VIDEO CATALOG

craftsmanship

Quality control is the hallmark of our manufacturing and finishing process

Track

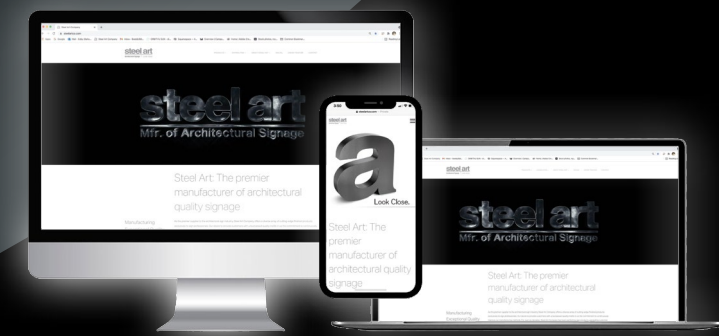# steel art

Architectural Signage | Look Close
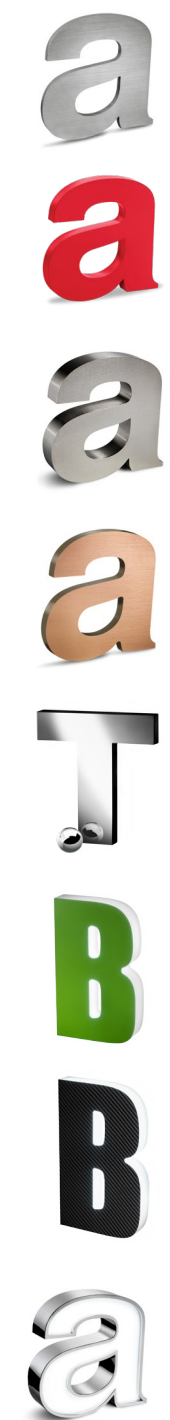
ABOUT
steel art

Since 1952, Steel Art Company has been manufacturing premium quality architectural signage, metal letters, and logotypes.

With expert project advice from a team of design professionals and skilled craftsmen with generations of experience, we are fully committed to serving your requirements. Each department of Steel Art – customer service, accounting, sales, and manufacturing – is professionally adept to assist you, and all are prepared to add value by any means possible.

Our website showcases our broad array of products, along with the unsurpassed custom finishes that we offer exclusively for the sign trade.

Sales inquires to: sales@steelartco.com

Contents

Architectural Signage   EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

View Our
SOLID CUT LETTER
Sell Sheet **HERE** ▶

Look Close

Solid Cut Letters

We have been cutting with high technology abrasive water jet systems for almost 30 years, and Laser cutting systems for 10 years, as one of the first in the industry to use such technology. Our cutting systems are operated by highly experienced technicians and engineers, bringing you the best possible quality available. From the most basic plate letter to the most intricate, multi-layered assembly piece, Steel Art is committed to meeting your company's needs.

Our Solid Dimensional letters are available in Stainless Steel (types 304 and 316), Aluminum 5052, Copper 110 95/5, Brass 280 60/40 , Yellow Brass 260 70/30, Bronze 220 90/10, HR Steel A36 and Corten. We offer endless finish variations: satin 100 grit or 200 grit, Satinbrite™, mirror polish, CrystalMatte™, Oxidized light, medium, dark or matched to sample, acrylic polyurethane painted, protective clear coat, powder coated and oven cured, plus numerous proprietary mechanical finishes. Ask you project manager for finish chips and we will gladly provide them.

Our edge quality is unsurpassed, typically abrasive blasted to a fine matte texture. Please view our product photography library for ideas and capabilities. Several mounting styles are available to meet your unique installation needs. All jobs are delivered with requested hardware and a marked mounting template. All the tools to achieve a smooth installation are provided.

Solid cut letter materials include stainless steel, aluminum, brass, yellow brass, copper, bronze & Cor-Ten.

Mirror Polish
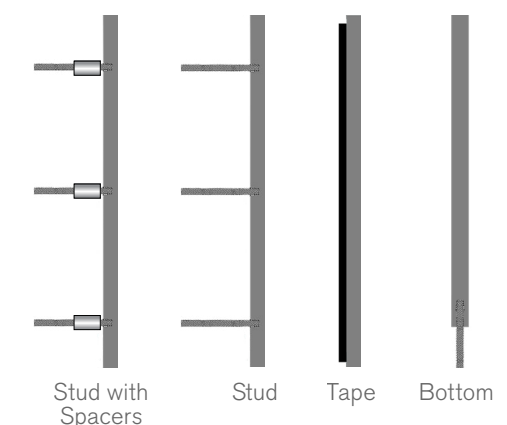Aluminum

Edgeblend™
Brass

Random Orbital
Yellow Brass

Verde Green
Patina Copper

Satin Brushed
Stainless Steel

Satinbrite™
Bronze

Cor-Ten
Carbon Steel

MOUNTING

Stud with
Spacers

Stud

Tape

Bottom

Size Range
- Height: 0.75" - 48" | Depth: .063" - 2"

Other Details
- **Lifetime Guarantee** on craftsmanship
- Actual finish samples are available
- See *"Passivation"*
- See *"Installation Hardware"*
- New Tough Template™ available

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Architectural Signage   EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

View Our
ACRYLIC LETTER
Sell Sheet **HERE** ▶

Sales inquires to: sales@steelartco.com

steel
art

Look Close

Acrylic Letters

Another lightweight option to the solid metal letter.

We offer all variations of acrylic, whether it be painted, left natural or frosted. In addition to classic acrylic variations, we have our Icetone™ letters which feature a painted second surface. See the list of style variations below. You have the option to keep the face clear or non-glare frosted, and the edges can be laser-polished, frosted, or painted. They are laser cut using premium quality acrylics and have crisp corners (to .004")—never radiused. Only available at Steel Art. Ask your Project Manager about our acrylic options and our Icetone™ today.

