

# RESPONSIVE. RELIABLE. RESOURCEFUL.

INNOVATIVE ADHESIVE-BASED SOLUTIONS FOR GRAPHIC ARTS PROFESSIONALS



**Make your life easier.**  
**Your customers happier.**  
**Your business more profitable.**

Don't you hate it when your graphics are ruined by overly tacky, hard-to-remove application tape — or a cheap premask? It costs you precious time. Wastes your materials and money. And can even lose you customers. That's where R Tape can help.

Other tape manufacturers merely adapt tapes made for other industries — and hope for the best. At R Tape, our adhesive-based solutions are engineered specifically for the graphic arts industry.

That's why R Tape is the graphic arts professional's first choice for applications ranging from sign making and screen printing, to digital and vehicle graphics.

Only R Tape gives you all these advantages...

## ONE CONSISTENT QUALITY

Not only is quality engineered into every tape or film using the finest materials and custom manufacturing processes, but our tested QA system ensures consistent, reliable performance from roll to roll.



## TWO FACTORY CUT ROLLS.

R Tape logs are slit one layer at a time and rewound into individual rolls right in our factory in widths from 1¼ to 60 inches. No baloney slicing that can cause nicked edges or glue balls resulting in inopportune tearing in your shop. Saves time and labor while eliminating installation mishaps. Rolls unwind easily to the core.

## THREE USER-FRIENDLY PRODUCTS

Our tapes are easy to handle and very forgiving. Adhesive side of the tape accidentally folded over itself? Pull it apart easily — and keep working. Done transferring your graphic? R Tape removes easily — without leaving unwanted adhesive on the sign surface — even after wet application.

## FOUR ONE-STOP SHOPPING

R Tape makes all the tapes you need and more, too... offering you a full line of premasks, overlaminates, polycarbonate films, embossed “3D” vinyl, and other adhesive-based products for a wide range of graphics applications — from point-of-purchase displays to fleet decals — including many innovative products not available from other manufacturers.



## FIVE ENGINEERED SOLUTIONS

When sign makers and screen printers need better tapes and films, R Tape steps up to the plate and comes up with the answer. Many of the machines and processing systems in our manufacturing plants are custom-designed and built by our engineers — so we deliver unique products with performance specifications our competitors cannot duplicate.

## SIX HIGH-PERFORMANCE RESINS AND ADHESIVE SYSTEMS

A major contributor to the success of our products is our use of high-performance papers, films, adhesives, and resins, many of which are proprietary to R Tape.

## SEVEN RELEASE LINER ADHESION RLA® TECHNOLOGY.

Thanks to our industry-leading RLA technology, Our Conform Series application tapes adhere and lay flat to the release liner. So they don't pucker, wrinkle, or tunnel — even when graphics are rolled or stacked for long-term storage, Adhesion to the vinyl does not build over time, allowing the tape to remove cleanly and easily.



## EIGHT LASTING IMPRESSIONS

Deep embossed vinyl products from R Tape enable you to achieve a unique 3D look in your products — creating a lasting impression that really pops and catches the consumer's eye.

## NINE UNPARALLELED AVAILABILITY

You can't afford to delay jobs because you don't have the right tools or materials in your shop. Computerized inventory control, dedicated sales professionals, and a worldwide network of distributors ensure you get the R Tape products you need, where and when you need them — even in last-minute emergencies... makes missed deadlines a thing of the past!

## TEN THE EXTRA MILE

Our salespeople and customer service reps can help you get the most from R Tape products and know-how. We're here to answer even the hardest questions... and provide innovative solutions to your important graphics needs. Every member of the R Tape team is dedicated to a common goal: personalized service to make your life easier, increase your profits, and help you take your business to the next level.



If you're a sign maker, R Tape can help  
put more money in your pocket. How?

By increasing your productivity,  
reducing your costs, and making  
your artwork look sharper than ever.



# SIGN MAKING

HELPING SIGN MAKERS MAKE MORE MONEY

Our Conform® application tapes lay flat to your cut vinyl graphics, so your prints stay neat and clean for a more professional appearance. In addition, Conform Series tapes step up your productivity. You can premask all your work in advance. Store graphics on a shelf or roll them in a tube — without dog-earring or tunneling away from the liner. Costly rework is virtually eliminated.

