



August 5, 2020

Mr. Joseph Boyette
Secretary of Transportation
North Carolina Department of Transportation
VIA EMAIL (jeboyette@ncdot.gov)

Dear Secretary Boyette:

On behalf of the American Traffic Safety Services Association (ATSSA), I am pleased to provide you with a copy of our recent publication, *Digital Sign Printing Guide-Specification*. This *Guide* was developed by ATSSA's Sign Committee in response to apparent confusion in the marketplace regarding the specification and use of digitally printed signs. The Committee is comprised of experts representing sign sheeting manufacturers, sign fabricators, and installers. The *Guide* provides suggestions for specifications as well as references to standards developed by the American Society for Testing and Materials (ASTM).

Recent conversations between ATSSA members with expertise in this area and state Department of Transportation personnel have indicated that there is a lack of knowledge and experience regarding digital printing of signs on the part of both state and local agencies. This includes gaps in understanding how to include proper specifications in bid documents, appropriate references to standards, and life-cycle expectations. These issues are addressed in the attached *Guide*.

Participation in the development of the *Guide* included representative personnel from all of the current digital sign manufacturers who operate in the United States. And, it garnered their unanimous buy-in and support. Consequently, the *Guide* can be viewed as "product neutral" and does not promote one company's product over another's.

Thank you for your consideration of this matter. Should your staff have questions regarding the content of the publication, please ask them to contact Eric Perry of my staff at Eric.Perry@atssa.com.

Sincerely,

A handwritten signature in black ink that reads 'Stacy Tetschner'. The signature is written in a cursive, flowing style.

Stacy Tetschner
President & CEO

Enclosure: Digital Printed Traffic Sign Guide - Specification