



## GRAPHICS MEDIA

For advertising and events



### Jessup Manufacturing Company

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McHenry, Illinois 60051  
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## ADHESIVE COATED MEDIA

Jessup's printable adhesive coated films are a top choice of graphics industry professionals. Many of our films utilize non-slip technology for floor and ground graphics. Others can be used to make spectacular wall murals and building wraps. Jessup coated films have been used to create large-scale, stunning installations for both indoor and outdoor advertising, event signage, and public art. Wide format printers prefer Jessup coated films for their printability, durability, and the fact they don't require lamination. End users prefer our films because they are easy to install and remove without damaging surfaces.



## ASPHALT ART® Uneven outdoor surfaces

Asphalt Art® is a non-slip graphics media that conforms to uneven outdoor surfaces such as asphalt, cement, and brick. With simple installation and easy removal, graphics printed on Asphalt Art® have a painted-on look that is sleek and eye-catching. It is the perfect media for outdoor advertising, point-of-purchase graphics, event signage, wayfinding, and street art.

Asphalt Art's conformability and strength derive from its patented foil construction. It is thin enough to conform to rough, untreated surfaces but strong enough to withstand heavy foot traffic. As a result, ground graphics printed on Asphalt Art® have tremendous visual impact.

Asphalt Art® is ideal for short-term promotions and events, but it can handle up to twelve months of pedestrian traffic. NFSI Certified for high traction and ASTM D-2047 certified for slip resistance.



### AVAILABLE ROLL SIZES

- 24" x 10'
- 48" x 33'
- 48" x 100'

### APPLICATION SURFACES

- Asphalt
- Concrete
- Brick
- Stone
- Uneven surfaces

### APPLICATIONS

- Retail graphics, environments, and POP
- Bus, subway, and train stations
- Sporting events, stadiums, and sponsorship ads
- Restaurant drive-through lanes
- Gas stations and convenience stores
- Parades and cultural events
- Parking lots and garages
- Safety signage
- Outdoor posters
- Street art
- Guerrilla and interactive marketing



## TEXWALK® Indoor floors and walls and short-term outdoor use on smooth surfaces

TexWalk® is the ultimate, one-step solution for indoor floor and wall graphics as well as short-term outdoor graphics on smooth surfaces. TexWalk® works well on carpet, tile, wood, metal, and painted surfaces, making it the ideal choice for tradeshow floor graphics and POP graphics.

TexWalk's features make it a nearly universal media. It has a structured matte finish, repositionable adhesive backing, and it is easy to apply and remove. TexWalk is ASTM D-2047 certified for slip resistance and ASTM E84 Class A certified for flame spread. It doesn't require overlamination, and it can be cut into any shape allowing for immense versatility.

### AVAILABLE ROLL SIZES

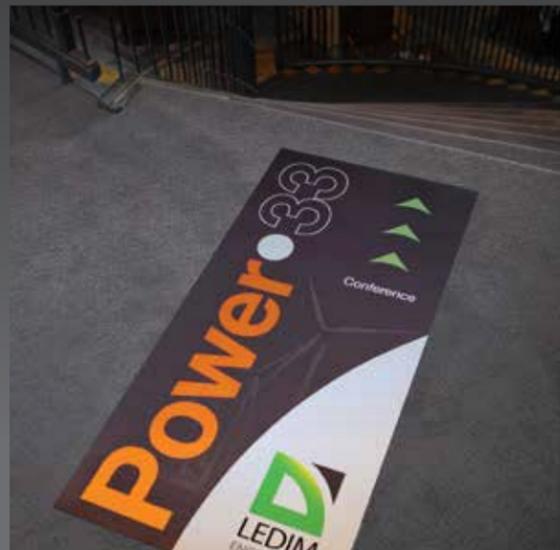
23" x 10'  
48" x 82'  
48" x 164'

### APPLICATION SURFACES

Carpeting  
Tile  
Wood  
PVC  
Untreated stone  
Walls  
Doors  
Sidewalks

### APPLICATIONS

Short term outdoor graphics  
Retail environments, fixtures, and visual merchandising  
Tradeshow exhibits  
Point of purchase  
Wayfinding



## SPORTWALK® Short-term outdoor advertising

SportWalk® is the perfect media for short-term outdoor advertising and events. It is designed to look great while withstanding the impact of sporting events like marathons, bike races, and soccer matches. It can also be used for parades, fairs, cultural events, and community activities. SportWalk® has a slip-resistant, textured surface and waterproof adhesive, making it safe for heavy pedestrian traffic. It can be used on smooth concrete surfaces such as roads, parking lots, and sidewalks. SportWalk is ASTM D-2047 certified for slip resistance.