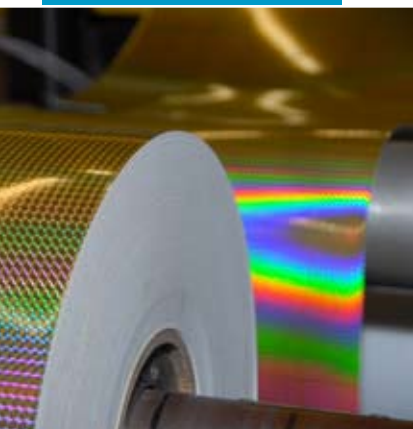
Conform, Clear Choice® and ApliTape™ tear cleanly — without goeey adhesive stringiness. The adhesive stays with the tape, so your cut vinyl graphics remain clean and residue-free. The specially formulated system prevents adhesion growth to vinyl during storage.

Sign makers love our Vinylefx™ Special Effects Films, an embossed PVC you can use to create beautiful graphics. An eye-catching alternative to ordinary white vinyl, Vinylefx is printable using thermal transfer printers, vinyl screen printing inks, solvent-based inks, and eco-solvent ink jet systems.

Vinylefx films come in a variety of patterns and colors, including gold and silver. In fact, Vinylefx looks better than real gold, even though it's a fraction of gold's cost.

By carefully managing our raw materials, we keep costs under control, so you save money without sacrificing quality. You can pass part of the savings on to your customers as lower prices, and keep the rest as extra profit. It's a win-win scenario for you and your customers.

Whether you're a novice or a graphics veteran, you'll find R Tape products an absolute pleasure to work with — offering you a rare combination of quality, performance, and ease-of-use. They are available from over 600 Distributor locations and are sold in over 70 countries. A broad selection of tapes, masks, films, and substrates enables you to select the look and durability your customer is seeking.



R Tape's people are always great. Ask a question; you get an answer and your problem is fixed.

—Julian Braet, Owner, Mr. J. Signs



# R TAPE SCREEN PRINTING

MAKING SCREEN PRINTING EASIER AND MORE PROFITABLE

**Conform® Premasks with RLA®.** Our proprietary RLA system allows the tape to lay flat around cut vinyl graphics. Prints stay clean... and don't stick together from lifted corners... making them easier to apply in the field. In addition, our premium-weight paper tapes give you more body for applying large graphics — especially around compound curves and over rivets — resulting in better lay-down.

**R Tape Specialty Premasks.** Screen printers face particular demands. Rough textures of four-color process prints, thermal die cuts with burred edges, and slick UV inks and clears can be difficult to stick to and hard to transfer. Expensive printed acrylic graphics panels and impressionable domed surfaces also require special care. Our solution is a full line of specially-formulated premium heavyweight tapes and clear film premasks that protect graphics during storage and handling and make installations easier.

**Claritex™.** Clear textured polycarbonate films for everything from displays and instrument touch screens to automobile speedometers and graphic overlay panels. Print your graphics and the diffuser coat behind it, and back-light for a brilliant, eye-catching display.

**ProGrade™ Paint Masks.** Made from a polymeric vinyl, the ProGrade Paint Mask works in bake cycles up to 200° F, in sign shop or body shop applications, with a variety of paint systems. Available in white or yellow, easy to cut and weed, ProGrade Paint Masks remove cleanly from the painted surface without leaving adhesive or other contaminants.

**Blue Block Out & Split Liner Tape™.** These solvent-resistant polyethylene block out tapes, Blue Block Out for wood frames, or Split Liner tape for metal and retentionable frames, keep ink from getting between the frame and mesh. You spend less time on clean up, because they peel off cleanly from the mesh without leaving adhesive residue. By taping a frame with Split Liner, you can retension a screen without having to remove and reapply the block out tape.

**Pallet Protek™.** Eliminate time-consuming and costly clean up of messy spray adhesives from pallets and the need to use volatile solvent cleaners. Just cover your pallets with a few layers of Pallet Protek and mark the base layer with an "x." Spray the paper tape instead of the pallet with adhesive. When finished, simply remove and discard the top layer of tape. When you get to the "x" layer, simply reapply a few additional sheets of Pallet Protek.



Whether you're screen printing on textiles or media, R Tape has what you need to make graphics transfer quickly and easily.

DigiMask on the installer's truck is a safety net you can't afford to be without. The last thing you want is a client angry at you because you ripped his new \$2,500 vehicle graphic.

—Troy Downey, APE Wraps



# VEHICLE WRAP

## MAKE VEHICLE WRAP A SNAP

It's tough to properly position vehicle signage when the premask won't hold your graphic or you can't see your registration marks through it. And that's where DigiMask™ Clear — the clear premask for vehicle wraps from R Tape — can help.

