



Channel Letter & Signboard Manufacturer

## Who are we ?

Esmer Reklam was founded in Istanbul in 1985 and today employs more than 80 people on its approximately 5,000 sqm of production premises.  
We are a big manufacturer company for your all advertising needs such as illuminated channel letters, light boxes, facade signs, pylons, totems and display products. We export regularly to over 27 countries. We offer our customers good quality products at very competitive prices with fast delivery (within 1 to 2 weeks)

## Wer sind wir ?

Esmer Reklam wurde 1985 in Istanbul gegründet und heute beschäftigt über 80 Mitarbeiter auf ca. 5000 m<sup>2</sup> Produktfläche mit steigender Tendenz.  
Wenn es um Leuchtwerbung geht, sind wir als Hersteller für Sie mit verschiedenen 3D LED Buchstaben, Stechschilder, Leuchtkästen, Pylone, Kiosk- und Display-Produkte. Wir exportieren über 27 Länder. Wir bieten unsere Kunden hochwertige Produkte zu günstigen Preisen mit schneller Lieferung (Lieferung in 1-2 Wochen)

## Qui sommes nous ?

Nous sommes 'ESMER REKLAM, l'entreprise de fabrication d'enseignes lumineuses et d'autres produits publicitaires dans notre propre usine de 5.000 m<sup>2</sup> avec 80 personnes depuis 35 ans.  
Nous fabriquons également de lettres boitiers, stands, cadres, impressions numériques etc. à nos clients de plusieurs pays. Comme le plus grand fabricant d'enseignes en Istanbul, nous exportons régulièrement à 27 pays. Nous proposons à nos clients des produits de bonne qualité à des prix très compétitifs avec une livraison rapide (dans un délai de 1 à 2 semaines)



### Shortly about us

Kurz über uns  
En bref sur nous

**1985**

Since  
Gründungsjahr  
depuis

**+80**

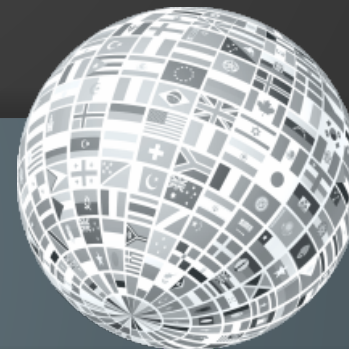
Teammates  
Mitarbeiter/innen  
équipe

**+10Mio €**

Turnover  
Umsatz  
Chiffre d'affaires

**27**

Export countries  
Export Länder  
Pays exportés



English  
[en.esmerreklam.com](http://en.esmerreklam.com)

Deutsch  
[de.esmerreklam.com](http://de.esmerreklam.com)

Français  
[fr.esmerreklam.com](http://fr.esmerreklam.com)

Nederlands  
[nl.esmerreklam.com](http://nl.esmerreklam.com)

**ESMER**<sup>®</sup>  
R E K L A M

# We are a big family

We would like to see you among our partners  
Wir würden Sie gerne unter unseren Partnern sehen  
On voudrait vous voir parmi nos partenaires  
Wij zien u graag tussen onze partners  
Vi vil gerne se dig blandt vores partnere  
Vi vil gjerne se deg blant våre partnere

## We regularly export to 27 countries



# WHY NOT USE OUR EXCELLENT SERVICES?

No matter how much big company you are.

No matter how much sector experience you have.

Try our quality products and speedy service.

You just send your project.

We study your project and ask you necessary questions.

Get more experience with our full technical support.

We prepare you a 3D drawing if needed.

Present your offer to your client more professionally.

We support you to make your sales process simpler and easier.




# WHY NOT JOIN OUR FAMILY?

We supply you all technical supports you may need.

[technicalsupport@esmerreklam.com](mailto:technicalsupport@esmerreklam.com)

We provide you with accurate and complete answers to your questions.