### AVAILABLE ROLL SIZES

27" x 10'  
54" x 33'  
54" x 100'

### APPLICATION SURFACES

Asphalt  
Brick  
Concrete  
Polished aggregate  
Stone

### APPLICATIONS

Canvas prints  
Exhibition events  
Marathons  
Races  
Street marking



## SOFTWALK® Non-adhesive expanded foam mesh for use indoors and outdoors

SoftWalk® is a reusable, non-adhesive, expanded foam mesh for indoor and outdoor graphics. SoftWalk® is an ideal product for reusable advertising on almost any walking or wall surface. Its distinctive texture adds vibrancy to large scale installations, and since it does not have an adhesive coating, it can be used and reused as a banner, a runner, an ad, or a full-scale carpet installation. SoftWalk® also floats, making it the perfect choice for turning pools and fountains into focal points for brands. SoftWalk® is ASTM D-2047 certified for slip resistance.

### AVAILABLE ROLL SIZES

29" x 10'  
60" x 82'

### APPLICATION SURFACES

Asphalt  
Concrete

### APPLICATIONS

Event signage  
Fountains and other water features  
Pool signage  
Wayfinding  
Décor  
Wall murals  
Retail environments  
Point of purchase



## CATWALK® Short and medium-term indoor wall and floor graphics

CatWalk® can be used for short and medium-term applications such as creative indoor ad campaigns and poolside graphics. This print media consists of a dimensionally stable film with a textured, non-slip surface and a pressure-sensitive adhesive on the reverse side. CatWalk's adhesive is safe to use on surfaces including tile, marble, concrete, linoleum, porcelain, and vinyl. With simple installation and clean removal, CatWalk® provides an extremely secure, slip-resistant, and chemical resistant surface that is suitable for dry or wet surfaces. CatWalk is ASTM-D-2047 certified for slip resistance.

### AVAILABLE ROLL SIZES

27" x 10'  
54" x 33'  
54" x 100'

### APPLICATION SURFACES

Marble  
Porcelain  
Tile  
Concrete  
Vinyl

### APPLICATIONS

Point of Purchase  
Retail  
Restaurants  
Museums  
Wet areas



## CLEARWALK® Short and medium-term indoor floor graphic signs

ClearWalk® can be used for short and medium-term indoor floor signs. This media consists of a translucent film with a non-slip textured surface. Pressure sensitive adhesive on the reverse side can be applied on a wide variety of indoor surfaces and easily removed without damaging the floor beneath.

ClearWalk® provides a unique way to create arresting 3D effects. Because it's translucent, you can see the floor beneath the graphic. It has the same foot-friendly feel as CatWalk® and its waterproof adhesive gives strong durability under heavy foot traffic. ClearWalk® is ASTM D-2047 certified for slip resistance.

### AVAILABLE ROLL SIZES

27" x 10'  
54" x 33'  
54" x 100'

### APPLICATION SURFACES

Polished concrete  
Terrazzo tile  
Ceramic tile  
Luxury vinyl flooring

### APPLICATIONS

3D graphics  
Advertising  
Point of purchase  
Retail environments  
Museums  
Floor graphics  
Event signage  
Wayfinding  
Décor  
Wall murals



## GLO BRITE® Promotional glow-in-the-dark film coated with adhesive

Glo Brite® promotional grade graphics media is a thin, flexible, glow-in-the-dark film that is coated with a removable adhesive. Glo Brite® has a matte surface layer that can be printed on in high definition for decorations, unique ad campaigns, public art, and more. Glo Brite's® photoluminescent properties provide a long-lasting glow, and the thin gauge of the material can be cut into any shape, making your graphics unique and memorable.