MOUNTING

Stud with Spacers   Stud   Tape   Bottom

#101
Painted Face &
Back with Clear Sides*

*(*Up to .5" deep)*

#102
Clear Face with
Painted Side & Back*

*(*Up to .75" deep)*

#103
Non-glare Face,
Clear Sides,
Painted Back
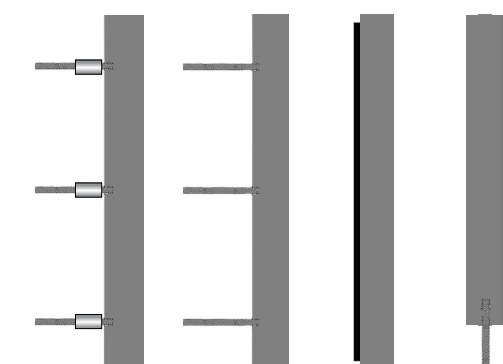
#104
Non-glare Face
with Painted
Side & Back

#100
Painted Face
& Sides

#105
Non-glare Face
& Side with Painted Back

#106
Non-glare Face
& Side

Size Range
• Height: 1" - 48" | Depth: .063" - 1"

Other Details
• **Lifetime Guarantee** on craftsmanship
• Actual finish samples are available
• Color matches by Matthews or AkzoNobel Systems
   (*proof samples provided*)
• See *"Color Guide"*
• See *"Installation Hardware"*
• New Tough Template™ available

Architectural Signage   EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

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View Our
FABRICATED LETTER
Sell Sheet **HERE** ▶

Look Close
steel art
Stainless Steel
Fabricated Letters

Sales inquires to: sales@steelartco.com

steel
art
Look Close

Fabricated Letters

steel art

Stainless Steel alloy 304 is a general purpose alloy, very durable and easy to maintain in exterior and interior applications. Alloy 316 performs better in highly corrosive, salt air environments, such as industrial, coastal vicinities or areas know for high levels of atmospheric pollution. All stainless steel products are automatically passivated when used in exterior applications, at no additional charge. This process aids in inhibiting oxidation and staining.

Stainless Steel Satin
#4 Brushed

Mirror Polish
Aluminum

Satinbrite™ Face/
Polished Sides Brass

Random Orbital
Yellow Brass

Verde Green
Patina Copper

Satinbrite™ Face/
Painted Sides Bronze

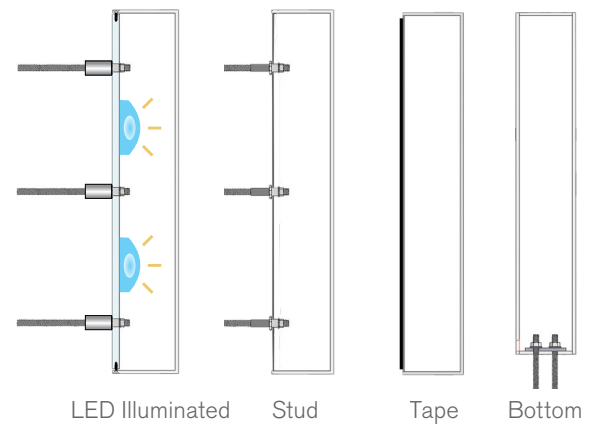Face Painted/
Satinbrite™ Sides Bronze

Non-Directional
Copper

Cor-Ten
Carbon Steel

MOUNTING *(Closed Back Available)*

LED Illuminated   Stud   Tape   Bottom

Size Range
• Height: 3" - 60" | Depth: 0.375" - 6"

LED Illumination
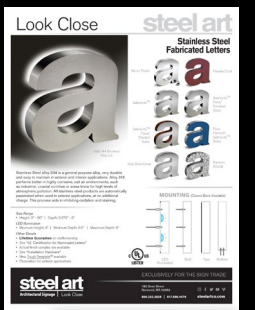• Minimum Height: 4" | Minimum Depth: 0.5" | Maximum Depth: 6"

Other Details
• **Lifetime Guarantee** on craftsmanship
• See *"UL Certification for Illuminated Letters"*
• Actual finish samples are available
• See *"Installation Hardware"*
• New <u>Tough Template</u>™ available
• Passivation for exterior applications

c(UL)us
LISTED

Architectural Signage EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

View Our
METALAM™

Sales inquires to: sales@steelartco.com
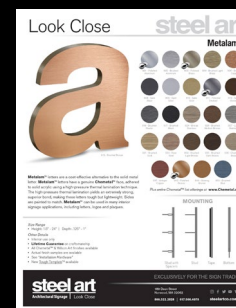
steel art

steel
art

Look Close

Metalam™ Letters

Metalam™ letters are a cost-effective alternative to the solid metal letter. Metalam™ letters have a genuine Chemetal™ face, adhered to solid acrylic using a high-pressure thermal lamination technique. The high-pressure thermal lamination yields an extremely strong, superior bond, making these letters a tough but lightweight alternative to the solid metal letter. Metalam™ can be used in many interior signage applications, including plaques and assemblies.
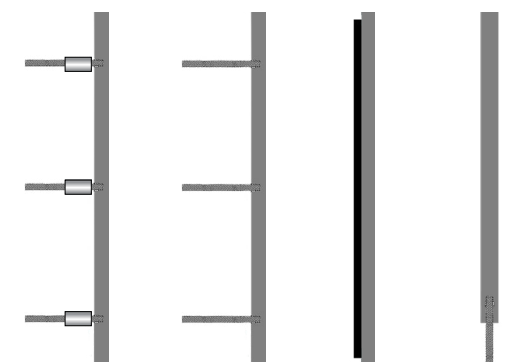
MOUNTING

| Stud with Spacers | Stud | Tape | Bottom |

Size Range
- Height: 1.5" - 24" | Depth: .125" - 1"

Other Details
- Interior use only
- **Lifetime Guarantee** on craftsmanship
- All Chemetal™ & Wilson Art finishes available
- Actual finish samples are available
- See *"Installation Hardware"*
- New Tough Template™ available

901 - Polished Aluminum
902 - Brushed Aluminum
903 - Polished Brass
904 - Brushed Light Brass
906 - Brushed Copper
908 - Satin Black
909 - Satin Silver
910 - Satin Gold
911 - Polished Smoked
912 - Satin Bronze
916 - Brushed Pewter
917 - Brushed Black
915 - Brushed Bronze
924 - Bronze Stainless
925 - Brushed Medium Bronze
927 - Light Stainless
931 - Brushed Gold
933 - Rose Gold
934 - Brushed Light Bronze
935 - Brushed Dark Bronze
936 - Champagne Brass
937 - Antique Copper
943 - Polished Bronze
944 - Glowing Bronze
950 - Brushed Blue

