

New Media from Jessup

Your Sales Opportunity with Asphalt Art®, TexWalk® and More

Webinar Training

May 14, 2015



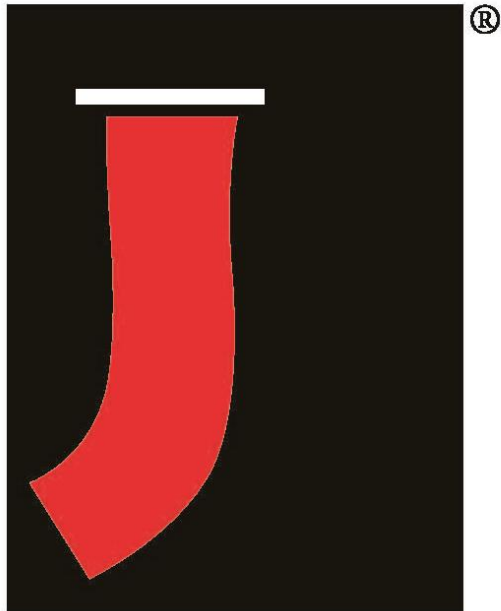
Topics

- Who we are
- Why ground and walls
- Why Jessup's line
- Products
- Markets and applications
- Contact us

WHO WE ARE



Jessup Manufacturing Company



J E S S U P®

- Expert in adhesive films since 1956
- Specialist in non-slip technology
- Leader in photoluminescent films
- Global supplier of graphics media, tapes, and treads
- Strong brands through distribution
- Customer specified coating, laminating, and converting
- Manufactures in USA
- Privately held