### AVAILABLE ROLL SIZES

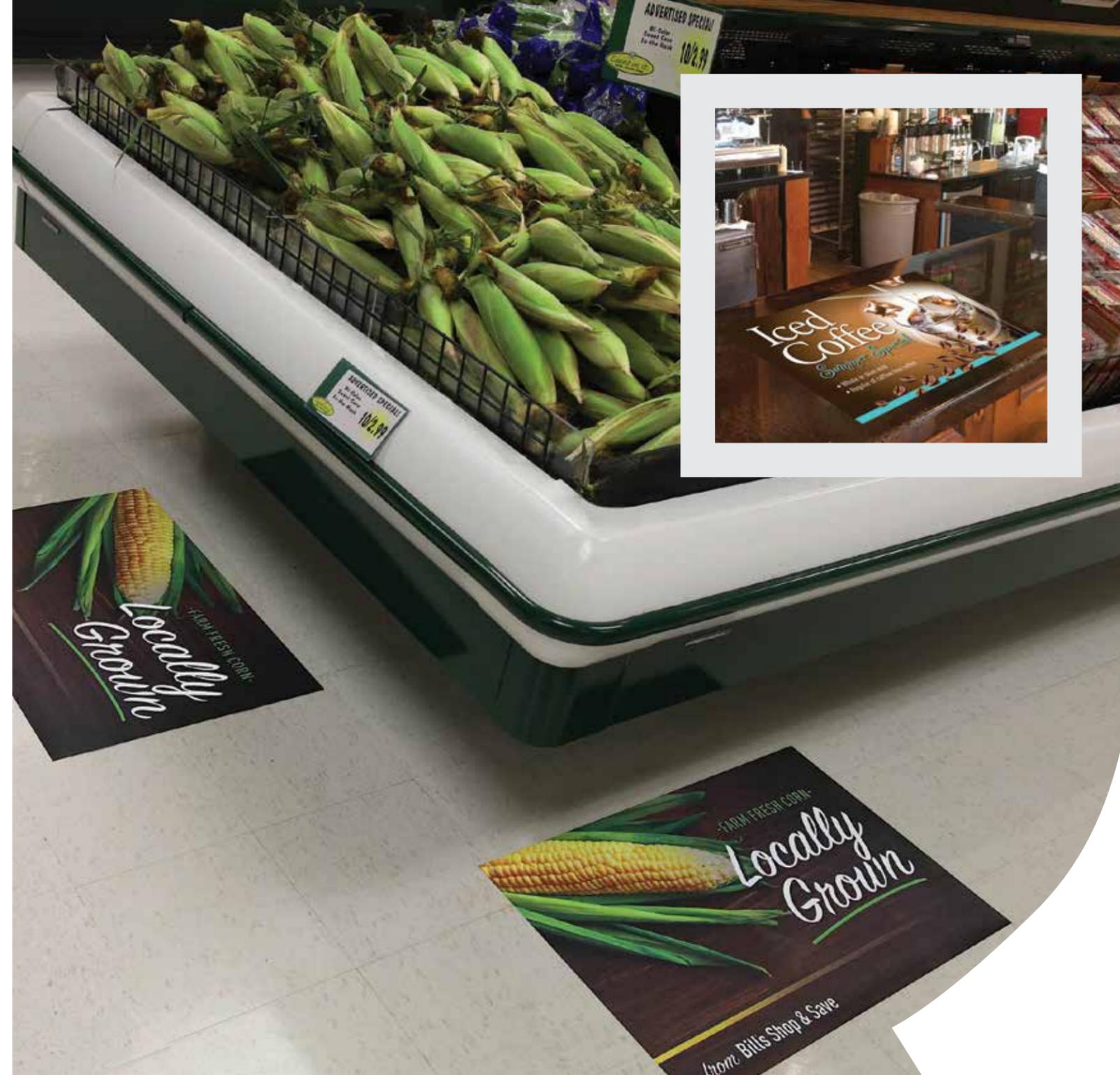
27" x 10'  
54" x 50'  
54" x 150'

### APPLICATION SURFACES

Smooth walls  
Doors  
Glass

### APPLICATIONS

Wayfinding  
Events  
Promotional signs  
Retail displays  
Wall murals  
Street art  
Point of purchase



## MATADOR™ Reverse print vinyl

The Matador™ material is an embossed, slip resistant printable vinyl for creating durable printed countertop mats and floor mats. This material is designed to be printed on the back side to protect the printed surface from wear and tear. Jessup's Matador™ film is a thicker gauge material without adhesives. Mats printed with this material can be used repeatedly and easily moved. Matador™ graphics can be used with a backer to provide slip resistance and print protection. Matador™ produces reusable, repositionable counter or floor graphics for any surface.

### AVAILABLE ROLL SIZES

30" x 10'  
60" x 50'

### APPLICATION SURFACES

Designed for floor or counter surface

### APPLICATIONS

Retail floors and counters  
Transportation stations  
Museums  
Educational facilities  
Trade show/ special events  
Event signage  
Sporting venues

## CLEAR OVERLAMINATE

### Heavy-duty embossed overlamine

Jessup clear overlamine is a heavy-duty, embossed, anti-slip vinyl engineered to withstand significant traffic. It adds to the durability of floor messaging graphics to create long lasting applications. Our overlamine has excellent clarity over printed graphics and an aggressive adhesive system to prevent peeling. It is ASTM D-2047 certified for slip resistance. Measuring at 23 mils, it is thicker than other overlamines but can still be laser cut into any shape.