Plus entire Chemetal™ list offerings: **www.Chemetal.com**

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◀ WATCH OUR PRODUCTION VIDEO
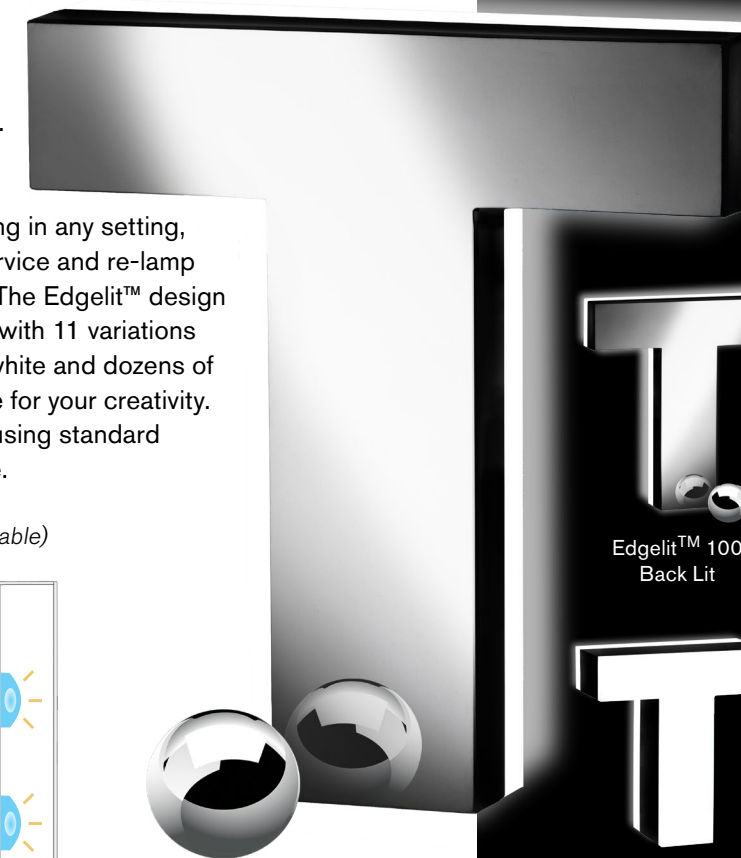
View Our
EDGELIT™
Sell Sheet **HERE** ▶

Sales inquires to: sales@steelartco.com

Look Close

Edgelit™

Presenting our newest product line...
Edgelit™. Originally developed for
high-end retail signage, these
illuminated letters look simply amazing in any setting,
both interior and exterior. Easy to service and re-lamp
with LEDs warrantied for 10 years. The Edgelit™ design
was engineered to be super flexible with 11 variations
at your command. All "K" values of white and dozens of
translucent PMS colors are available for your creativity.
Feel free to customize your design, using standard
offerings at a value engineered price.

MOUNTING *(Closed Back Available)*

Stud with   Stud   Tape   Bottom
Spacers

c(UL)us
LISTED
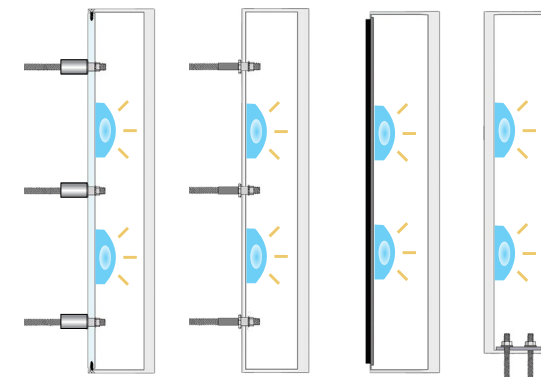
Size Range & Illumination
• Height: 4" - 48" | Depth: 2" - 6"
• Acrylic Projection: Trimless Face/Back: .25" - .75"
• Minimum Depth: 0.75" *(Style 100 Only)*

Other Details
• **Lifetime Guarantee** on craftsmanship
• See *"UL Certification for Illuminated Letters"*
• Actual finish samples are available - See *"Metal Finishes"*
• See *"Installation Hardware"*
• New Tough Template™ available

▶ Back to Table of Contents

steel art

Edgelit™ 100
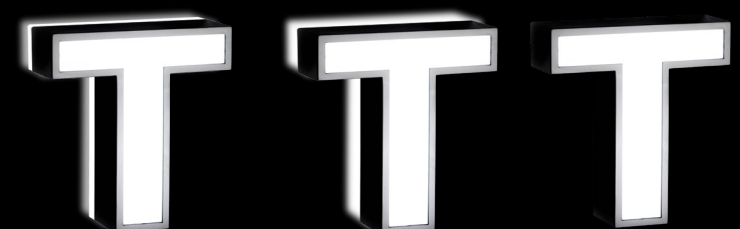Back Lighting
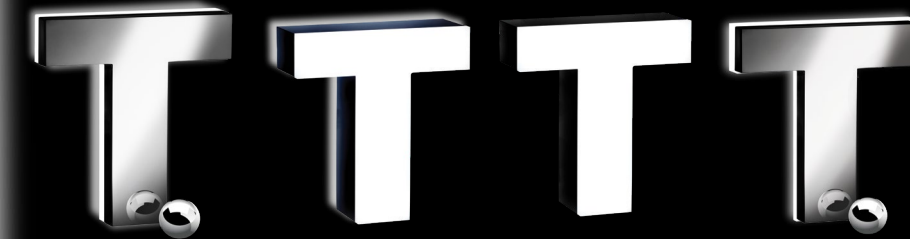
Edgelit™ 100 Back Lit	Edgelit™ 101 Trimless Face & Halo Lit	Edgelit™ 102 Trimless Face Lit	Edgelit™ 103 Outline Back Lit
Edgelit™ 104 Trimless Face & Back Lit	Edgelit™ 105 Stencil Cut Push Thru & Halo Lit	Edgelit™ 106 Stencil Cut Push Thru & Back Lit	Edgelit™ 107 Stencil Cut Push Thru
Edgelit™ 108 Stencil Cut Face & Back Lit	Edgelit™ 109 Stencil Cut Face & Halo Lit	Edgelit™ 110 Stencil Cut Face Lit	
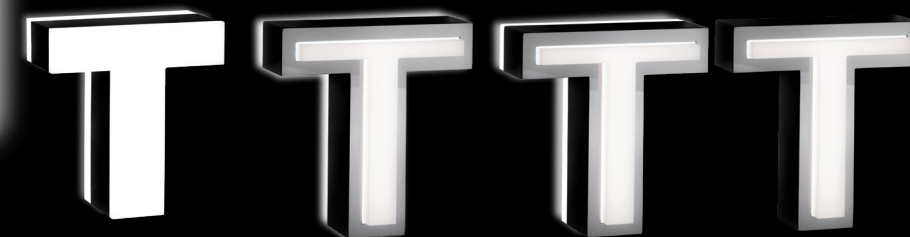
Architectural Signage EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

