

Outdoor signs rarely fail at the *face*.

Acrylic, ACP, aluminium, steel and vinyl in Indian heat, monsoon, dust and coastal air.

What the sign has to survive here

- Strong ultraviolet radiation and sustained heat.
- Monsoon rain and wind-driven water.
- Dust, pollution and frequent aggressive cleaning.
- Coastal salt and humidity.
- Large day to night temperature swings.
- Bird activity, vibration and wind load at height.
- Water finding its way in through the building interface.

Six materials, honestly compared

Aluminium

Light, workable, corrosion resistant with the right finish. Thin stock distorts; watch dissimilar-metal contact.

ACP / composite

Flat large-format cladding and backdrops. Core and coating grade, edge treatment, joints, fire requirements.

Stainless steel

Crisp fabricated forms and premium finishes. Grade selection, tea staining, weld finishing, fingerprints.

Galvanised / MS

Structural strength at sensible cost. Corrosion protection, drainage, weld treatment, maintenance.

Acrylic

Clean illuminated faces and dimensional work. Expansion, brittleness, face retention, UV grade.

Exterior vinyl

Fast graphics and campaign flexibility. Substrate prep, film series, laminate, edge lift, removability.

“Acrylic sign” is not a
specification.

Thickness, alloy or grade, coating system, fabrication method and the brand of film or LED module decide how the sign performs. Ask for named products. A vendor who answers “premium material” has told you nothing you can hold them to.

An illuminated letter is five materials

01 The face

Acrylic or polycarbonate for front-lit. Opaque metal for backlit halo work.

02 The returns

Aluminium or stainless steel, finished to match the face.

03 The tray or rail

Back tray or mounting rail, and the wall stand-off that shapes the halo.

04 The electrics

LED modules, wiring and power supplies, with access to replace them.

05 The fixings

Weather-resistant fixings and sealed cable penetrations.

Near the sea, specify deliberately

- Metal grade and coating system chosen for that exposure category.
- Dissimilar metals isolated from each other.
- Exposed fasteners and welds treated, not just painted over.
- Drainage designed so water cannot sit anywhere.
- Electrical enclosures and connectors protected and accessible.
- A written salt-deposit cleaning and inspection schedule.

Why outdoor signs die young

- Water trapped inside with nowhere to drain.
- Untreated cut edges or welds.
- Poor surface preparation before coating or vinyl.
- Fixings chosen without reference to the substrate or the load.
- Power supplies sealed where the heat cannot escape.
- Incompatible metals quietly corroding each other.
- No access to replace an electrical component that will fail.
- Cable penetrations that break the building envelope.

Ten questions before you approve a build

01

Exact spec

What material, grade and thickness are proposed?

03

Coating

What coating or print-film system gets applied?

05

Water

How does it drain, and how are cable entries sealed?

07

Access

How do you reach the electrical components later?

09

Maintenance

What cleaning and inspection schedule is required?

02

Where used

Which faces, returns, frames and fixings use each one?

04

Edges

How are cut edges, welds and dissimilar metals treated?

06

Structure

Who confirms the mounting substrate and the load?

08

Warranty

What does it cover, and what does it exclude?

10

Sample

Can we approve a production-representative sample first?

A sign high on a facade is
cheap to make and
expensive to *reach*.

Compare maintenance access, cleaning, replaceable graphics, refinishing, energy use and the disruption of a repair. Two visits from a boom lift can cost more than the sign did. Lifecycle cost decides this, not the purchase price.

Tell us the exposure before the *finish*.

We work with acrylic, ACP and composite panels, metal, vinyl and print, fine-pitch LED, illumination and engineered structures in our Bengaluru facility. Start with the height, the weather and the finish you want. The build follows from there.

1991

SINCE

9,000+

SPACES

50+

CITIES

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