



## DecoMark® Marking Design Guidelines

DecoMark® markings are durable, typically interconnected, surface-applied preformed thermoplastic surface signage and logo markings, suitable for application on asphalt and concrete pavement substrates. DecoMark markings are created using custom cut solid color pieces of preformed thermoplastic to create the desired marking. The pieces are assembled and glued together on the back so that they come in preassembled segments for ease of application, typically 2'x3' (.6m x .91m) sheets, depending on the marking's size.

### Design and Colors

- When replicating a customer's marking design, we will make every effort to replicate it as closely as possible; however, modifications may be necessary.
- Every line, element, or space within the marking should have a minimum width of 1/2" (12.7mm) wide or wider in order for us to manufacture, cut, and assemble a custom design into a complete DecoMark marking. Note that these tolerances are for narrow areas of larger material pieces that make up a marking. Depending on the marking's design and complexity, we reserve the right to require wider tolerances where necessary to manufacture certain markings.
- Unless very large, design elements with sharp points will likely have the tip of the sharp point(s) rounded to prevent breakage during manufacturing and assembly.
- There are 33 standard colors available for DecoMark markings.
- Custom colors are not available in DecoMark.
- Gradient shading design coloration is not possible in DecoMark preformed thermoplastic material.
- DecoMark is not a printed media that can simply be printed to a durable "sticker" and applied.

To get a better understanding of the material, design capabilities and the application process, it will be helpful to watch the videos and review the photo gallery on our DecoMark webpage at: [www.ennisflintamericas.com](http://www.ennisflintamericas.com). There are two videos available on the "Videos" tab in the middle of the page, and the photo gallery of some of our past markings is available at the link in the upper right-hand corner.

### Material Thickness

Two thicknesses are available for DecoMark Regulatory Surface Signage with ViziGrip® surface treatment, 90 and 125 mils (2.3mm and 3.2mm). 90 mil (2.3mm) material is typically used in bike and pedestrian areas, while 125 mil (3.2mm) material is most often used in roadways or areas exposed to vehicular traffic. DecoMark SK Non-Reflective Logos are only available in 125 mil (3.2mm) thickness for enhanced durability and maximized service life.

### Intellectual Property

Ennis-Flint makes every effort to respect others' intellectual property, so any registered, trademarked, or copyrighted logo, symbol, or brand name that we are to replicate must have a letter of permission from the brand owner or authorized representative accompany the request.

### Pricing

Custom item pricing is based on design complexity/intricacy, marking size, number of colors, quantity needed, and material thickness.

**Details needed to quote pricing for a custom item:**

Design: (Emailed drawing file, image, sketch, etc.)

The image should be of high resolution and print quality so that it can be evaluated properly. Vector design files using solid colors are ideal when available. We can accept CAD files (.DWG or .DXF), .PDF, .JPG, .TIF and .AI file types.

Description/Notes: (Only if any deviations from image submitted)

Dimensions: (Very Important)

Colors: (If not clear on the image submitted)

Quantity: (If an exact quantity is not known, please indicate an approximate amount.)

Mil Thickness: 90 mil (2.3mm) is typically used for regulatory surface signage in bike and pedestrian areas, while 125 mil (3.2mm) is used in roadways and other areas subject to vehicular traffic. DecoMark SK Logos are only available in 125 mil (3.2mm).

DecoMark markings are more economical if there are multiples of the same design ordered because the price per marking will be less than if only ordering a single marking, due to the design and set up expenses being amortized over multiple markings, instead of being charged to a single marking, if only one is desired.

**Submittal Drawings**

- Once the price has been accepted and an order placed for the markings, Ennis-Flint will prepare a submittal drawing for approval by the customer.
- No production will begin until the submittal drawing is approved in writing.
- Should a submittal drawing be required before the order is placed, Ennis-Flint reserves the right to charge an up-front design fee for submittal drawing creation. This amount will be applied toward the invoice for the markings when they are ordered, so it is not an additional charge above the quoted price.

**Application**

- A two-component epoxy sealer is applied to the pavement prior to the placement and heating of the marking.
- Each DecoMark marking consists of cut and preassembled pieces or sheets (depending on size) of preformed thermoplastic and must be heated until molten when applied to the pavement.
- The marking material's colors may change slightly when heated to a molten state during application.
- Any browning of the material from heating should wear away within a week or so of being opened to traffic.

**Marking Functionality**

TrafficScapes™ products (including DecoMark) are functional pavement markings designed to provide streetscape enhancement, promote safety awareness and calm traffic. The initial aesthetic properties of applied markings will be affected by traffic, weather, chemicals, and other environmental factors over time.