View Our
ACRYLIT™ LETTER
Sell Sheet **HERE** ▶

Sales inquires to: sales@steelartco.com
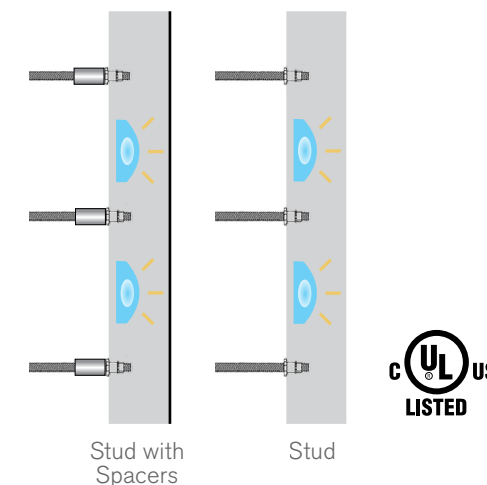
Look Close

Acrylit™

Acrylit™ is manufactured from solid light diffused white acrylic 30mm thick (1.18") with a stainless steel closed back.

Available in four configurations:
▪ Glowing Face & Side
▪ Painted Opaque Face/Glowing Side
▪ Translucent or Opaque Vinyl Face/Glowing Side
▪ Glowing Face/Painted Side

May be used in both interior and exterior applications. The LEDs are warrantied for 5 years interior use and 3 years in exterior use. The LEDs can be replaced when expired.

MOUNTING

Stud with   Stud
Spacers

c **(UL) US**
LISTED

Size Range & LED Illumination
▪ Height: 6" - 24" | Depth: 30mm | 1.25" Minimum Stroke

Other Details
▪ **Lifetime Guarantee** on craftsmanship
▪ See *"UL Certification for Illuminated Letters"*
▪ Color matches by Matthews or AkzoNobel Systems (*proof samples provided*)
▪ See *"Color Guide"*
▪ See *"Installation Hardware"*
▪ New Tough Template™ available
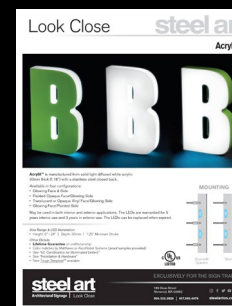
⊙ *Back to Table of Contents*

Glowing
Face with
Painted
Side

Glowing
Face &
Side

Translucent or
Opaque Vinyl Face/
Glowing Side

Architectural Signage   EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

View Our
SIDELIT™ LETTER
Sell Sheet **HERE**

Look Close
steel art
Sidelit™

Sales inquires to: sales@steelartco.com

Sidelit™

Sidelit™ is manufactured from solid white acrylic with brilliant glowing white or LED colored sides. Faces can be opaque vinyl, ChemetalTM or a painted color. Sidelit™ was designed for both interior and exterior applications. The LEDs are warrantied for 5 years interior use and 3 years in exterior use. The LEDs can be replaced when expired.

MOUNTING

Stud with Spacers

Stud

C UL US LISTED
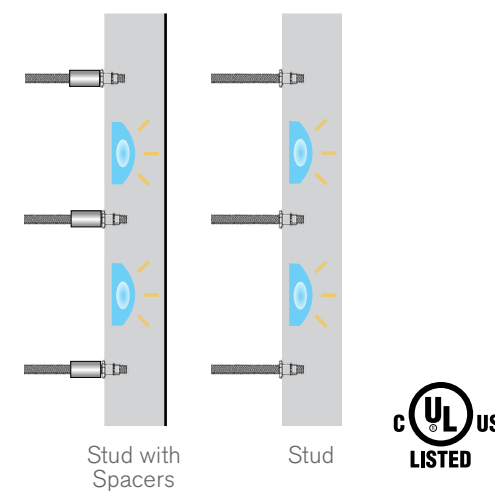
Size Range & LED Illumination
• Height: 6" - 24" | Depths: .5", .75" & 1" | 1.25" Minimum Stroke

Other Details
• **Lifetime Guarantee** on craftsmanship
• See *"UL Certification for Illuminated Letters"*
• Color matches by Matthews or AkzoNobel Systems (*proof samples provided)*
• See *"Color Guide"*
• See *"Installation Hardware"*
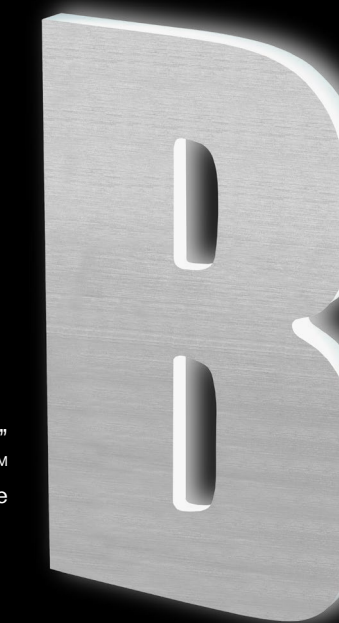• New Tough Template™ available

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steel art

.75" Painted Face

1" / Carbon Fiber Vinyl Face

.5" Chemetal™ #902 Face

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Architectural Signage EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

Look Close
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art

View Our
THINTRIM™
Sell Sheet **HERE** ▶

Sales inquires to: sales@steelartco.com

Look Close

steel art

ThinTrim™ & ThinTrim Plus™

With brilliant details, including letter depth as shallow as 2", this exciting new product line is now available exclusively from Steel Art. Our ThinTrim™ and ThinTrim Plus™ offers many custom features. Both can be illuminated thru the face or if desired thru the back as well. Depending on letter height, the ThinTrim™ retainer lip is uniquely 1/8" wide bringing an architectural note to its appearance. Now the designer has the choice between plastic trim and higher end, mirror polished metals. Select the proper white acrylic (#2447 or #7328) or colored face, translucent PMS vinyl and LED combination and you have endless possibilities, including RGBW.