Quick Contact – Schneller Kontakt – Contact Rapide

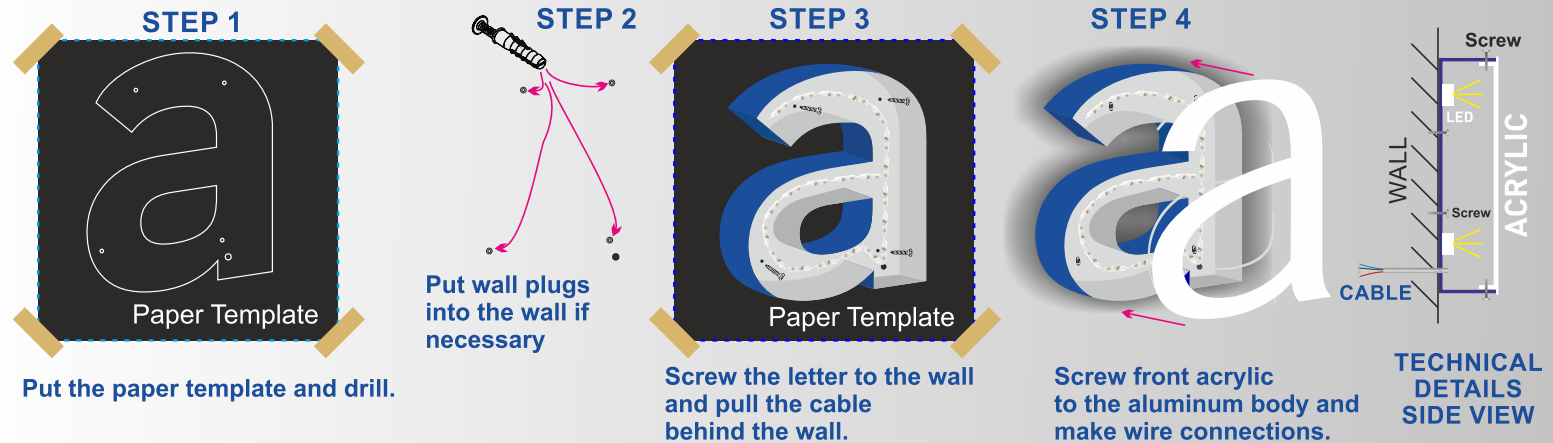
 +49 151 474 75 035

# Installation

## Frontlit Letters

**Installation directly onto the wall or on a background**

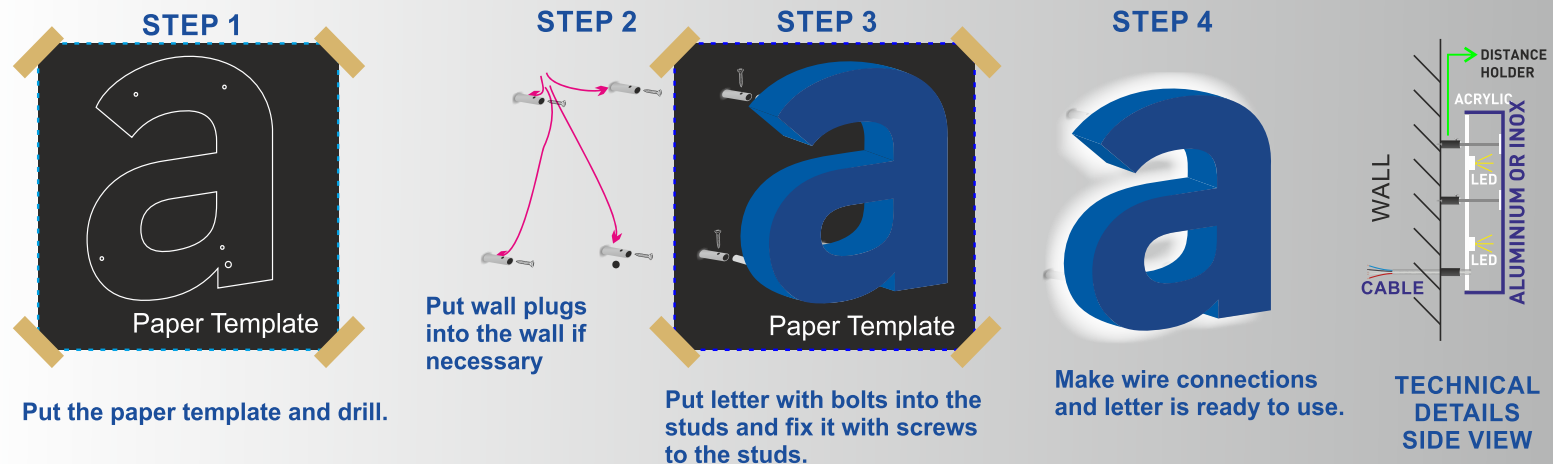
- Unscrew the front acrylic cover.
- Check if holes on the template and the letters fit to each other.
- Align the template to the wall with help of a water level.
- Check all the spaces below/above/right/left of the letters are correct.
- Drill the holes on the wall.
- Insert the wall plugs to the holes on the wall.
- Screw the aluminum body of the letters to the wall.
- Pull the electrical wire through the hole of cable behind the wall.
- Screw the front acrylic cover.
- Connect the cables to the power supply.



