



## GRAPHICS MEDIA

For advertising and events



## 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.



PRODUCT LINE OVERVIEW

	ASPHALT ART®	TEXWALK®	SPORT WALK®	SOFT WALK®	GLO BRITE®	CAT WALK®	CLEAR WALK®	OVERLAMINATE
Compatible Inks	UV & Latex	Solvent, UV, Screen, Latex	Solvent, UV, Screen, Latex	UV	Solvent, UV, Thermal transfer systems	Solvent, UV, Screen, Latex	Solvent, UV, Screen, Latex	
Durability	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 week outdoor	Reusable	24-36 months on walls indoors	Up to 3 months indoors	Up to 3 months indoors	Up to 12 months of indoor traffic
Roll Sizes	24" x 10' 48" x 33' 48" x 100'	23" x 10' 48" x 82'	27" x 10' 54" x 33' 54" x 100'	29" x 10' 60" x 82'	27" x 10' 54" x 50' 54" x 150'	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 100'
Applied Thickness (Substrate & Adhesive)	23 mil	14 mil	23 mil	95 mil (substrate only)	9 mil	20 mil	20 mil	23 mil
Indoor Use	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	Wall applications or most flat surfaces	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	Adheres to standard graphic substrates- indoors
Tolerates Vehicle Traffic	●							
Outdoor Use	Asphalt, Concrete, Stone, Brick, Concrete pillars, Brick walls	Smooth concrete, Sealed wood	Asphalt, Concrete, Stone, Brick	Asphalt, Concrete, Other smooth surfaces, Floats on water				
100% Recyclable	●							
Repositionable		●		●				
Seam Overlap Ability		●						
Wall Applications	●	●		●	●			
Common Uses	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	Events, Safety and promotional signage, Wayfinding, Retail environments	Retail POP, Directional and safety signage	Retail POP, Directional and safety signage	Heavy duty clear overlaminate designed for adhesion to standard indoor floor substrates
ASTM D-2047	●	●	●	●		●	●	●
ASTM E84		●						
NFSI Certified	●							

ASPHALT ART®

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 12 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®**

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'

#### 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®

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

Road shows





# SOFTWALK®

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



# GLO BRITE®

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

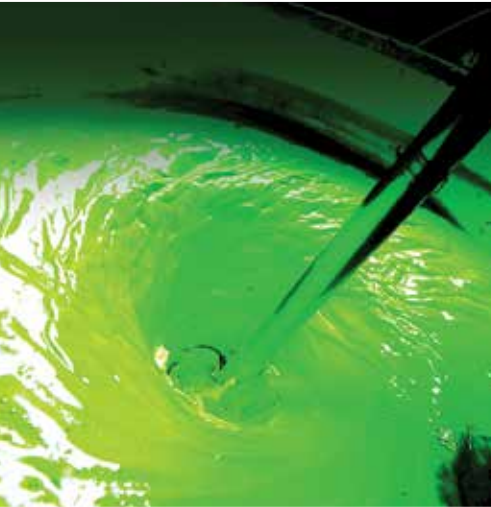
- 27" x 10'
- 54" x 50'
- 54" x 150'

## APPLICATION SURFACES

- Smooth walls
- Doors
- Glass

## APPLICATIONS

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







# CATWALK®

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 ASTMD-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®

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 is 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
- Terrazo tile
- Ceramic tile
- Luxury vinyl flooring

## APPLICATIONS

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



# HEAVY DUTY CLEAR OVERLAMINATE

Jessup clear overlaminate 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 overlaminate 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 overlaminates but can still be laser cut into any shape.

## AVAILABLE ROLL SIZES

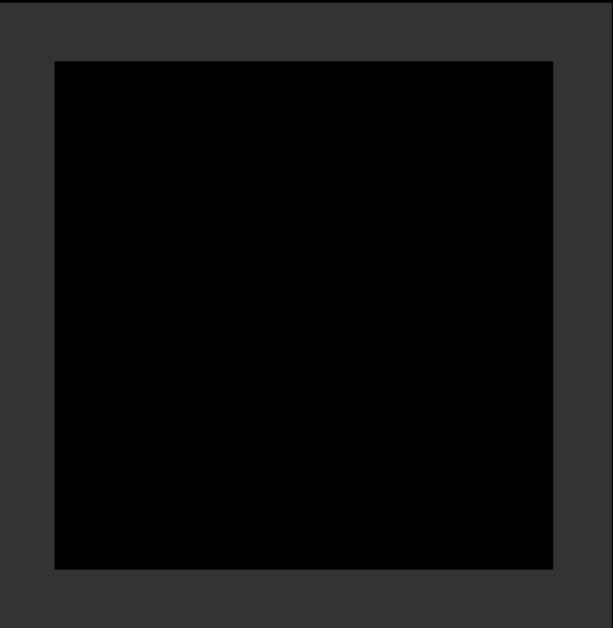
- 27" x 10'
- 54" x 50'
- 54" x 100'

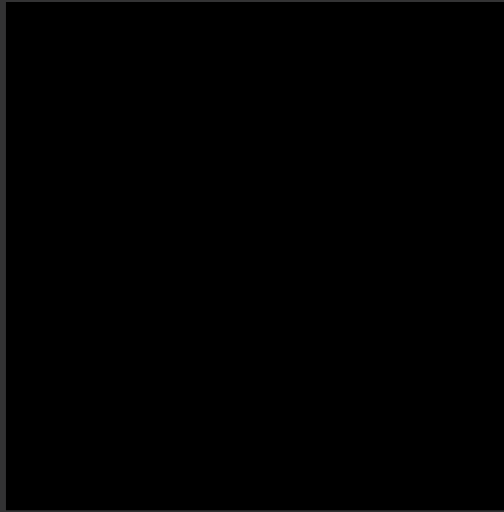
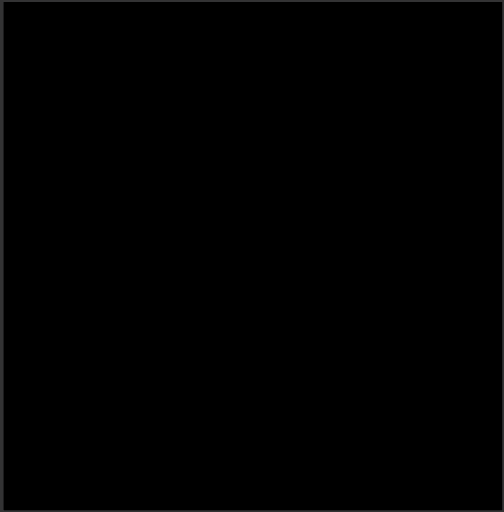
## APPLICATION SURFACES

Designed for adhesion to standard floor substrates

## APPLICATIONS

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





## 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.

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