MOUNTING *(Closed Back Available)*

Stud with Spacers | Stud | Tape | Bottom

▸ *Back to Table of Contents*

Mirror Polish Stainless Steel
ThinTrim Plus™

Stainless Steel
Mirror Polish

Stainless Steel
Satin Brushed

APU Paint
PMS Matching

Powder Coat

Copper Satin Brushed
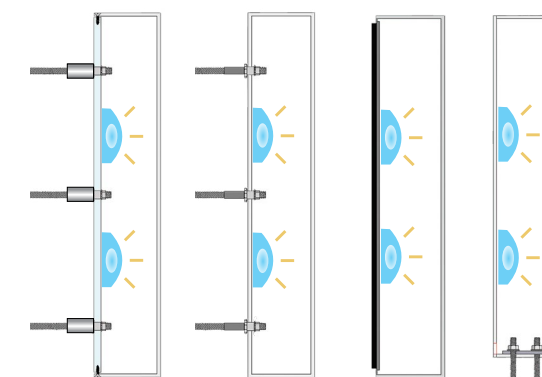
Brass Satin Brushed

Bronze Satin
Brushed

Medium Oxidized
Satin Brushed

ThinTrim™
with Day/Nite Acrylic

ThinTrim™ with
RGBW LEDs

c UL us
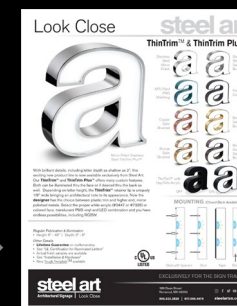LISTED

Size Range & Illumination
• Height: 6" - 48" | Depth: 2" - 6"

Other Details
• **Lifetime Guarantee** on craftsmanship
• See *"UL Certification for Illuminated Letters"*
• Actual finish samples are available - See *"Metal Finishes"*
• See *"Installation Hardware"*
• New Tough Template™ available

Architectural Signage EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

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◀ WATCH OUR PRODUCTION VIDEO

Look Close | steel art
Marquée™ Letters

View Our
MARQUÉE™ LETTER
Sell Sheet **HERE** ▶

Sales inquires to: sales@steelartco.com

Look Close

Marquée™ Letters

Introducing Marquée™ style letters: Hand fabricated of stainless steel, titanium, aluminum, bronze, brass or copper using our traditional fabrication techniques. Marquée™ signs are LED illuminated with simulated neon through a push-thru acrylic lens or with simulated electric light bulbs. Illumination available in hundreds of colors. All architectural finishes, including powder coat are available. Speak to your project manager about custom illumination options.
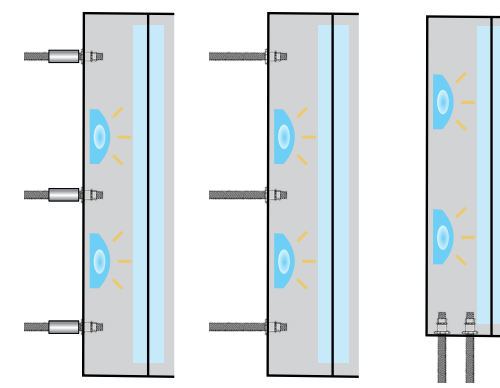
Thick & Thin Single Line
Powder Coat Finish

MOUNTING

Stud with Spacers | Stud | Bottom

Double Line
Powder Coat Finish

Double Line
Powder Coat Finish

C ⓤⓛ US
LISTED

Size Range
• Height: 4" - 48" | Depth: 2" - 6"
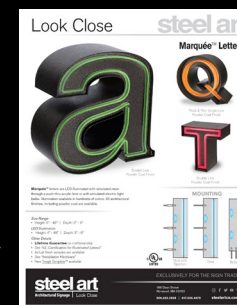
LED Illumination
• Height: 4" - 48" | Depth: 3" - 6"

Other Details
• **Lifetime Guarantee** on craftsmanship
• See *"UL Certification for Illuminated Letters"*
• Actual finish samples are available - See *"Metal Finishes"*
• See *"Installation Hardware"*
• New Tough Template™ available

Architectural Signage   EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

◀ WATCH OUR PRODUCTION VIDEO

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View Our
IMAGEWRAP™
Sell Sheet **HERE** ▶

Sales inquires to: sales@steelartco.com

Look Close

Image Wrap™

This patented 3D printed consists of formed panels featuring stock or custom images and graphics in virtually any style or color — including ADA Braille and rasters. Illumination options include a rear acrylic lens, push-thru graphics and backed-up acrylic graphics

FULL COLOR PRINTING ON METAL SURFACES

**Features & Benefits
of Image Wrap™**
▪ Totally customizable designs
▪ Graphics printed on all surfaces
▪ UL Listed: In compliance with UL 48
▪ LED's available in all K-values,
  colors and RGB
▪ Stock or custom images readily available

