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### Celebrating 10 Years!



### DIY Tip of the Month

Do not nail polycarbonate panels!

Polycarbonate expands in hot weather and contracts in cold. Instead, pre-drill and screw panels in place to allow for panel expansion and contraction with temperature changes.

Check out our [Pinterest Page for Application Ideas!](#)



## AmeriLux Newsletter

November 2014

### Associated Bank - Branch Improvement Project

*"Decorative Branding with Multiwall Polycarbonate"*

**Owner:** Associated Bank, Headquartered in Green Bay, WI

**Architect:** Rinka Chung Architecture, Milwaukee, WI

**Contractors:** (Multiple Project Locations)

- H.J. Martin and Son, Inc., Green Bay, WI
- Klein-Dickert Milwaukee, Inc., Pewaukee & Madison, WI
- J.H. Findorff and Son, Inc., Madison & Milwaukee, WI

**Polycarbonate:** AmeriLux International, De Pere, WI

Associated Bank, headquartered in Green Bay, WI, launched an extensive branch improvement project a few years ago, making over its branch networks in Wisconsin, Minnesota, and Illinois. The project consists of major updates and remodels to branches in over 150 different mid-western cities.

The improved look and feel of the Associated Bank branch network includes a fresh color theme and a user-friendly interior design. The goal is to give each branch the same inviting look and warm feel. This consistency was extended into the decorative elements, creating a unified brand identity.

One of the new branding elements being featured in the remodeled branches is a large, decorative cube. The cubes hang in the

### Polycarbonate Term

#### Impact Strength:

A polycarbonate panels ability to withstand a suddenly applied load, absorbing the mechanical shock. I.E. The maximum force a polycarbonate panel can withstand without breaking.

This is expressed in terms of energy, the impact energy required to fracture a panel.

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entrance towers of the branch buildings and are constructed out of white multiwall polycarbonate.

The polycarbonate panels are direct printed in Associated Bank's "verdant green" with its distinctive logo reversed out of the background.



Polycarbonate was chosen for this project because it is light in weight, easy to work with, and can be easily fabricated. Holes for the mounting hardware were drilled on site, assuring the easiest, most accurate install. In speaking with the contractors, they felt they would not have been able to assemble and install the cubes safely had they been made out of heavy glass.

Multiwall polycarbonate is a cost-effective printing solution for a multitude of business signage applications. To learn more, please [click here to visit our website.](#)

## Polycarbonate for Sign and Display

*"Versatile Design Solutions"*

With a broad range of structures, colors, and coatings, multiwall polycarbonate offers design professionals a multitude of options for print and display applications. The main advantages of choosing polycarbonate over other materials include structural durability, outstanding toughness, light in weight, works well in a wide range of temperatures, and resistant to ultraviolet rays.

Multiwall polycarbonate is an excellent candidate for all types of signage and point of purchase items, whether screen, digital or sub-surface printed. Printable on both sides, polycarbonate is an interesting material for 3-dimensional printing. Reverse printing also protects the graphics from fading and scratches. Popular applications include:



news, and more! [CLICK HERE!](#)

### Frequently Asked Question

**Q:** Are multiwall polycarbonate panels strong?

**A:** Yes, multiwall polycarbonate is a lightweight yet extremely durable and impact resistant plastic. Multiwall panels are 10 times stronger than acrylic and 200 times stronger than glass. The UV-protected surface helps maintain the panel's clarity and mechanical properties, offering superior weatherability. Virtually unbreakable, multiwall polycarbonate is a versatile solution for a wide variety of glazing applications.

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- **Indoor Signage:** Easy to handle and fabricate, multiwall polycarbonate can be cut into a variety of custom shapes and sizes. A perfect option for room designation, warning and safety signs, operator instructions, branding and product communications.
- **Outdoor Signage:** Warranted against yellowing and breakage, multiwall polycarbonate is extremely sturdy and able to withstand the degrading effects of UV exposure, weather extremes, and heavy winds.
- **Point of Purchase & Tradeshow Displays:** Light weight and highly flexible, multiwall polycarbonate panels can be easily fabricated, cold-formed, and installed to framing on-site using standard tools. Backlight for dramatic results.
- **Wall & Room Dividers:** Translucent polycarbonate panels provide privacy while still letting light into a space, brightening up a dark room. Multiwall polycarbonate panels also offer good sound insulation, reducing unwanted noise.

To determine whether multiwall polycarbonate will work for your next sign, display, or point-of-sale project, please contact our highly knowledgeable customer service team for more information at 888.602.4441 or email [tech.service@ameriluxinternational.com](mailto:tech.service@ameriluxinternational.com).

## Employee Spotlight: Aaron Vanden Heuvel

*"Taking Pride in One's Work"*



Aaron Vanden Heuvel joined AmeriLux International in April 2014. Previously, he spent twelve years in manufacturing and six years in residential/commercial construction. "After being laid off, I wanted to find consistent indoor work with a growing company," said Aaron. "I've found that with AmeriLux, a stable, fast-growing company that rewards hard work with job advancement

opportunities."

A dedicated and hard-working individual, Aaron brings a strong customer focus to his lead role on the AmeriLux's distribution

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center team. "I always try to put out the best product that I can," he says. "I also try to instill this sense of ownership and taking pride in one's work in my coworkers."

Aaron understands keeping a good customer happy means meeting or exceeding their needs and expectations. He enjoys the fast-paced, constantly changing environment of the AmeriLux distribution center and likes learning new manufacturing techniques. "The constant change can be challenging but that makes it that much more rewarding," says Aaron.

Aaron's strong work ethic and dependability have made him an immediate asset to the company. He is truly an invaluable member of the A-team!

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AmeriLux International, LLC | 1212 Enterprise Drive | De Pere | WI | 54115