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“When we compared TrafficJet™ with the traditional overlay process, it was clear that TrafficJet was the fastest, most efficient method of production. The digital printing and customization capability from Avery Dennison exceeded our expectations.”

- Phil Jackman, president and owner, Valley Traffic Systems



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40% Labor Savings with the TrafficJet System

Valley Traffic Systems, a locally owned and operated road sign manufacturer and traffic control service provider in Langley, British Columbia, was tasked with replacing the rural addressing signs across the entire Athabasca County roadway network during the summer of 2014. The project called for 4,000 customized blue signs, each with unique road information and “Athabasca County” printed in small letters across the white border around the edge.

Valley Traffic chose the Avery Dennison TrafficJet™ Print System over a standard overlay process to meet the demand, which proved to be an extremely efficient decision for the company: they cut the time to complete the order by almost half.

Rising To The Challenge

TrafficJet is an inkjet printing system that features red, yellow, green, brown, blue and black inks specially formulated for the traffic sign industry and Avery Dennison prismatic sheeting. TrafficJet provides the ability to digitally print traffic and custom signage on a just-in-time basis, helping decrease production time and inventory.

“Avery Dennison has developed a complete, warranted, inkjet system for permanent and temporary reflective signage,” said Mark Kleinschmit, global marketing director and technical director at Avery Dennison Reflective Solutions. “TrafficJet was designed to offer a simple, clean and cost effective alternative to overlay and screen printing. It’s really a win-win for big projects with fine details that require precision and expediency.”

Furthermore, Athabasca County's designs called for the county name to be printed in the one-inch white border of the sign, which would have been a difficult and time-consuming detail to achieve with overlay film. This level of customization and variability would have also been difficult for screen printing, as you would need to change the screen for each sign. TrafficJet allows easy customization - and the addition of any large or small detail with no impact to productivity. Multi-color signs are also easy and quick to produce.

Comparing Labor Costs

Valley Traffic initially believed that colored overlay would be the fastest, most efficient method of production. But when the two were stacked side-by-side, the difference was clear. TrafficJet would save 42 percent on labor costs, and complete the job in 40 percent less time, based on an industry average hourly rate, with the following breakdown:

TrafficJet Process:

Design, Print, Overlay Lamination, Cut, Sheet & Trim



40% Labor Savings with the TrafficJet System

Colored Overlay Process:

Design, Plotter Cut, Weed, Pre-Mask, Sheet & Trim, Laminate Overlay, Trim



TrafficJet For The Win

In the end, Valley Traffic's biggest takeaways were ease of use and the ability to cut costs. TrafficJet helped the design department save significant time in production; they were able to complete work on other jobs while the TrafficJet was printing this job, essentially doubling their capacity. They were also able to decrease time and scrap cost created by traditional overlay fabrication.

Because weeding overlay film is labor intensive, mistakes are more common which can raise scrap and overhead costs. TrafficJet is automatic, printing with precision, delivering finer details and quicker output.

TrafficJet is an efficient, cost-effective inkjet system providing a complete warranted* solution for custom and standard regulatory traffic control signage.

With proven quality and performance standards, the TrafficJet System is the right choice.

"Having a security mark on our signs was very important to us. We wanted to be able to easily identify our signs in the field. We are very pleased with the quality of signs Valley was able to deliver; they met the standard that we required." - Brian Adamkewicz, Director of Infrastructure Services, Athabasca County

*For more information on the warranty and specifications of the printer, please visit reflectives.averydennison.com/trafficjet

- 1 TrafficJet 1638 System Printer
- 2 County name in margin of each sign, required by bid, made easier with TrafficJet
- 3 Printed sign overlays

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