With DigiMask Clear, you can see your registration marks right through the clear premask, enabling you to align your graphic precisely. The masking releases smoothly and easily from the print for easier handling, especially on trailers and other large jobs.

DigiMask Clear stays rigid for perfect graphic alignment. No stretching or sagging of your graphics, even when working outside on a hot summer day. Yet, when "push comes to shove," DigiMask Clear can be forced around rivets and compound curves.

Vehicle graphics are thin and easily damaged; DigiMask Clear can protect your valuable graphic from scratches, rips, and overheating during installation. If you damage a print during handling or installation, you lose big time. A minimal investment in DigiMask is your safety net against disaster, especially with installations in the field. Result: a quality job, done on time, without problems or headaches.

Want to showcase your creativity even more? Our extensive line of Vinylefx specialty films can help you create original, creative, and attention-grabbing vehicle graphics that give your customers unique design options.

**BIG graphics are BIG business.**

**R Tape products can help you get your share of large format digital graphics.**





Show your true colors. R Tape makes it easy with products that transfer, protect, and enhance digital graphics.

# DIGITAL PRINTING

A SEAMLESS TRANSITION TO THE DIGITAL AGE

No doubt about it: digital imaging is becoming a bigger and bigger part of the sign making and screen printing industries. Are you ready for the digital age?

Big, bold, brilliant color graphics of any dimension can be generated from photos, illustrations, or computer images. Bright colors printed on specialty films create vivid graphics for outdoor and vehicle use.

Continuously innovative, R Tape engineered some of the first tapes and premasks optimized specifically for digital printing — unlike many other manufacturers who merely repackaged existing tapes for the digital market.

Our DigiMask products save money by protecting your prints and preventing expensive rework — no tunneling or edge lifting — even with unlaminated prints. They also aid in the protection and application of digital graphics, including vehicle wraps. Once your graphic is installed, our proprietary ultra-low-tack adhesive ensures that DigiMask removes easily and cleanly.

Our Vinylefx™ is a special PVC substrate that can be computer-cut, die cut, domed, or hot-embossed to create extra-deep patterns. You can print on Vinylefx using screen print inks, thermal transfer systems, and solvent and ecosolvent ink jet printers. The distinctive look of these eye-catching vinyl films really makes your signs pop. So you can command premium pricing, boosting your profit margins while attracting a whole new clientele.

Eclipse™ overlaminates featuring Claritex™ polycarbonate films come in UV-resistant PVC in a variety of finishes and high-gloss polyester for shorter term graphics. Because we extrude our Claritex polycarbonate films and adhesive coat our Eclipse overlaminates under the same roof, we have total control over the quality. By eliminating the reflection of overhead lights, Eclipse polycarbonate films permit glare-free viewing. Eclipse overlams also protect graphics from UV light, preventing photos and digital prints from fading and discoloring.

“Vinylefx gives us the same look as real gold at a fraction of the cost. So we can charge our customers less while actually making a greater profit.”

—Butch Anton, Superfrog Signs & Graphics



# More ways R Tape helps you and your business succeed...



Here's just a sampling of the innovative products, methods, and technology R Tape uses to help graphics professionals do their jobs better and faster:



**Conform® Series with RLA® Release Liner Adhesion:** a revolution in application tape. Before the introduction of our Conform Series, application tapes did not adhere to the exposed release liner. To solve the problem, we had to formulate our own adhesive system — and literally design and build our own manufacturing equipment to fabricate the tape we knew would do the job.

Our proprietary Release Liner Adhesion technology is formulated with just the right levels of tack. Optimized adhesion levels enhance the lift-and-release performance of cut vinyl lettering. Tapes with RLA lay flat — stick to the exposed “difficult-to-stick-to” release liner — which prevents tapes from tunneling, wrinkling, and edge curling.



**The R Tape QA system at work.** A dedicated Quality Testing Laboratory subjects all incoming materials to rigorous testing protocols, ensuring that every product meets our stringent specifications and standards. The R Tape Quality Assurance Group monitors and documents incoming materials, production equipment, quality procedures, and all other factors influencing product quality.

If a production line is trending toward an out-of-specification condition, our trained operators take immediate corrective action, up to and including a line stoppage. Immediately we begin a problem-solving process, pulling in our experienced technical staff to return the line to target specification mode. All material is labeled with lot numbers which enable full traceability to operators, machine, and materials.



