

Superior Mark™ Exit Marking Kit Case Study

InSite Solutions, LLC recently announced the addition of a new Superior Mark™ Exit Marking Kit to their line of Superior Mark™ products. This kit is made from the patent pending Superior Mark™ tape, a 32 millimeter thick PVC tape featuring beveled edges and recessed adhesive. The Superior Mark™ Exit Marking Kit provides clear distinction between an exit door and other internal doorways, additionally the kit blocks off a 32" x 36" area in front of the doorway to decrease the potential for the exit to become obstructed.

The Occupational Safety and Health Administration requires that all facility exits be clearly marked and unobstructed at all times. Due to this requirement many warehouses and manufacturing facilities mark the floors in front of facility exits. InSite Solutions, LLC has been manufacturing Superior Mark™ floor marking tape for many years and with increased demand has expanded their Superior Mark™ line of products to include specific floor marking kits. The most recent addition to this line is the Superior Mark™ Exit Marking Kit.

In order to demonstrate the time savings with using the new Superior Mark™ Exit Marking Kit versus painting the exit marking, InSite conducted a case study. One exit was marked with the Superior Mark™ Exit Marking Kit and another exit marked using paint.

Please refer to the chart below that compares the time spent for each method of marking. It only took 10 minutes to install the Superior Mark™ Exit Marking Kit. Comparatively, painting the exit marking took 2 hours. In addition, painting required the exit to be shut down for a minimum dry time of 6 hours. Painting required a total shut down period of 8 hours, versus 10 minutes to install nine precut strips of Superior Mark tape.



Superior Mark Exit Marking Kit

Painted Exit Marking

Action	Time	Action	Time
Clean/layout	1 minute	Clean/layout	60 minutes
Quick Peel Liner	2 minutes	Paint Prep	30 minutes
Apply to Floor	5 minutes	Apply Paint	30 minutes
Tamp Down	3 minutes	Dry Time	6 hours
Total Time	10 minutes	Total Time	8 hours

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Nine Week Follow Up

Approximately 9 weeks after the exits were marked, the condition of the markings was assessed to compare durability. The Superior Mark™ Exit Marking Kit still looked almost brand new. The dirt resistant tape retained its luster and sheen, remaining undamaged. The painted exit marking, however, is was already dull and visibly scuffed and stained.

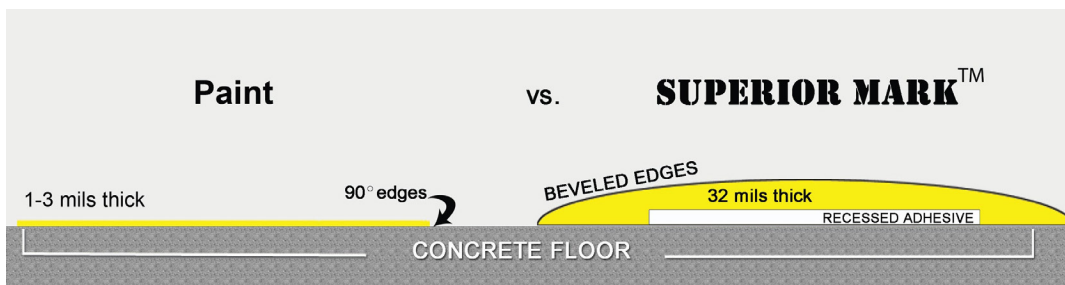
Superior Mark™ Exit Marking Kit



Painted Exit Marking



Superior Mark™ has a patent pending design that features beveled edges and a recessed adhesive system. It is made from a proprietary composition that measures 32 mils thick. The graphic below compares a cross section of Superior Mark compared to paint on a concrete floor. This demonstrates the difference in durability. The beveled edges create a ramp that directs traffic up and over the lines, while paint's 90 degree edge is the angle most vulnerable to damage.



Conclusion

The Superior Mark™ Exit Marking Kit not only saved time and labor costs on the installation process, it also outperformed the paint.

SUPERIOR MARK™ vs. PAINT

WHICH IS MORE DURABLE AND COST EFFECTIVE?

Recently, a test was conducted to test the durability and cost effectiveness of Superior Mark™ vs. Paint when marking an emergency exit. Below are the time comparisons and cost differences of the two exit marking systems.



SUPERIOR MARK™ Exit Marking Kit



PAINT Exit Marking Kit

CLEAN/LAYOUT
1 MINUTE

CLEAN/LAYOUT
60 MINUTES

QUICK PEEL LINER
2 MINUTES

PAINT PREP
30 MINUTES

APPLY TO FLOOR
5 MINUTES

APPLY PAINT
30 MINUTES

TAMP TIME
3 MINUTES

DRY TIME
6 HOURS

TOTAL TIME
10 MINUTES

TOTAL TIME
8 HOURS

Installation Cost*

\$1.99



Installation Cost*

\$200



*Installation Cost based on an \$1.99 per foot application rate from the Superior Mark Exit Marking Kit.