ADA Compliant Braille
▪ Vandal resistant Braille lettering and rasters
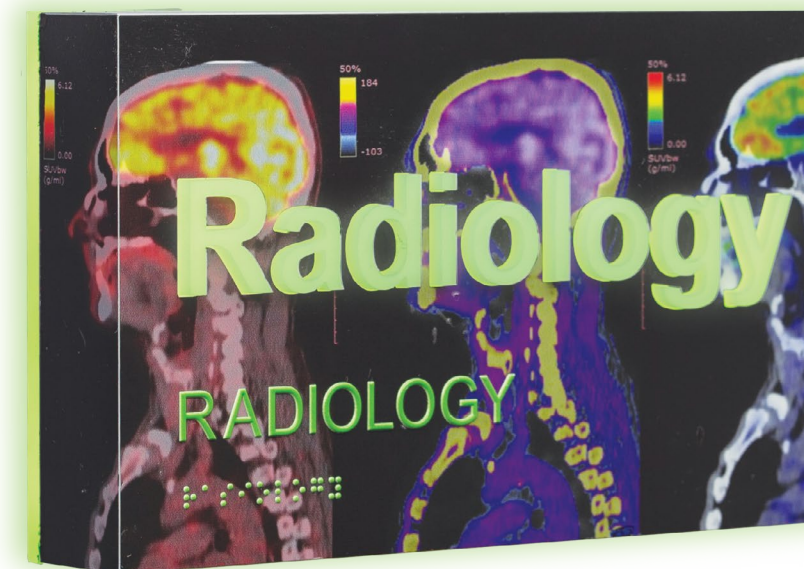 in PMS/CMYK

Now Available in Chemetal™
▪ Hundreds of finishes
▪ Illuminated or non-illuminated designs
▪ Cost effective option with a very
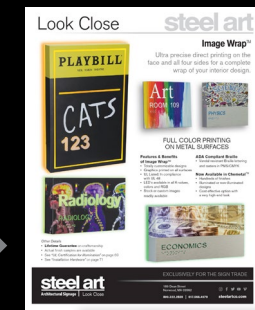 high-end look

C (UL) US
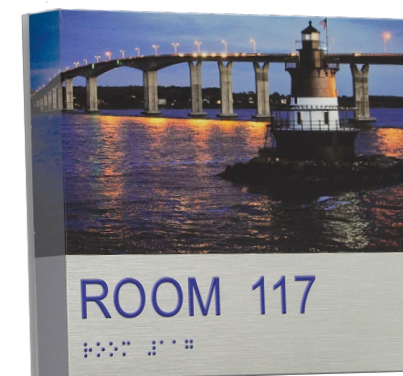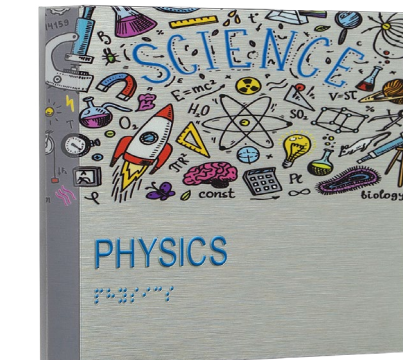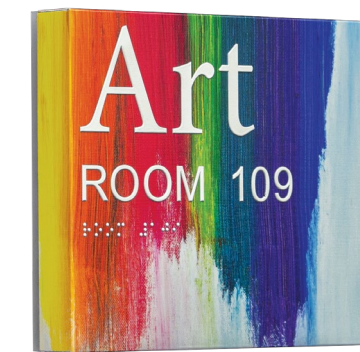**LISTED**

Other Details
▪ **Lifetime Guarantee** on craftsmanship
▪ Actual finish samples are available
▪ See *"UL Certification for Illumination"*
▪ See *"Installation Hardware"*

steel art

ALL NEW
Ultra precise direct printing on the face and all four sides for a complete wrap of your interior design.

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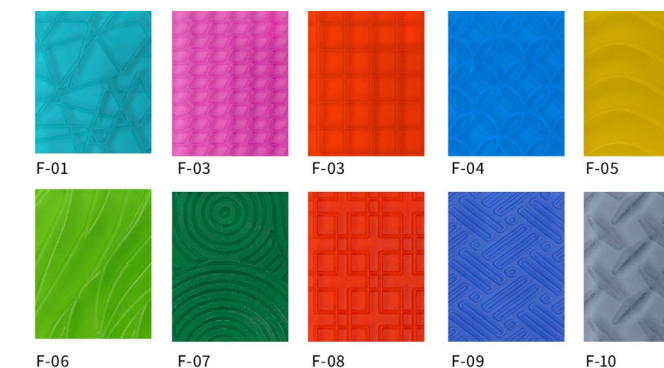**Architectural Signage**   EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

Look Close

Light Engine™

The first-ever hybrid application of LED-illuminated interior signage panels with graphics and decorative laminates. Steel Art's newest patented technology comes in several design options and is totally customizable.

CONFERENCE ROOM

Visit our website to view more samples:
steelartco.com/light-engine

c (UL) us
LISTED
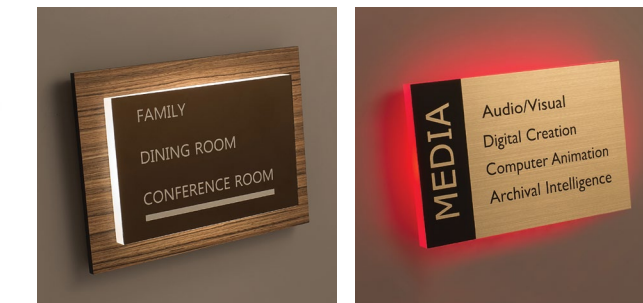
- **Lifetime Guarantee** on craftsmanship
- Full range of LED temperatures and colors available
- Architectural metal laminates
- ADA compliant direct print graphics available
- Light Engines™ available with engineered acrylic frames with illumination
- Light Engines™ available with fabricated architectural metal frames
- Vandal resistant mounting
- UL compliant electrical wiring
- UL listed power supply and enclosure for fast, easy install
- There are several options for mounting based on your Light Engine™ specifications

steel art

| F-01 | F-03 | F-03 | F-04 | F-05 |
| F-06 | F-07 | F-08 | F-09 | F-10 |

Freedom™
Backgrounds

Acrylic panels available in a wide range of textures and colors.

