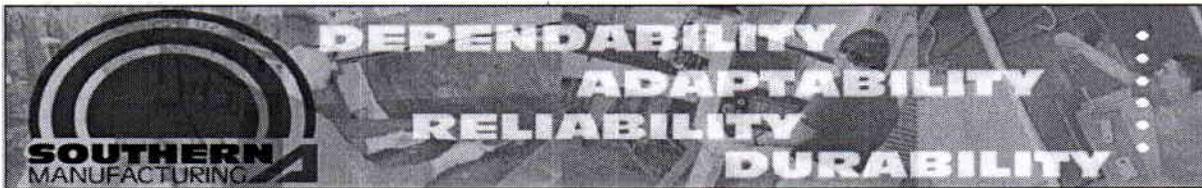


4.2.3.3 Standard Mast Arm Street Name Signs



The "Clean Profile" LED Illuminated Street Name Sign

Southern Manufacturing announces the introduction of the "Clean Profile" LED illuminated street name sign. A new, versatile, LED internally illuminated street name sign that incorporates Southern's hallmarks of easy maintenance, proven long life LED strips, and outstanding quality into a thin, lightweight parallel sided body. The design and construction methods allow this sign to be offered with the viewable area a true 4, 6, or 8 feet long and in heights of 12" to 24" in one-inch increments to enhance the appearance of the sign.



An increasing number of communities across the country plan to add additional signs or are evaluating the introduction of internally illuminated street name signs to meet the new federally mandated visibility standards for traffic and highway safety. Up until the introduction of this sign, however, many communities have been reluctant to install internally illuminated street name signs because of concerns about weight and maintenance. "The design objectives for this next generation sign were driven by the customer input," states John Steadman, President of Southern Manufacturing. "One of the top objectives was to minimize weight without sacrificing quality while retaining the ease of service features of our other signs. Through the use of advanced optics, the CLEAN PROFILE street sign accomplishes this objective with an extremely uniform light distribution. The CLEAN PROFILE weighs as much as 20 pounds less than our similar sized standard LED road signs and 30 pounds less than the comparable edge-lit models currently on the market. This street name sign provides the safety and visibility inherent in illuminated street name signs while minimizing the bearing load on mast arms or span wire."

The "Clean Profile" is available in either single-sided or double-sided models. The design allows a full range of viewable heights to optimize the aesthetics with the viewable area ranging from 12" to 24" on the single faced version and up to 20" on the double faced model. The body is constructed from the same .125" thick 5052 aluminum that is used for traffic enclosures. The standard finish is black powder coating, but other colors are available, including colors that match the most commonly used mast arms. The single-sided sign can be mounted either rigidly to a mast arm or free swinging. The single-sided sign is a mere 3 1/2" thick, and the double-faced edition, with hinged doors on both sides, measures 4 3/4" thick.

The "Clean Profile" sign has been extensively tested prior to introduction, including passing a physical 110-mile per hour wind and water test. The LED light strips have been cycle tested to simulate six years, and the Philips Rebel LEDs are rated at 60,000 by Philips at double the amperage of the Southern light engine. Thus, the expected life of the LEDs operating 12 hours per day on average is over 13 years. Should maintenance be required or the street renamed, lens can be changed in-service without any tools, and the internal components can be replaced using only common tools. The sign carries a 6 year warranty. Southern has been manufacturing top quality products for the traffic industry for over 50 years. The company's current product line includes illuminated street signs, blank-out signs, lane control signs, backlit regulatory and warning signs, NEMA 3R aluminum enclosures, CCTV & DMS enclosures, Hennessey enclosures, and specialty UL approved enclosures for the outdoor lighting industry.



The "Clean Profile" Street Name Sign Styles

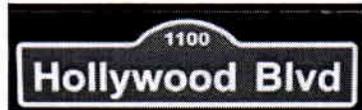
[Download Clean Profile Documentation Sheets](#)



Clean Profile Street Name Signs
Styles and Mounting Information PDF



Clean Profile Street Name Signs
Information & Specifications Sheet PDF



To talk with a Southern representative please call us at 800-866-5699 or email us at Southern Manufacturing.

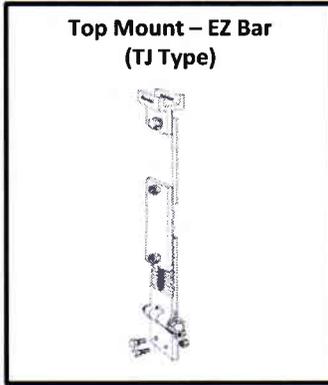


Southern Manufacturing Illuminated Street Signs
150 Hope St. Longwood, FL 32750 Phone: (407) 894-8851 Fax: (407) 894-5373 Toll Free: 1-800-866-5699

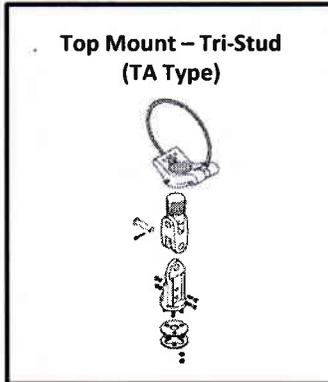


Clean Profile Sign Hanging Hardware

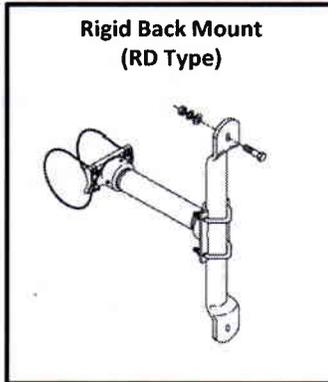
**Top Mount – EZ Bar
(TJ Type)**



**Top Mount – Tri-Stud
(TA Type)**



**Rigid Back Mount
(RD Type)**





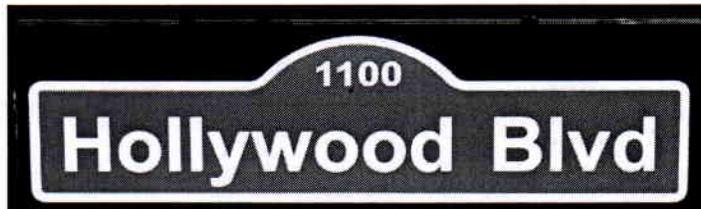
Clean Profile Sign Styles



**Standard
Type CP**



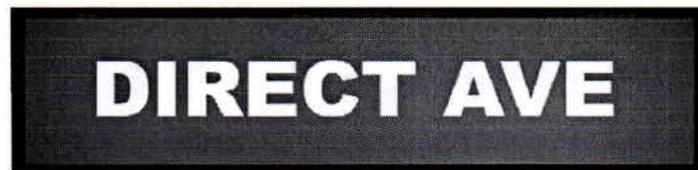
**Provencial
Type CQ**



**Metropolitan
Type CR**



**Victorian
Type CS**



**Square
Type CT**