#### AVAILABLE ROLL SIZES

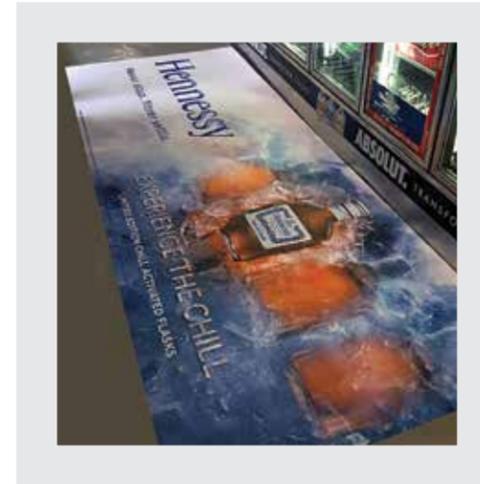
27" x 10'  
54" x 50'  
54" x 100'

#### APPLICATION SURFACES

Designed for adhesion to standard floor substrates.

#### APPLICATIONS

Promotional floor ads and signs  
Wayfinding  
Event signage  
Point of purchase  
Indoor floor graphics



### SOLVE + MAKE OFFERS ENDLESS POSSIBILITIES

If Jessup's best-selling graphics media are not perfect for your application, please contact us to develop your own material. With Jessup's Solve + Make™ service, we can combine the substrate, adhesive, and liner that best meets your requirements. Printable and non-printable Solve + Make™ products are used in many industries in many ways. Contact Jessup at [jessupmfg.com](http://jessupmfg.com) to start a conversation.

## PRODUCT LINE OVERVIEW

	ASPHALT ART®	TEXWALK®	SPORT WALK®	SOFT WALK®	CAT WALK®	CLEAR WALK®	GLO BRITE®	MATADOR™	OVERLAMINATE
<b>Compatible Inks</b>	UV & Latex	Solvent, UV, Screen, Latex	Solvent, UV, Screen, Latex	UV	Solvent, UV, Screen, Latex	Solvent, UV, Screen, Latex	Solvent, UV, Thermal Transfer Systems	UV and Latex	
<b>Durability</b>	3 to 12 months indoor/outdoor	Up to 3 months on floors indoors/24-36 months on walls indoors; 1-3 months outdoor on smooth surfaces	Up to 3 weeks outdoors	Reusable	Up to 3 months indoors	Up to 3 months indoors	24-36 months on walls indoors	Up to 12 months of indoor traffic	Up to 12 months of indoor traffic
<b>Roll Sizes</b>	24" x 10' 48" x 33' 48" x 100'	23" x 10' 48" x 82' 48" x 164'	27" x 10' 54" x 33' 54" x 100'	29" x 10' 60" x 82'	27" x 10' 54" x 33' 54" x 100'	27" x 10' 54" x 33' 54" x 100'	27" x 10' 54" x 50' 54" x 150'	30" x 10' 60" x 50'	27" x 10', 54" x 50', 54" x 100'
<b>Applied Thickness (Substrate &amp; Adhesive)</b>	23 mil	14 mil	23 mil	95 mil (substrate only)	20 mil	20 mil	9 mil	40 mil	23 mil
<b>Indoor Use</b>	Exposed brick walls, Smooth and uneven surfaces	Carpet, Tile, Wood, Metal, Sealed concrete, Wall applications on most flat surfaces		Carpet, Tile, Wood, Metal, Smooth concrete	Tile, Sealed concrete, Ideal for wet locations around hot tubs, shower stalls and swimming pools	Tile, Sealed concrete, Ideal for wet locations around hot tubs, shower stalls and swimming pools	Wall applications or most flat surfaces	Ideal for most indoor counter and floor surfaces	Adheres to standard graphic substrates- indoors
<b>Tolerates Vehicle Traffic</b>	●								
<b>Outdoor Use</b>	Asphalt, Concrete, Stone, Brick, Concrete pillars, Brick walls	Smooth concrete, Sealed wood	Asphalt, Concrete, Stone, Brick	Asphalt, Concrete, Other smooth surfaces, Floats on water					
<b>100% Recyclable</b>	●								
<b>Repositionable</b>		●		●				●	
<b>Seam Overlap Ability</b>		●							
<b>Wall Applications</b>	●	●		●			●		
<b>Common Uses</b>	Sports arena, Race tracks, Parades, Retail stores, Marathons, Bike events	Trade show, Retail POP, Wayfinding, Short term outdoor on smooth surfaces	Marathons, Parades, Retail stores, Mall graphics, Canvas prints	POP, events, Trade shows, Pools and Fountains	Retail POP, Directional and safety signage	Retail POP, Directional and safety signage	Events, Safety and promotional signage, Wayfinding, Retail environments	Counter mats, Wayfinding, Retail point of purchase, Indoor floor graphics	Heavy duty clear overlamine designed for adhesion to standard indoor floor substrates
<b>ASTM D-2047</b>	●	●	●	●	●	●	●	●	●
<b>ASTM E84</b>		●							
<b>NFSI Certified</b>	●								