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Architectural Signage EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

steel art

Direct Print

Ultra precise printing, color matching and 3D textured are all achieved through this method. Print directly on any architectural metal. Custom color matching available. This technique is more cost effective than etching and provides ultra fine detail. Also create ADA compliant Braille tactile signage. Print on virtually any material including: Acrylic colored, clear, non-glare 1st or 2nd surface; Wood; Stone; Architectural Metals; Glass; Ceramic Tiles; Fabrics; Color Anodized Aluminum; Vinyl Media; Dimensional Objects.
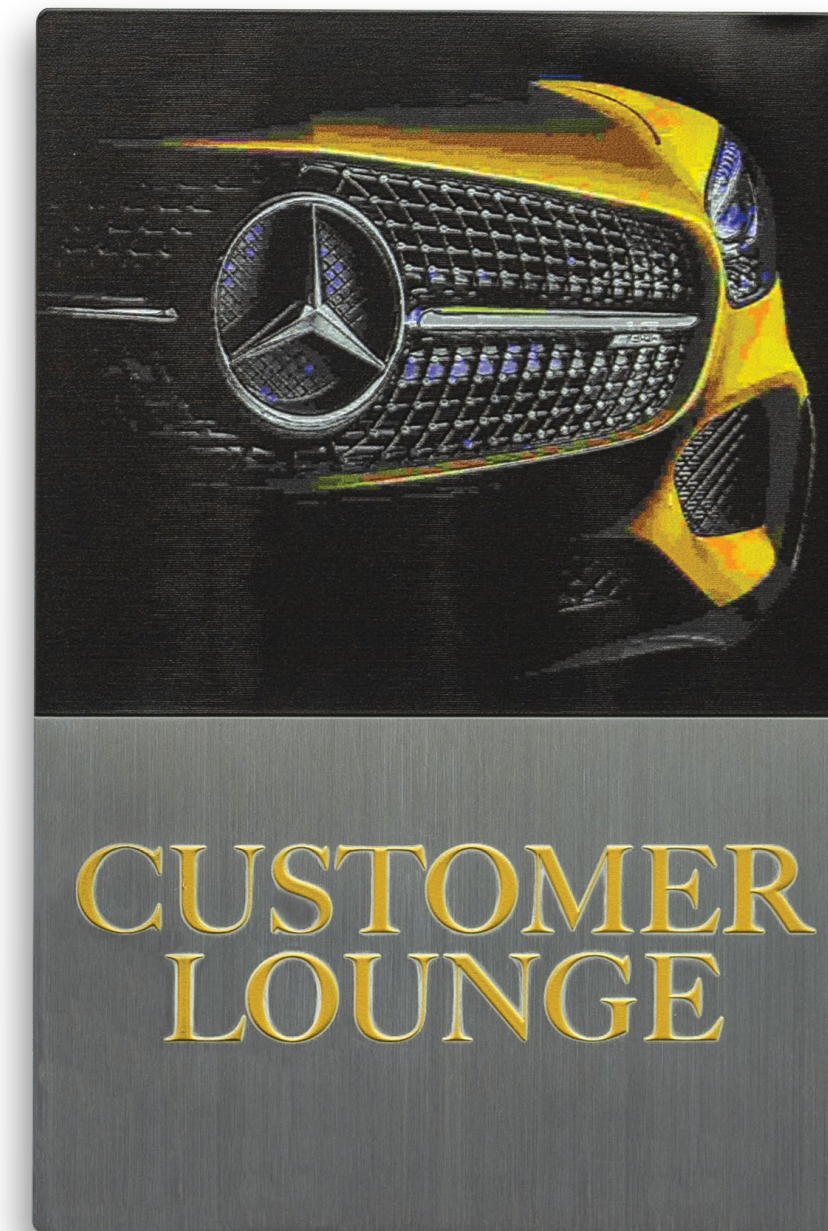
Direct Printing is the Future of Sign Making.

- **Lifetime Guarantee** on craftsmanship
- UV stabilized inks; PMS/CMYK color matching
- Maximum Size of Printed Material: 36" x 60" x 6"
- Maximum Weight of printed material: 200 lbs
- Please reference the Mounting Options page for an overview of our product mounting systems

steel art

Look Close

steel art

ADA Braille

Steel Art's Braille application is flawless, allowing our products to stand up against the test of time and wear. Braille rasters are available in stainless steel, brass, and acrylic (black, white, clear). Steel Art can meet all the requirements for informational or directional signage, public access, or emergency and evacuation applications.

Braille can be printed in any color.

ADA signage does not have to be plain and ordinary.

While still conforming to ADA regulations, we utilize all of the available architectural metals and finishes giving the designer freedom to create a new signage program or to incorporate ADA signage into an existing environment. Often accompanied by appliqué or etching, our Braille application is flawless and stands the test of time and wear. We also offer direct print ADA approved braille and raised tactile copy. Braille rasters are available in stainless steel, brass, and acrylic (black, white, clear). Steel Art can meet all the requirements for informational or directional signage, public access, or emergency and evacuation applications. Appliqué is offered in several standard colors as well as custom color orders.

- **Lifetime Guarantee** on craftsmanship
- Available in all architectural metals

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Look Close

View Our
WINDOW SLIDER™
Sell Sheet **HERE** ▶

Look Close

steel art

Window Sliders™

342 D

Examination Room

787 C

787 C

787 C

Examination Room

Sales inquires to: sales@steelartco.com

Look Close

Window Sliders™

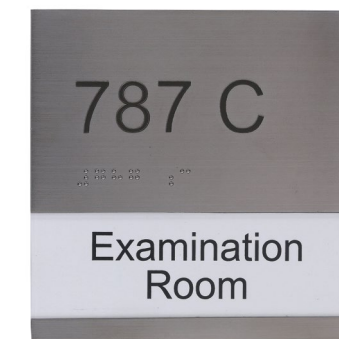**steel art**

New from Steel Art, Window Sliders™ gives this solid, one piece construction maximum flexibility and numerous design options. Beneficial for areas with high turn over occupancy, as the removable window allows you to print and create your own content that can be done in-house on your own office printer. These custom window signs are available in all architectural materials and finishes. Unlimited sizes and window configurations. Made according to your specifications from solid metals for high-end applications.
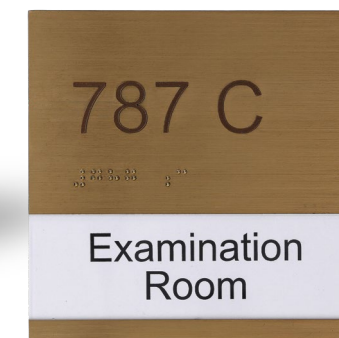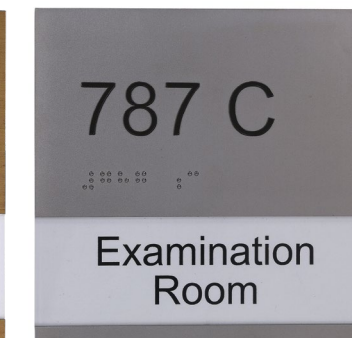
787 C

