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NEWSLETTER 14



# Sign Making News

PRECISION BOARD PLUS HDU



**"No CNC's Here"**

## Pleasing Signs From Paducah: Brushstroke Signs

*Keeping The Hand-carved Tradition Alive*

Rob Estes, of **Brushstroke Signs** in Paducah KY, wants everyone to know that hand carving is still alive!



Rob has been making signs since 1985 and has always been an avid hand carver and hand painter. He's been using **Precision Board Plus** for years for his dimensional signs and still does not own a CNC and doesn't plan on buying one anytime soon.

"I use Precision Board Plus because it's the premier HDU on the market. It is easy to carve and I can be extremely creative in my designs."



He's always specialized in sandblasted, hand carved signs, and gets the most joy from designing and fabricating these types of signs. For years he's also done gold leafing, smaltz, digital printing, hand painting, vehicle wraps, logo design and branding.

"This year it seems like we're getting more calls for dimensional signs and I feel an optimism that I haven't felt in a long time."

Rob, for many of his 27 years in the sign industry, he's been involved in The MidCoast Letterheads and is still very involved in meets that include hand carving, gold leaf on glass, and hand painting (to name a few). Being part of Letterheads 'The Keepers of the Craft', is extremely important to him.



He is also involved with "The Walldogs" which is a group that specializes in hand painting large wall murals.

If you'd like to talk to Rob about his work and get a quote, or get involved in Letterheads or Walldogs, give him a call at **(270) 442-8665** or e-mail him at [restes@horizonmediagroup.com](mailto:restes@horizonmediagroup.com).

Be sure to ask about his portfolio because he definitely has enough talent to help you out, no matter what the need is!

## FSC-360 WB: Easily Repair Cracks and... and Mistakes

*Use Right out of the Can*



Get a bit too aggressive with the sandblaster? The sign you just finished have some surface damage needing repair prior to finishing? It happens. And when it does you'll be glad you have some **FSC-360 WB** Putty on hand. FSC-360 WB is a high quality, water-based putty specifically designed to repair damage that may occur with Precision Board Plus during carving or machining.

Simply apply to the damaged area using a standard putty knife in "lifts" of about 1/8" to 1/4" thick, waiting approximately 30-45 minutes between lifts for FSC-360 WB to firm up.

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Call (800) 845-0745 or visit [www.PrecisionBoard.com](http://www.PrecisionBoard.com) for a **FREE** sample of Precision Board Plus. email: [hdu@precisionboard.com](mailto:hdu@precisionboard.com)

Great Pricing • Fast Shipments • Made in USA

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FSC-360 WB is easily sanded and is compatible with all types of finish primers and paints. FSC-360 WB can also be used as a "general purpose" repair putty for a variety of materials such as wood, metal and most plastics.

To accelerate drying, use a large fan to create a draft across your work. Never use radiant heat, including direct solar heat to facilitate drying. Cleanup with FSC-360 WB is easy with warm soapy water.

To see our step-by-step application video, go to the Video Library on our website at [precisionboard.com](http://precisionboard.com).

## PRECISION BOARD PLUS

### Precision Matched for Your HDU Needs

#### Widest Range of Densities Available

4 through 60 pound densities all in stock, with custom densities on request.

#### Any Thickness You Require

From 1/4" to 24" and everything in between.

#### WIDEST VARIETY OF SHEET SIZES AVAILABLE

- 20"x60" • 45"x60" **NEW** • 5'x8'
- 24"x60" • 4'x8' • 5'x10'
- 30"x80" • 4'x10' **ALL IN STOCK AND READY TO SHIP**

### Life of The Sign Warranty



To request a written, personalized copy of our "Life of The Sign Warranty" for a sign you've made using Precision Board Plus, contact us at: [www.precisionboard.com](http://www.precisionboard.com)

### Interested in Having Your Company Featured in Our Newsletter?

You may have noticed we like to share interesting stories from our customers about their projects using Precision Board Plus. If you would like us to feature your company in one of these stories, we want to hear from you.

#### Here's what we're looking for:

- In process photos working with Precision Board Plus
- Finished project photos
- Advice for those who are new to Precision Board Plus
- Tips for working with HDU

Send us an e-mail at [hdu@precisionboard.com](mailto:hdu@precisionboard.com) along with any interesting details about the project.

These newsletters are sent to thousands of our customers and are a great way to build recognition for your company and share your expertise.

### Certified Green

Precision Board Plus has been reformulated with eco-friendly, "Green" urethane components. The new Plus formulation has achieved a certified "Carbon Balance" of 3 to 1 and a "Rapidly Renewable Resource Content" of 23.9%. This major environmental improvement has also produced a tighter cell structure which results in more chips and less dust when cutting and machining.

Precision Board Plus now assists in meeting LEED requirements for obtaining USGBC and ICC 700 Building Credits.



Coastal Enterprises also offers a complete line of companion primers, adhesives and specialty coating products.



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