

Photo Courtesy of YESCO Myrtle Beach

## PROJECT SNAPSHOT

Project Name:	<b>Ripley's Myrtle Beach Outdoor Signage Update to Linear LED Lighting</b>
Location:	<b>Myrtle Beach, South Carolina</b>
Project Installation:	<b>October 2020</b>
Lighting Design/Installation:	<b>YESCO Myrtle Beach</b>
Can, Letter & Track Fabrication:	<b>Howdy's Wholesale Signs of Dillsburg, Pennsylvania</b>
City Theatrical Solution(s):	<b>QolorFLEX® NuNeon™, Red (3 reels)</b>

**YESCO** | Myrtle Beach YESCO is the USA's largest privately owned sign company. Family run since 1920, the company has built and installed some of the largest and most impressive displays in the world. [YESCO Myrtle Beach](#) is a full service sign solution, providing design, service, maintenance, repair and disposal services for signs of all types and sizes in the coastal South Carolina area.

## CHALLENGES

[Ripley's Myrtle Beach](#) in Myrtle Beach, South Carolina, USA is an attraction that locals and tourists have been enjoying since the 1990s. While its close proximity to the beach may be a perfect location for beach goers, the waterfront location became an issue for the building's traditional neon signage over the years. In addition to the ongoing maintenance typically associated with traditional neon signs due to the outdoor elements, the constant humidity in the air was causing erosion to the sign's copper leads.

To prevent these issues, the team at YESCO Myrtle Beach sought a LED linear lighting solution that could be installed easily, withstand the outdoor elements, and maintain its brightness day and night. Their ideal solution would help them upgrade the building's sign with the benefits of LED lighting, maintain the look of bright neon, and also provide the flexibility and ease of use to set up and maintain the sign.

## SOLUTION

City Theatrical's QolorFLEX NuNeon, Red was selected as the solution to replace the traditional neon of the Ripley's Myrtle Beach sign. The team at YESCO created a 1/8" deep track that was 0.37" wide, in the exact layout of the Ripley's iconic logo, which enabled them to press and click the QolorFLEX NuNeon into place. They secured the tape with silicone, and drilled holes for power.

**"The Ripley's logo had changed slightly since the original neon installation, now including more curves. QolorFLEX NuNeon helped us create both rounded curves and sharp edges, and it's bright red allowed us to match everything. It's hard to tell the sign is no longer neon."**