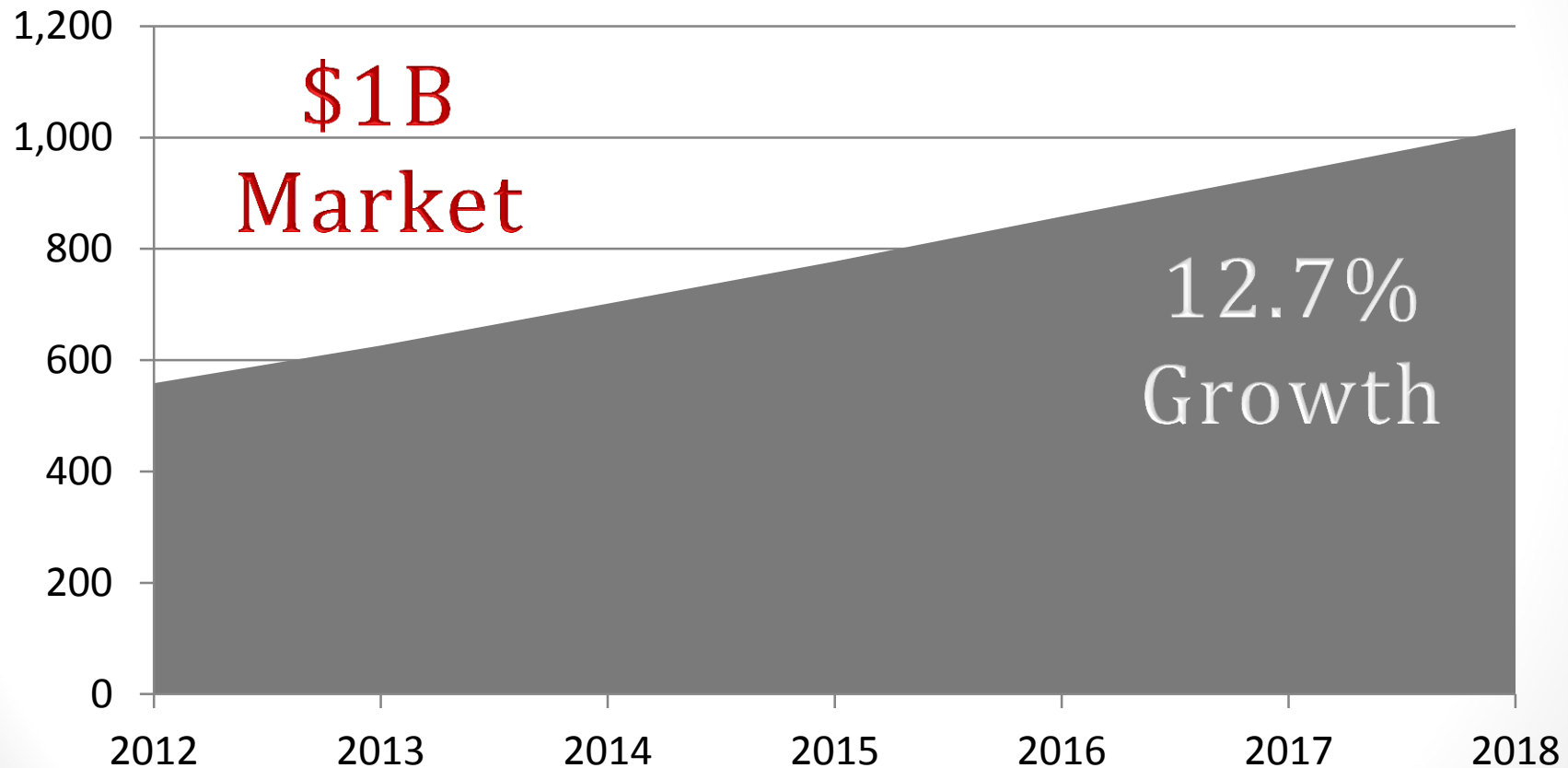
WHY GROUND AND WALLS

Floor Graphics Retail Sales

North American Retail Sales

Excludes Services & Installation

USD Millions



Source: InfoTrends

WHY JESSUP'S LINE



Low Risk

- Non-slip expertise reduces slips, trips, and falls
- Slip resistance exceeds required minimum
- Asphalt Art® is NFSI & ASTM D-2047 certified
- No overlamination required
- No torches or special tools required for installation or removal
- Jessup warranty

Conformability & Adhesion

Rough Surface



High Traffic Surface



Durability

Airport Pay Station Day 1



One Year Later



Easy Application & Removal

- No overlamination required—just print, peel, and stick
- Different materials for different surfaces
- Easily cut into any shape
- Wet surface friendly
- Slip-resistant & NFSI certified
- Easy to remove—no tools or torches needed
- Leaves no adhesive residue

Lowest Total Cost

- No lamination reduces material cost
- No lamination reduces labor cost
- No pre-install site preparation
- Low removal labor cost
- No post-removal clean up
- Recyclable

PRODUCTS AND APPLICATIONS

- 23 mil foil with permanent adhesive
- Conforms to rough surfaces
- Durable against vehicle traffic
- 3-12 months outdoors
- Non-slip certified
- No lamination required
- PVC free
- UV, Latex printable
- 24"x10', 48"x33', 48"x100'
- Recyclable
- Ideal for parking lot, sidewalks, outdoor malls, POS/retail, stadiums, concert venues, wayfinding, and transit

Asphalt Art



SportWalk



- 23 mil PVC vinyl
- Removable adhesive
- Adheres to flat smooth surfaces
- Extremely slip-resistant surface, even when wet
- No lamination required
- One week outdoors
- Cut to any shape
- 25"x10', 51"x33' & 51"x100'
- Ideal for foot and bike races, outdoor events, concerts and stadiums

CatWalk

- 20 mil PVC opaque white vinyl
- Permanent adhesive
- Extremely slip-resistant surface even when wet
- No lamination required
- 3 months indoors
- Solvent, UV, Screen, Latex
- 25"x10', 51"x33' & 51"x100'
- Ideal for indoor pools, saunas, shower/hot tub areas and pool graphics, indoor retail graphics



ClearWalk



- 20 mil PVC frosted clear vinyl
- Permanent adhesive
- Extremely slip-resistant surface even when wet
- No lamination required
- 3 months indoors
- Solvent, UV, Screen, Latex
- 25"x10', 51"x33' & 51"x100'
- Ideal for indoor pools, saunas, shower/hot tub areas and pool graphics, indoor 3-D graphics

TexWalk

- 16 mil PVC vinyl
- Removable/Repositionable adhesive
- Adheres to multiple surfaces
- Non-slip certified
- No lamination required
- Three month indoor floor
- One year indoor wall
- Up to 3 month outdoors
- Solvent, UV, Screen, Latex
- 23"x5', 48"x82'
- Ideal for tradeshow, POS/retail, universities, shopping malls, outdoor weekend events, wayfinding, interior wall décor and corporate events



SoftWalk



- Expanded foam mesh
- Non-adhesive
- Liner for printing
- No lamination required
- Reusable
- UV
- 29"x10', 60"x82'
- Ideal for floating graphics in pools and fountains, wall curtains or welcome mats on carpet

