

Transit - Bus Posters Backlit

Buses are moving billboards, penetrating busy neighborhoods and reaching large urban audiences. They offer ideal targeting opportunities and come in a variety of media forms suitable for different marketing strategies. Exterior backlit bus displays enable mass audience exposure as buses travel through markets along franchise routes. Pressure-sensitive films and adhesives for backlit bus panels provide uniform light diffusion properties, resistance to heat and cold weather, cold-crack resistance, good bond to acrylic and polycarbonate surfaces, and easy installation and removal with little or no adhesive residue. Backlit bus advertising is one more way you can promote your brand to today's mobile consumer. **For more information on FLEXcon's pressure-sensitive film solutions for backlit bus posters, contact LexJet at (800)453-9538.**



Product:

LITEcal® 5200

Benefits:

- 6.0 mil flexible white translucent vinyl film for backlit exterior-mounted graphics
- Film is highly translucent and provides excellent uniform light diffusion
- Superior cold weather, cold-crack properties
- Excellent printability via UV and solvent screen, UV and solvent inkjet and UV lithographic inks
- Versatile, removable pressure-sensitive acrylic adhesive provides a good bond to polycarbonate and acrylic
- Removes cleanly with little or no adhesive residue
- Excellent stay flat release liner properties for printing and converting
- Release liner is backside printed with the LITEcal® logo for easy product identification
- Product is approved and specified by CBS Outdoor (formerly Viacom Outdoor)



