

Brimos BV

Top supplier of overhead signs in Rotterdam.

The first TrafficJet™ Pro owner in Europe utilizes the printer's high-speed and precision to produce large overhead guide signs in The Netherlands.



Avery Dennison
Reflective Solutions
Case Study

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"We are so satisfied with the printer. It's running smoothly so the operators are happy. Now we produce in a day what we normally would have produced in a week!"



Large overhead signs require precise media handling

Brimos BV is one of the oldest traffic sign manufacturers in the Netherlands. Founded in 1963, the company significantly contributes to road safety in the Netherlands and abroad. Brimos is among the biggest players in producing and delivering utilitarian signage products, infrastructural solutions, signaling techniques, supporting structures, and signing. Brimos offers a complete range of static and dynamic signs and supporting structures to support their customer's needs.

Since becoming the first customer in Europe to purchase the TrafficJet Pro in 2020, Brimos has found added success with improved productivity. The printer answers Brimos' needs in the large overhead signs category. With the printer's precise, balanced media handling capabilities and LED UV curing system, TrafficJet Pro is an excellent solution for sign manufacturing at that scale, as it causes virtually no length variations between print tiles. With the help of their TrafficJet Pro printer, you can now call Brimos the main supplier of the big blue overhead signs in Rotterdam, The Netherlands.



The recently completed Coolsingel project in Rotterdam changed the four-lane road in the city center to a traffic-calmed boulevard. The update to the boulevard in Rotterdam has regained its monumental allure and international appearance. Cyclists and pedestrians will have ample space on the new Coolsingel with a wide natural stone pedestrian promenade and a two-way cycle path on the Lijnbaan side. Car traffic is less present and is centered on the side of the Town Hall by a two-way carriageway—one from north to south and one from south to north. This project also included the construction of additional lanes for turning traffic.

Brimos delivered the new signage in collaboration with the installers, Van Rens. In addition to the static signs, they also supplied various dynamic signs. "We are happy to print sign faces for our blue signage on our TrafficJet Pro. A big advantage for us is the double roll function because we can produce in a day what we used to do in a week. Our customers are therefore very satisfied. We can now deliver our signs much faster, and we're very satisfied with the print quality from the TrafficJet Pro," explains Brimos director, Jan van Giessen.

The client for this project was the Municipality of Rotterdam, and the operating company was Van Gelder Verkeerstechniek.

For more information on the TrafficJet Pro, visit reflectives.averydennison.com/trafficjet.

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