- *Brendan Campbell, General Manager, YESCO Myrtle Beach*

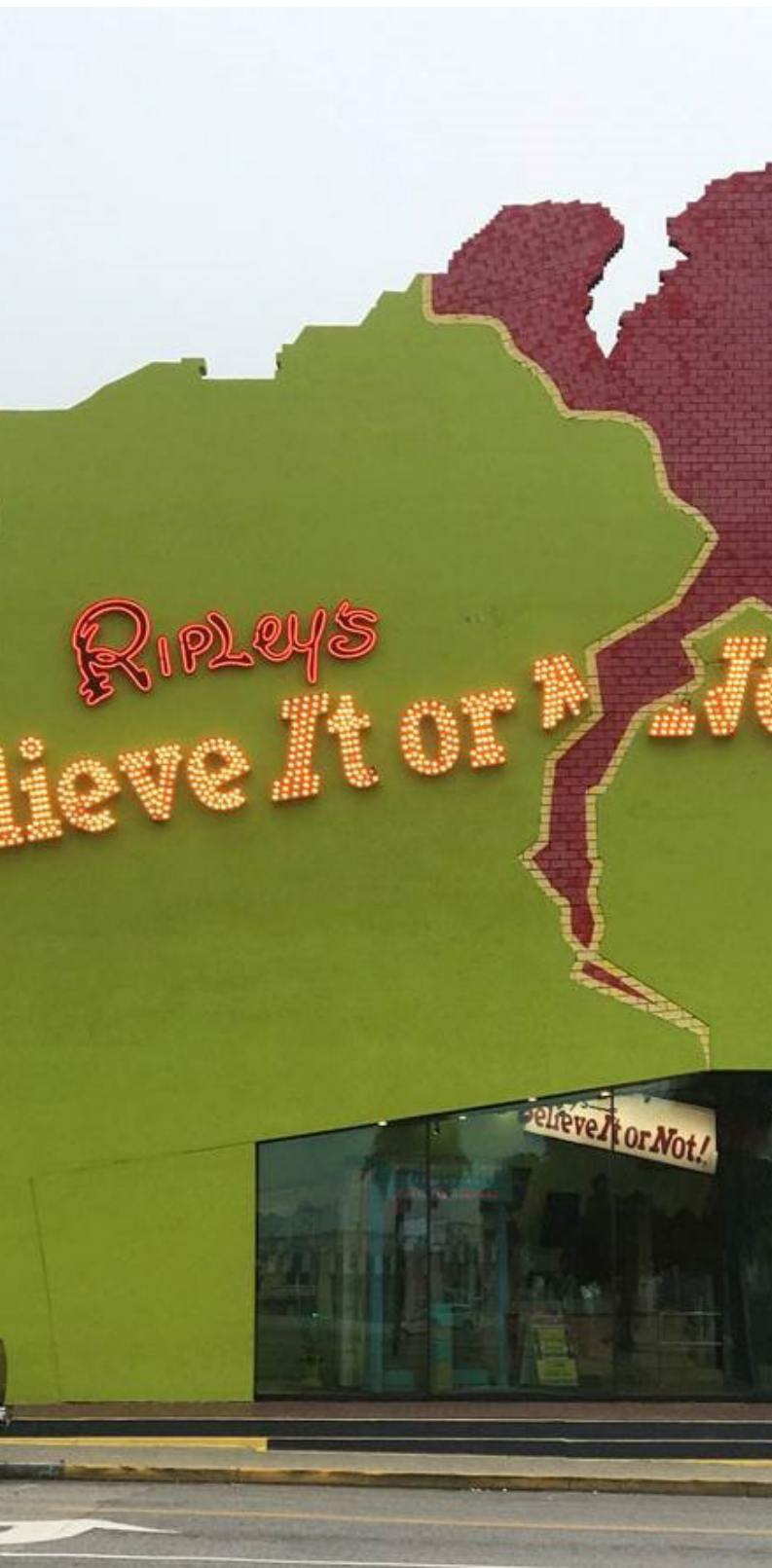


BEFORE: Traditional neon

AFTER: QolorFLEX NuNeon



Photos Courtesy of YESCO Myrtle Beach



### SOLUTION *(Continued)*

Prior to the sign's neon update to QolorFLEX NuNeon, the "Believe It Or Not" portion of the sign had been updated from incandescent to LED lighting, and experienced greater ease of use. This success with LED technology had caused the team at YESCO to try various LED linear lighting solutions for the red portion of the logo, including several flexible LED tape solutions often used for sign fabrication. The team at the YESCO Myrtle Beach expanded their search to high quality LED tapes for entertainment when their corporate YESCO partners shared news about a successful QolorFLEX NuNeon installation at a prestigious event.

**"The Ripley's sign is on 24 hours a day, so we were looking for an efficient solution to maintain brightness at a low voltage. With QolorFLEX NuNeon, we're able to use a 100W power supply for all seven letters, and it could probably run on less, perhaps 50W. It's been a very efficient and reliable solution, both for us and our client."**

*- Brendan Campbell, General Manager, YESCO Myrtle Beach*

The team secured a sample of QolorFLEX NuNeon, Red and tested it for brightness, color, flexibility, and ease of use with the measurements for the base of the intended sign. They found it checked all the boxes they were looking for, while also creating an efficient, low voltage solution for their client in the long term.



QolorFLEX NuNeon



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