X Store took care to maintain the texture for an anti-graffiti aid (pen tips get destroyed on LINE-X texture), while they minimized overspray to keep costs down. When the racks were finished, vinyl logos for the company were added to each side of the rack.

3 SOLUTION

LINE-X XS-100 was used to coat the ad racks, protecting them from weather, impact and corrosion. LINE-X XTRA was used to protect the racks from the UV rays and keep them looking new for years.

4 RESULTS

The ad racks coated with LINE-X have increased the life and aesthetic appeal. Former problems, including rust and chips have been eliminated and LINE-X XTRA keeps the racks looking great for years.

