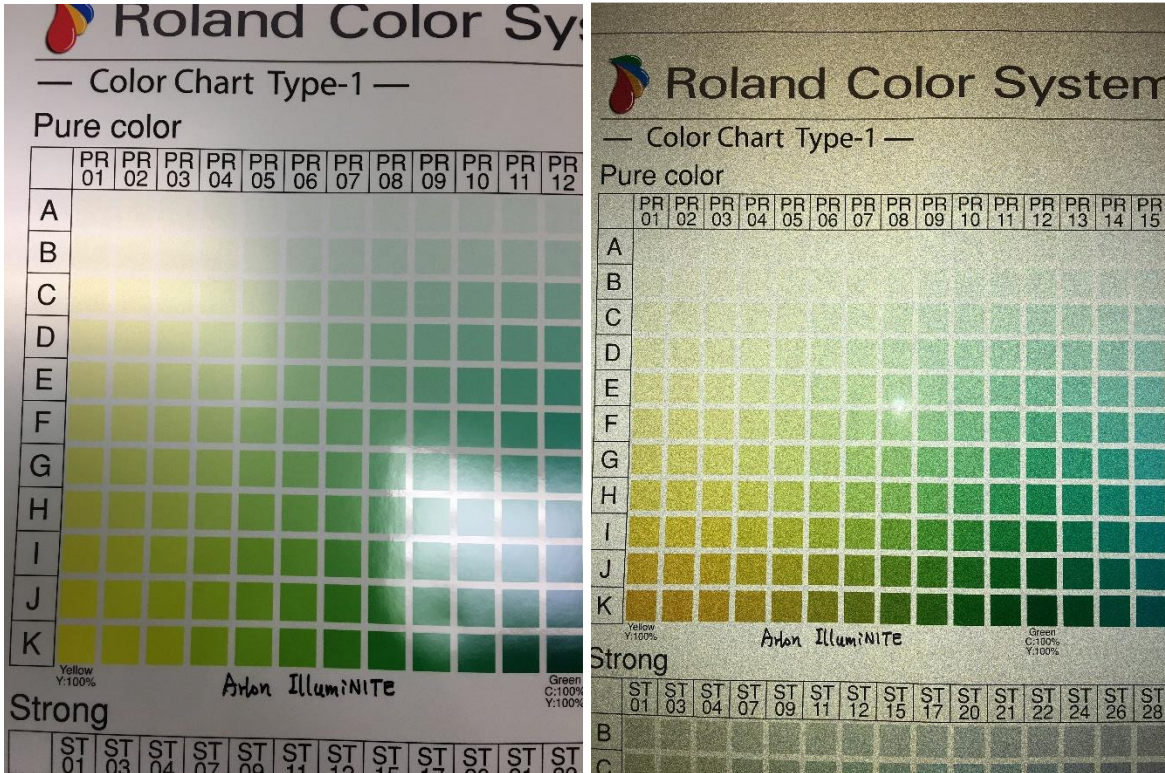


IllumiNITE ink color shift at night viewing

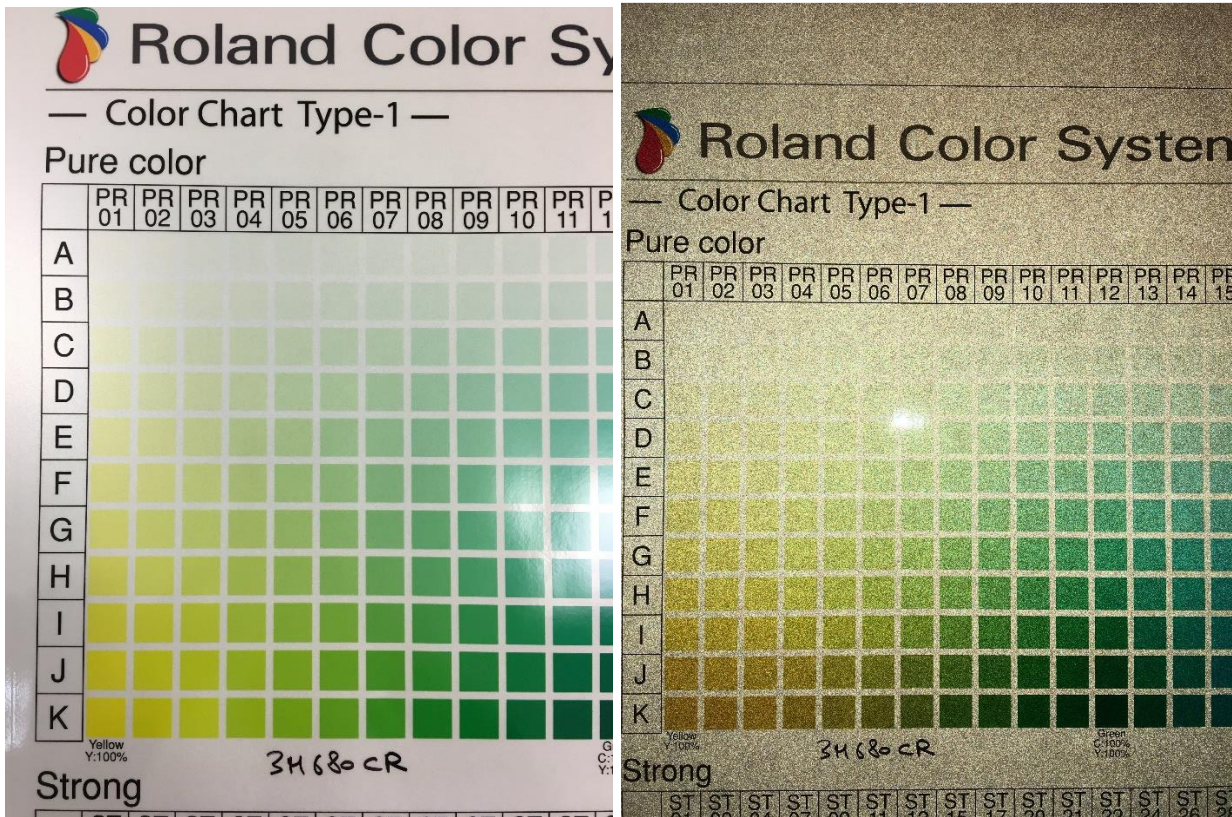
There is an instance that a customer posted on Facebook regarding viewing the graphics color (green) at night time with a flashlight is not matching day time ambient light or sunlight. After comparing with 2 competitors reflective of the material, it is confirmed that is the nature of the reflective film.

Here is the test result.

IllumiNITE Left: Viewing with office ambient light, Right: Viewing with iPhone flashlight in dark.



3M 680Cr Left: Viewing with office ambient light, Right: Viewing with iPhone flashlight in dark.



Avery V4000 Left: Viewing with office ambient light, Right: Viewing with iPhone flashlight in dark.

