

CLEAR FOCUS Window Graphics Films
Innovative Solutions for Growing Your Business

Power Windows

Eye-catching advertising on the outside + clear visibility from the inside + heat and glare reduction = winning windows



*“You have a great product. It’s the only thing I would ever use.
My clients expect quality work and your product delivers.”*

— Gary Rice, Guild Art

Marketing That Moves You



◀ “Anyone in business today knows the importance of quality partners. That’s why Image Works trusts Clear Focus. Since 1996 when we transitioned from a commercial photo lab to large-format printing we have been using Clear Focus perforated films. We use ClassicVue on all bus and vehicle wraps. Clear Focus gives us the best quality and the technical support is always there when we need it. I wouldn’t use any other brand.”

— Don Wertman, Image Works

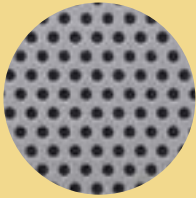
Bringing Grand Ideas into Focus



“We have used Clear Focus for years with outstanding results. The consistency in the quality of the product and the availability of various sizes make Clear Focus an ideal partner for the multitude of projects that come our way. We love the ability to purchase master rolls for our larger projects and can always rest easy that the product will run well on our printers.”

— Dan Spangenberg, Ferrari Color

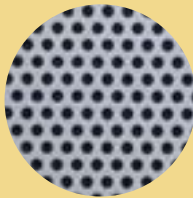
The Hole Nine Yards



70/30 (30% open)

ReflectVue®
1.5-mm holes

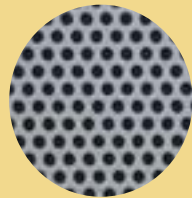
EconoVue® 70/30
1.4-mm holes



65/35 (35% open)

1.5-mm holes

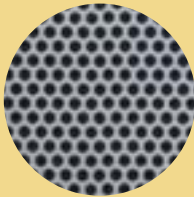
ImageVue®
ImageJetVue®
PosterVue®
SunSecure®



60/40 (40% open)

1.6-mm holes

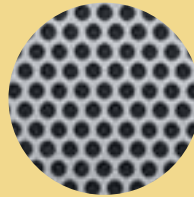
EconoVue® 60/40
EconoVue®60/40
Interior Clear
DuoVue™
PromoVue™



50/50 (50% open)

1.5-mm holes

ClassicVue®



50/50 (50% open)

2-mm holes

SuperVue®
JetVue®

- Perforation patterns and hole diameters are approximate.
- ClassicVue is recommended for bus and other vehicle window graphics.
- Ideal for building wraps, SuperVue is not recommended for side bus windows or other applications where the viewing distance is close to the film.
- EconoVue 60/40 and 70/30 and PromoVue are suitable for POP, retail and commercial window graphics for short-term use.
- Prior to using film, check all applicable regulations related to building signage and vehicle window-tint ordinances for compliance.
- Interior-mount window films may be a suitable option to prevent graffiti or when ordinances prohibit exterior-mounted signage.

Tips for Success

The learning curve with window perf isn't steep, and the potential rewards are high. Below are some helpful usage hints.

- **Design** To compensate for the reduced reflectivity of graphics printed on window perf, increase the image contrast by 10-20% or use a 60/40, 65/35 or 70/30 film for more print surface. For text use a point size of 30 or larger for 65/35 and 70/30 films; 50 or larger for 60/40 or 50/50 films. Bright colors work best; avoid using dark colors over a large area.
- **Lighting** should be brighter on the graphics than on the black (see-through) side, including at night. In some cases, auxiliary flood lighting may be needed to illuminate the graphics. Retro-reflective films remain visible at night when light strikes them.
- **Release Liner/Printer & Ink Compatibility**
 - For HP Latex printers, films with a solid paper liner are recommended. For Mimaki Latex printers, call or email for information.
 - For UV-cure, choose a window film with our clear PET liner.
 - Our patented white PET liner can be custom-ordered for ClassicVue, SuperVue and ImageVue for printers, such as the HP 9000UV, whose media-detection sensor requires an opaque surface.
 - For solvent, eco-solvent or mild solvent inks, screen printing or thermal transfer, any of our liners will work.
- **Lamination** Allow inks sufficient time to dry and outgas before applying an overlamine. Match the overlamine to the mounting surface: ClearLam for small-format graphics on flat surfaces only, CurvaLam or PromoLam for flat or simple-curved surfaces.
- **Installation** Wash windows with mild soap and water, then dry with lint-free towels. Use 85% isopropyl alcohol, if desired, to remove any residue; allow alcohol to evaporate fully before installing film. (Only PVSee is designed for wet application.) Do **not** use Windex or other solvent-based glass cleaner prior to installation — the solvents will break down the film's adhesive.

Products for Every Application

	Vehicle, Transit	POP, Retail, Commercial	Building Wraps	Architectural, Decorative	Mounting
PREMIUM PRESSURE-SENSITIVE (P-S) ADHESIVE WINDOW FILMS					
ImageVue®		◆	◆	◆	Exterior
ClassicVue®	◆			◆	Exterior
SuperVue®	rear win- dows only	◆	◆	◆	Exterior
ECONOMY-GRADE PRESSURE-SENSITIVE ADHESIVE WINDOW FILMS					
EconoVue® 60/40		◆		◆	Exterior
EconoVue® 70/30		◆		◆	Exterior
EconoVue® 60/40 Clear		◆		◆	Interior
PromoVue™		◆		◆	Exterior
SPECIALTY P-S ADHESIVE AND NON-ADHESIVE (NA) WINDOW FILMS					
ReflectVue®		◆		◆	Exterior
PosterVue® NA		◆		◆	Int/Ext
DuoVue™ NA		◆		◆	Int/Ext
MeshVue™ NA		◆		◆	Int/Ext
AQUEOUS INKJET PRESSURE-SENSITIVE ADHESIVE WINDOW FILMS					
JetVue®		◆		◆	Exterior
ImageJetVue®		◆		◆	Exterior
SECURITY/SURVEILLANCE/HEAT & LIGHT CONTROL P-S ADHESIVE WINDOW FILM					
SunSecure® non-print film with p-s adhesive on white side					Interior
UNPERFORATED, PRESSURE-SENSITIVE ADHESIVE CLEAR GLOSS FILM					
PVSee™	◆	◆		◆	Int/Ext
OPTICALLY CLEAR P-S ADHESIVE ('COLD') OVERLAMINATING FILMS					
CurvaLam® cast PVC	Suitable for flat and simple-curved surfaces				
PromoLam™ cast PVC	Suitable for flat and simple-curved surfaces				
ClearLam® polyester	Suitable for small-format graphics on flat surfaces only				



We're Here to See You Through

CLEAR FOCUS window graphics films are used around the world to communicate advertisers' promotional messages in the clearest possible way — with maximum impact and imagination. Please contact us for more information and ideas on how to see your company through to new business opportunities and growth.

CLEAR FOCUS window films and overlaminates can be purchased from distributors located worldwide.

CLEAR FOCUS Imaging, Inc.
60 Maxwell Court
Santa Rosa, CA 95401
U.S. Toll-Free: 1-800-307-7990
Tel: 707-544-7990 • Fax: 707-544-1886
Email: headoffice@clearfocus.com
Web: www.clearfocus.com