

RetailVue Information Sheet

5 March 2019

The purpose of this information sheet is to provide important information about the Clear Focus One Way Vision RetailVue film.

RetailVue is an interior One Way Vision window film, designed for POS/POP advertising campaigns, mounted to transparent surfaces, such as glass windows and doors. This protects it from vandalism, UV radiation and dirt build up.

Benefits

The old way of mounting perforated vinyl to windows was expensive and potential to fail. It involved printing three layers of ink, the printer must have white ink, which most printers do not, plus professional installers needed to apply to shop windows.

However, RetailVue is the new way. No white ink needed, one layer of ink. Very easy and fast to apply, designed for shop assistants to put onto the windows and still get professional results.

RetailVue is made from a recyclable plastic. After the campaign, remove it from the window and re-use for another time, or environmentally dispose in the recycling bin. RetailVue is manufactured as a thick film, so that it cannot rip, tear or stretch. Safe for sending the graphics all over the country and having your staff apply to the windows – it will not get damaged.

In summary, the benefits of RetailVue are:

- ✓ Easy to apply
- ✓ Vandal proof
- ✓ Safe for the environment
- ✓ Slow to fade, no cleaning after install
- ✓ Stays flat and rigid – does not rip, tear or stretch
- ✓ Economical solution for interior mounted One Way Vision
- ✓ Efficiently utilises the window for advertising, without blocking the view

RetailVue is available Australia wide from our authorised distributors. Your printer may contact us to learn who is their closest authorised Clear Focus One Way Vision distributor. RetailVue requires the mounting film called OptiTape, which is sold separately.

