



GRAFFITI RESISTANT COATINGS

CORPORATE OVERVIEW

American Polymer | #1 in Graffiti Eradication

Graffiti is an expensive property- and community-eroding nuisance. Experts agree that the presence of graffiti contributes to a community's general sense of decay and a heightened fear of crime. Advocates of the "broken window theory" have demonstrated time and time again that the presence of graffiti encourages further vandalism and promotes an environment leading to other criminal activity.

When it comes to eradicating graffiti, time is of the essence. The longer graffiti is allowed to remain on property, the stronger the tendency for repeat "tagging" and further degradation of property. As such, many cities across the country have adopted the philosophy that if you don't do something about graffiti quickly, it will mushroom out of control.

"The quicker you remove the graffiti, the stronger the likelihood it will stay off. Removing illegal graffiti the moment it's discovered definitely puts a damper on the fun factor and deters vandals from returning. American Polymer allows us to address our graffiti problems quickly and easily."

Michael Macris
CEO and founder of
American Polymer

American Polymer has been in the graffiti deterrent business since 1991, serving customers throughout the world. We understand that the existence of graffiti is detrimental to property values, adversely affecting community attractiveness and quality of life. We also understand the importance of removing graffiti quickly and easily, without compromising the aesthetics of the treated surface. Our graffiti-abatement solution is best-in-class with a 10-year 100% performance guarantee. American Polymer is the only company that offers this caliber of assurance. That's why our roster of clients includes esteemed customers throughout the world including the Guggenheim Museum, the Ministry of Art & Culture in Rome, Italy and the City of Chicago, to name a few.

Who is American Polymer?

American Polymer is a graffiti abatement innovator. The company was founded in 1991 by Michael Macris, CEO of American Polymer, with a vision of creating a new class of **permanent** graffiti-abatement products and techniques that would take graffiti eradication to an unprecedented level. American Polymer delivered on this vision with the introduction of its *Graffiti Solution*

American Polymer

A LEGACY BUILT ON PERFORMANCE AND RELIABILITY

System® (GSS), the world's first-ever permanent graffiti abatement solution.

When GSS arrived on the scene, there were two types of anti-graffiti products on the market. These products offered temporary fixes and came with many limitations:

Sacrificial—this category of anti-graffiti products uses a wax-like substance that is applied to the substrate. Once tagged, it requires a hot water blaster to remove the graffiti. Over a short time, the sacrificial product breaks down, turns yellow, and has to be removed and reapplied, which is an expensive and time-consuming process.

Semi-permanent—this process also offers a temporary solution. The product when applied has a light sheen, therefore compromising the aesthetics of the original structure and causing glare. It can sustain a small number of tags. After a few graffiti tags, however, semi-permanent products erode, requiring removal and reapplication.

GSS was designed for longevity and permanence. That is, once GSS is applied it provides the quickest, easiest and most thorough means for removing graffiti on an unlimited basis over the lifespan of the application. No stripping or reapplication required. American Polymer offers a performance guarantee for a minimum of 10 years.

Since introducing the world's very first permanent graffiti eradication solution, American Polymer has stayed focused on developing the industry's most efficient and high performance products and techniques.

In 2006 American Polymer GSS was the only solution—out of 14 tested-- to pass the Nevada Department of Transportation's (NDOT) stringent acceptance criteria for graffiti abatement.

We continue to receive accolades from the world's leading organizations who come to us for our deep industry knowledge, proven expertise and performance-based guarantee.

GSS | Lower Total Cost of Ownership

GSS consistently outperforms the competition in performance, maintenance, ease of clean-up and overall lower total cost of ownership (TCO). TCO is the cost to own and maintain a product throughout its life.

GSS starts with preserving the integrity of the structure, while also providing a multiple layer of defense that enables fast, easy and unlimited graffiti removal without requiring the structure to be retreated or painted.

GSS' patented PURE AFFINITY polymers were designed to "lift" graffiti from the substrate using a simple garden hose. Clean up takes only a fraction of the time of other graffiti solutions. GSS is environmentally friendly, which means there is no exposure to toxic fumes for people cleaning the graffiti and no danger to the environment.

How Can I Learn More about American Polymer & GSS?

Find out why the world's most satisfied customers are with American Polymer.

To learn more about American Polymer and to access technical briefs, white papers, case studies and industry news, please visit www.americanpolymer.com.

To arrange a demonstration of the American Polymer GSS system, please contact your American Polymer representative today.

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Nevada Department of Transportation



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