**Training.** We offer ongoing training classes to help you be as successful as you can be using our products. R Tape instructors know your business — and our products — inside and out. Our Training Manager is a published author and industry expert who is constantly gathering tips and information to help you run your business even better.

**FREE Graphics Newsletter!** Our customer newsletter *R Take* is packed with tips and inside information for screen printers, sign makers, and digital printers. To request a free subscription, just e-mail us at [newsletter@rtape.com](mailto:newsletter@rtape.com). To get the most of our products, consult your nearest R Tape Distributor.



**R Tape Custom Extruded Films Division.** To expand our custom extrusion capabilities, R Tape acquired a specialty film producer, now our Custom Extruded Films Division. Led by a dedicated team with in-depth marketing, engineering, and technical expertise, R Tape operates as a modern, high-quality producer of wide metallic special effects and deep embossed thin films. Products are extruded from PVC, polystyrene, acrylic, PETG, and polycarbonate.

We manufacture Vinylefx specialty films, Claritex™ polycarbonate films, and Eclipse™ polycarbonate overlaminates. A custom-built extruder, designed by our engineers, enables hot embossing of PVC, polycarbonate, co-polyester, polyethylene, and acrylic. Our proprietary hot embossing process produces deeper imaging than conventional cold embossing. Result: a true, 3D appearance in our smooth surface films.

Films can be extruded to widths of 61 inches in gauges of 2.7 to 20 mil, with roll outer diameters of up to 3 feet, in hundreds of standard colors and a variety of finishes. Our customers know R Tape offers rapid turnaround on the most demanding specialty extrusion orders even in small runs.

**Roll label & flexo products.** Our line of roll label and flexo products include: self-wound and lined polypropylene, polyester overlaminates, and Vinylefx printable vinyl. Our overlaminating films provide water-clear protection from abrasion and moisture. These products enhance the look of printed roll labels, including those subject to demanding applications such as exposure to battery acids and highly textured, difficult-to-adhere-to surfaces.

As a printable label stock, Vinylefx offers a myriad of simulated metal patterns like chrome, brushed, or diamond plate — adding a high-tech look to your labels.

**POP products & merchandizing.** In the fast-changing retail marketplace, the POP graphics you create for your customers can give them the competitive edge. Our products help you produce stand-out POP graphics that complement store décor, create memorable visual impressions, strengthen brand identity, complement marketing programs, stimulate buyer interest, and increase impulse sales.

R Tape offers a number of products for the POP market including Claritex polycarbonates, Eclipse Overlaminates, Conform with RLA® application tapes, and Vinylefx. Available in a wide variety of colors and finishes, Vinylefx gives you a rich palette of innovative design options for POP graphics.

With Vinylefx, it's easy to incorporate the rich patina of gold or the luster of shiny metallic finishes. Deep-embossed patterns can create unusual eye-catching special effects for trade show booths, in-store displays, window displays, and other store graphics.

**Contact your R Tape Distributor for more information on our complete line of Vinylefx products.**



# The R Tape Distributor Network



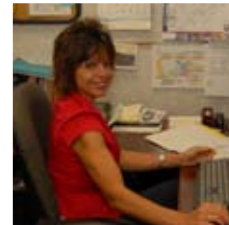
With a worldwide network of more than **700** distributor locations in over **75** countries, R Tape can get you the tapes, masks, and films you need, when and where you need them — even during emergencies.

For information or to locate the distributor nearest you visit **[www.rtape.com](http://www.rtape.com)**





# RESPONSIVE. RELIABLE. RESOURCEFUL.



Founded in 1980, R Tape Corporation makes tapes, films, and masks for screen printing, sign making, digital imaging and roll label printing. All R Tape products are made in the U.S.A. and designed specifically for the graphic arts industry. That means all our technology, know-how, and experience is applied 100% to solving problems you face in your sign making, screen, or digital printing operations... and creating products that make your business easier, successful, and more profitable.

Our products offer superior technology, like our well known RLA® system, at prices that enable everyone in the supply chain — the manufacturer, the distributor, and the sign maker or printer — to make a fair profit. Just as important as getting you the right products at competitive prices is getting them to you on time.

With manufacturing facilities and hundreds of stocking distributors, R Tape can ensure that you have the tapes and other products you need to complete the jobs in hand. Result: no waiting for materials to complete important jobs. Your graphic gets to your customer on time and in tip-top condition.

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**Your R Tape Distributor:**