MARKETS AND APPLICATIONS

Who Benefits

Brand Owners

Trade Show Management Companies

Zoos

Retailers

Print Service Providers

Event Marketers

Museums

Sign Companies

Media Companies

Out Door Venues

Advertising Agencies

Sport Franchises

Universities

Theme Parks

Sponsorship



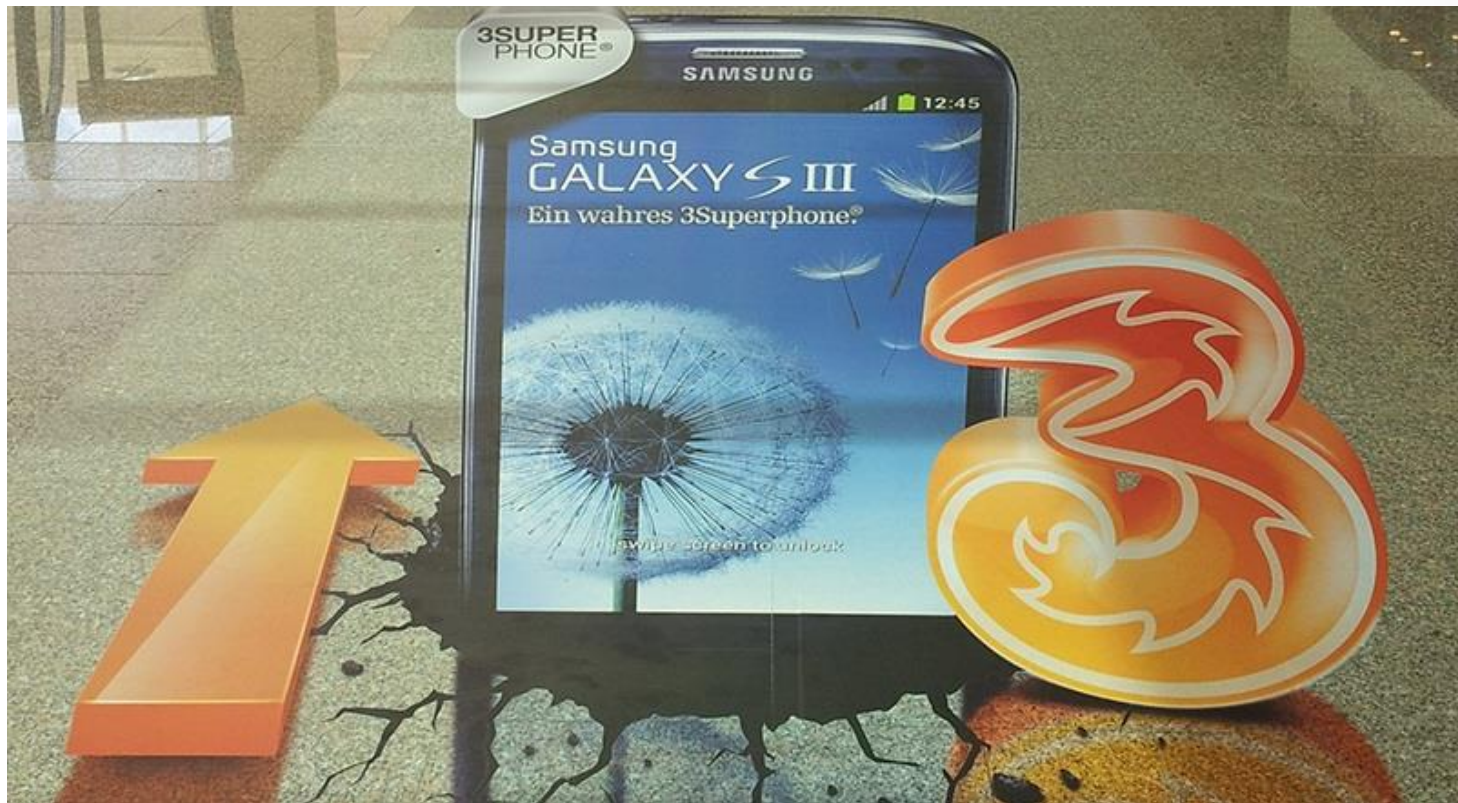
SportWalk

Sponsorship



Asphalt Art

Advertising



ClearWalk

Advertising



Asphalt Art

Advertising



Asphalt Art

Advertising



Asphalt Art

Point of Sale



TexWalk

Point of Sale



Asphalt Art

Public Area - Event



SportWalk

Bus Station



Asphalt Art

Subway Station



Asphalt Art

Hotel Event



Asphalt Art

Shopping Mall Event



TexWalk

Sporting Event



SportWalk

Restaurant Sidewalk



Asphalt Art

Restaurant Drive-Through



Asphalt Art

Poster



Asphalt Art

Parking Garage



Asphalt Art

Wayfinding



TexWalk

Wayfinding



Asphalt Art

Pool



CatWalk

Shower



CatWalk

Street Art



Asphalt Art

Street Art



Asphalt Art

CONTACT US



Contacts

Sales

Mike Richardson

Business Development

Graphics Media

mrichardson@jessupmfg.com

815-307-6826

Customer Service

sales@asphaltartusa.com

815-564-2965

www.asphaltartusa.com



QUESTIONS