

THE WORLD'S LONGEST LASTING SIGN

Designed to be seen. Built to last in the harshest conditions.

**identimark
group**

Protect what matters.

Proven to last. 32+ years.

Life-time guarantee.
Zero maintenance.
Total peace of mind.

Engineered with a unique UV-resistant resin polymer, U3 is built to withstand the harshest conditions – resisting fade, corrosion and damage for over 40 years without maintenance.

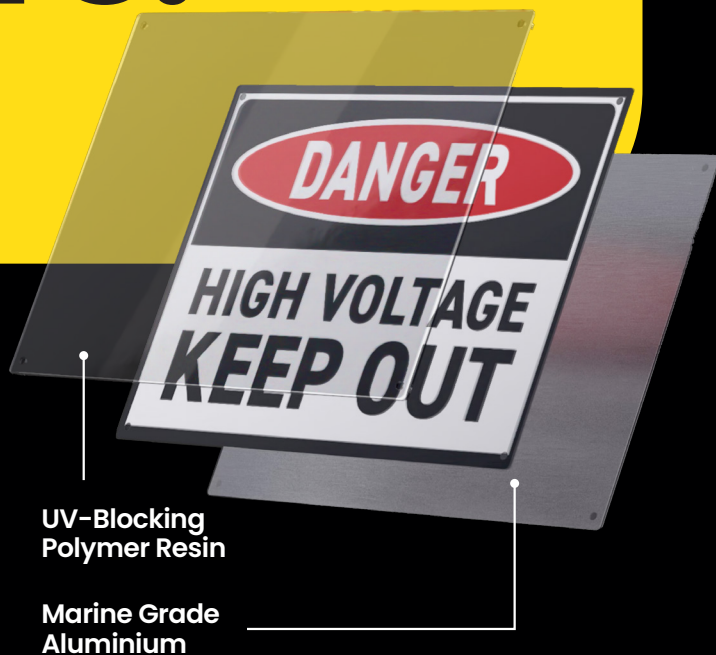
Its marine-grade, anti-graffiti and fire-retardant properties make it the ultimate choice for long-term compliance and clarity. Tough and reliable, U3 sets the benchmark for durability in safety signage, keeping your message visible for life.



← Scan to watch the U3 video

Tested in the harshest conditions

U3 signage is proven to withstand extreme UV exposure without fading. Tested at the NATA-accredited Allunga Exposure Laboratory using real sunlight for accurate, long-term durability. Learn more at allunga.com.au



Fade Free

Keep your message clear and compliant

Anti-Graffiti

Graffiti removes easily, zero maintenance

Fire Retardant

Reducing vandalism opportunities

Marine Grade

Corrosion resistant for the harshest environments

Anti-Glare

Easily readable in all lighting conditions

Lifetime Guarantee

You won't need to replace a U3 sign



Power



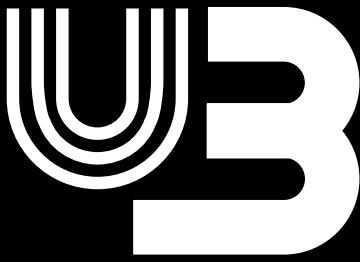
Gas



Solar



Renewables



Signage Durability Comparison Chart

	U3 Signage	Traditional Aluminium Signage	Colourbond Signage
Life Expectancy	32yrs+ 400% longer than traditional signage	3 to 8 years	2 to 5 years
Guarantee	Lifetime*	Some product guarantee	Some product guarantee
Material Thickness	3 - 5mm	1 - 3mm	1mm
Impact Strength	Exceptional	Medium	Medium
UV Protection	Exceptional - fade free for a lifetime	Temporary 2 to 6yrs	Temporary 1 to 4yrs
Vandalism/Graffiti risk of damage to text	Exceptional - text is subsurface	Text is partly or fully exposed	Text is partly or fully exposed
Performance in Heat	Exceptional - no change	Peeling/warping	Good
Corrosion Resistance	Minimal or no corrosion	Some corrosion resistance	Steel based product quickly becomes corroded and deteriorates
Graffiti Removal	Quick and effective - simply wipe off with no blemishes	Time consuming and often would result in sign replacement	Time consuming and often would result in sign replacement

Cost savings over time with a U3 sign

Below we have shown an example on a client's savings on one U3 sign over 32 years.

Sign Type	Quantity purchased	Initial cost	Cost over 8 years	Cost over 16 years	Cost over 32 years
U3 Fade-free ID Sign, 120 x 230mm	1998	\$645,595.32	\$645,595.32	\$645,595.32	\$645,595.32
Traditional Sign, 120 x 230mm (lasting 8 yrs)	1998	\$617,382.00	\$1,234,764.00	\$1,852,146.00	\$3,086,910.00

*Based on cost of \$300 per installation/ replacement for transmission tower signage (includes labour, admin, land permission, travel costs etc)

Savings on U3 sign costs over 32 years: **\$2,441,314.68**

Identimark is trusted by

- APA

Powerlink

Transgrid

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Energy Queensland

Transpower

PowerCo

Zinfra

Ventia

Downer

UGL

Bouygues
- LightsourceBP

First Solar

Yurika

Monford

RJE

Pacific Energy

Metka

EGN

Enerven

Aggreko

Juwi

Elecnor

and more...



Our Promise

Make it easy

We are driven by the belief that simplicity empowers progress.

Make it happen

Accountability and action are at the core of what we do.

Make it the best

Excellence is our standard and we go above and beyond to achieve it.

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