## Backlit Letters

**Installation directly onto the wall or on a background**

- Check if holes on the template and the letters fit to each other.
- Align the template to the wall with help of a water level.
- Check all the spaces below/above/right/left of the letters are correct.
- Drill the holes on the wall.
- Insert the wall plugs to the holes on the wall.
- Screw the studs to the wall.
- Insert the bolts on the letters to the studs on the wall.
- Pull the electrical wire through the hole of cable behind the wall.
- Fix stud to bolt with screw.
- Connect the cables to the power supply.



## Letters mounted on frame (Rail)

### For easy installation

Based on the needs of some partners, we provide letters mounted on rails ready to easy installation.

There are two models of rails to ease installation of the letters which you can see on the right side.

You can save on time and labor cost during installation.

We paint the rails to the nearest color of the wall and rails do not shade the letters.

We propose you 2 alternatives for easy installation.

1) You can mount through the mounting ear (F1).

2) If you do not want the screws to be visible, you mount back U profile to the wall and then you fix front U profile to the back profile (F2).

Cable coming out of the rail is connected to the power supply and power supply needs to be connected to the electricity (230V) and installation is finished.

(You save 75% time and labor compared to single letter installation)

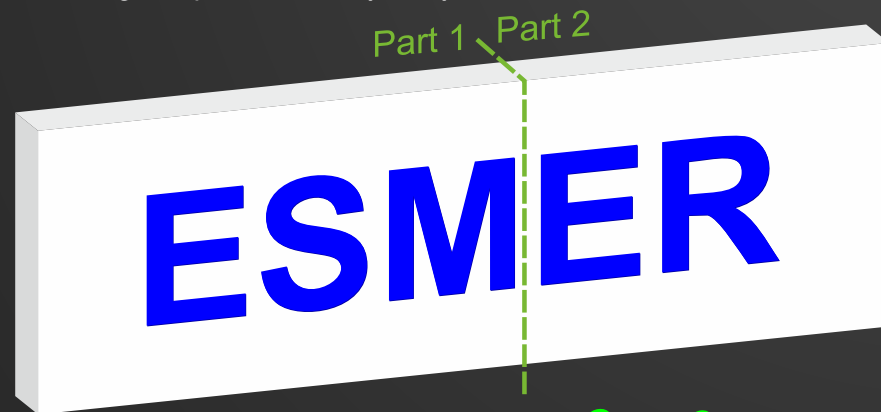
### F2 Installation Details



TECHNICAL  
DETAILS  
SIDE VIEW

### Parts

When the length of the text is much longer, we divide the rails or signs and send in parts to save on shipment costs and speed up the delivery. Joining the parts are very easy.



Size > 300cm

## Installation

F1

Frame (Rail)



F2

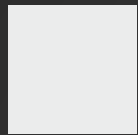


Size > 300cm

## Acrylic

### Standart acrylic colors

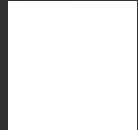
# Standard Acrylic Color Code



Acrylic Code  
(Pantone code equivalent)