Examination Room

Aluminum
Non-Directional

787 C
Examination Room
Stainless Steel Satinbrite™

787 C
Examination Room
Brass Satin

787 C
Examination Room
Brass Satinbrite™ Oxidized

787 C
Examination Room
Stainless Steel Crystalmatte™
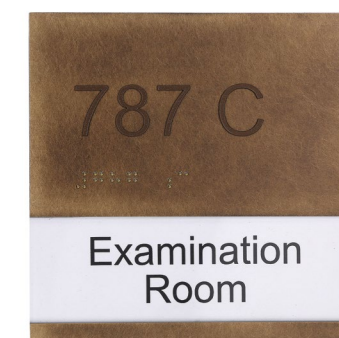
787 C
Examination Room
Brass Non-Directional Oxidized

787 C
Examination Room
Copper Satin

MOUNTINGS
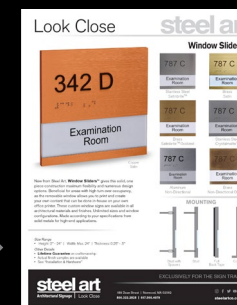
Stud with Spacers Stud Tape Counter
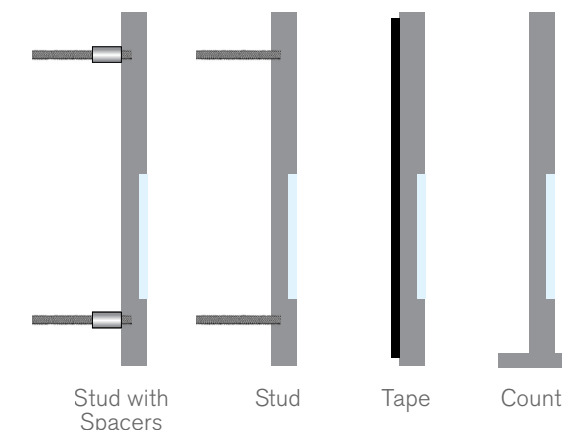
Size Range
• Height: 2" - 24" | Width: Max. 24"
  Thickness: 0.25" - .5"

Other Details
• **Lifetime Guarantee** on craftsmanship
• Actual finish samples are available
• See *"Installation Hardware"*

Architectural Signage   EXCLUSIVELY FOR THE SIGN TRADE... Since 1952

Graphics Center!

WATCH OUR PRODUCTION VIDEO

View Our WAYFINDING™
Sell Sheet **HERE** ▶

*Sales inquires to:* sales@steelartco.com

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Look Close

Wayfinding™

Steel Art has always offered the highest quality architectural signage. As industry leaders in innovation, we are pleased to bring you the same quality with our new Wayfinding Signage... Effective and affordable are the hallmarks of this product offering.

What distinguishes our Wayfinding products from other offerings is the simplicity, flexibility and functionality all aimed at saving cost while providing value. This manufactured solution incorporates the ability for changeable messaging, Chemetal™ laminates, digitally printed graphics, ADA braille and integrally designed embellishments.

We look forward to working with you on your next Wayfinding project. Talk to your project manager today to see how our new Wayfinding System can work for you.
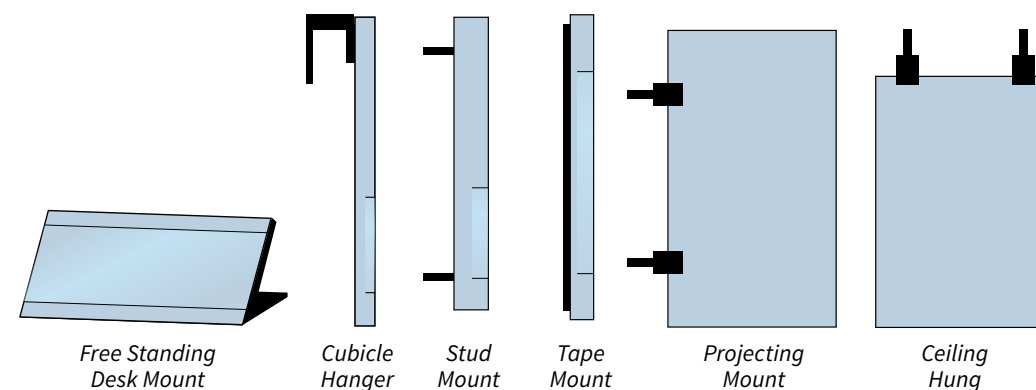
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Complete *Solution* Systems

- ▪ Directory
- ▪ Cubicle/Personnel
- ▪ Wall Sign
- ▪ Projecting
- ▪ Ceiling Hung
- ▪ Announcement/Map

EAST **9** LEVEL

908

← Emergency Room

← Imaging Services

← Medical Records

→ Laboratory

← Rest Rooms

← Rooms 201-220 **2**

→ Fitness Center

Roland Dexter
Global Co.
Marketing
Group

MONUMENT REGIONAL

IT STARTS WITH
IMAGINATION

Free Standing Desk Mount	*Cubicle Hanger*	*Stud Mount*	*Tape Mount*	*Projecting Mount*	*Ceiling Hung*

▶ *Back to Table of Contents*

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Architectural Signage | Look Close

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Contact us today for more information or
to set up a **LIVE VIDEO DEMONSTRATION**

Sales inquires to: sales@steelartco.com

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@ f 🐦 ▶ v

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