



ADVERTISEMENTS ON THE GO!

DPF 4400 On The Move

Houck Transit Advertising is a transit advertisement company serving over 40 public transit systems in states throughout the United States including Minnesota, Wisconsin, Iowa, Illinois, Missouri, Nebraska, Kansas, Louisiana, and Georgia. They specialize in providing advertisers with an advertising medium that is repeatedly seen by many.

Ryan Martineau, the installation coordinator at Houck Transit Advertising (HTA), has been using DPF 4400 for HTA's applications since November 2020, after it was recommended by his sales rep. "We were using another product for a while but we were finding that the tack was way too high. We needed to have everything to be able to come on and come off easily, even if it's 1, 2, or 6 years down the line. So, our sales rep turned us on to DPF 4400 as another option and we've been using it for almost two years now."

DPF 4400 PERFORMS ABOVE EXPECTATIONS

On average, HTA installs and removes roughly 30+ campaigns a month using DPF 4400. When selecting the ideal product, Ryan looks for a high-quality material that is easy to work with for just one installer, easily repositionable with minimal tack, strong hiding power, and the most important feature - easily removed to maximize time.

"DPF 4400 comes up really easy to reposition. If there are wrinkles, bubbles or that sort of thing. I was surprised by the hiding power of the clear adhesive. I found that to be rather nice since we will frequently lay over the top of old transit graphics. I was also really surprised that squeegeeing out bubbles was also really easy. Which is a big, big thing because a lot of times we're only sending one person to do our largest sign with this material, which is 37 inches tall by about 238 inches wide."

DPF 4400 CAN BE INSTALLED IN A VARIETY OF CONDITIONS

HTA's installs are never in ideal conditions. In the Southern states, they deal with heat and humidity, and in the Northern states, they deal with cold winters. Nonetheless, DPF 4400 performs. Because of the number of campaigns being installed and removed in subpar conditions, efficiency is extremely important to HTA. "I'll be honest, I had a sign that was 42 by 180 inches wide and it took me an hour to remove, and that's with heat. And with DPF 4400, I can probably do that in less than 15 minutes. The big thing is that when we remove it, all of it stays in one piece. Because when you have vinyl that starts

“Until a product comes by that's less expensive and performs better, yeah, we're going to keep using DPF 4400.”

coming off in little tiny pieces that are the size of your fingernail, everybody kind of gets grumpy at that point."

HTA has tried other comparable changeable films, but the performance and price point of DPF 4400 has been unbeatable. "Price point is a big one. The price point of 4400 is better than the competitors for any similar item in my opinion. Also that removability is another very big one for us. That's where 4400 pretty much wipes the floor with most other products for that same price point."