**60141**

Opal White



**6510**

Snow White



**4730**

PMS Blue 072



**4230**

PMS Blue



**50005**

PMS Yellow



**20183**

PMS 185



**3800**

PMS 347



**50150**

PMS Orange 021



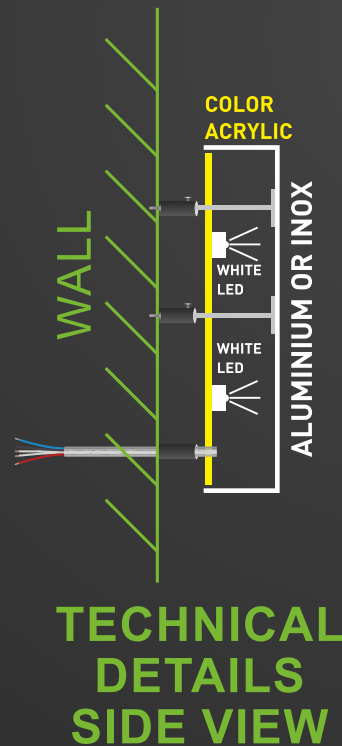
**30064**

PMS 369

In order to speed up the delivery we keep standart colors in stock.  
Standart colors are on the left side.

We can supply special colour acrylic according to clients' request.  
In this case, minimum order quantity is 10m<sup>2</sup> and one more week is needed for production.

Note: For colored backlit letters we use colored acrylic with white LED. It lasts longer.  
Please check the drawing below:



# Painting

## Painting (RAL or PANTONE Solid Coated)

RAL codes are provided with 100% accuracy by painting.

70% of the Pantone (solid coated) colors are achieved near to 100%. Please ask how near picked Pantone color code can be provided.

By default our products are painted to matt finish and we can paint upto 70 gloss upon request. We use for all products DTM paint. It is resistant to harsh weather conditions and corrosion, can be used at seaside, has over 500 hours salting test.



500 hours  
salting  
tested.

An incredibly  
high standard of quality  
of workmanship.

1000	1001	1002	1003	1004	1005	1006	1007	1011	1012
1013	1014	1015	1016	1017	1018	1019	1020	1021	1023
1024	1026	1027	1028	1032	1033	1034	1035	1036	1037
2000	2001	2002	2003	2004	2005	2007	2008	2009	2010
2011	2012	2013	3000	3001	3002	3003	3004	3005	3007
3009	3011	3012	3013	3014	3015	3016	3017	3018	3020
3022	3024	3026	3027	3031	3032	3033	4001	4002	4003
4004	4005	4006	4007	4008	4009	4010	4011	4012	5000
5001	5002	5003	5004	5005	5007	5008	5009	5010	5011
5012	5013	5014	5015	5017	5018	5019	5020	5021	5022
5023	5024	5025	5026	6000	6001	6002	6003	6004	6005
6006	6007	6008	6009	6010	6011	6012	6013	6014	6015
6016	6017	6018	6019	6020	6021	6022	6024	6025	6026
6027	6028	6029	6032	6033	6034	6035	6036	7000	7001
7002	7003	7004	7005	7006	7008	7009	7010	7011	7012
7013	7015	7019	7021	7022	7023	7024	7026	7030	7031
7032	7033	7034	7035	7036	7037	7038	7039	7040	7042
7043	7044	7045	7046	7047	7048	8000	8001	8002	8003
8004	8007	8008	8011	8012	8014	8015	8016	8017	8019
8022	8023	8024	8025	8028	8029	9001	9002	9003	9004
9005	9006	9007	9010	9011	9016	9017	9018	9022	9023



## LEDs

We use 12 V Samsung leds with 1,08 Watt power consumption.  
Each module has 100 lumen/Module.  
Viewing angle is 160 degrees.  
Lifespan of led module is 50.000 hours.  
Protection class is IP68.  
Working temperature: -20°C - +50°C  
It works with current voltage.  
10.000K is used as default as Led color.  
Color options: 3000K - 4000K and 6500K for regular modules.  
3000K and 10000K available for minilux modules.  
3 Years Warranty.

# SAMSUNG



CE certified.

## Power Supply

Power supply quantity is calculated based on minimum requirement.  
(For example: For 700W, 2x300W and 1x100W will be given.)

As standart we use Union (Kore) branded power supply with IP68 protection and 3 years warranty.  
Meanwell is available upon request.



## Cables

We use Prysmian cables with higher quality standarts.



[www.esmerreklam.com](http://www.esmerreklam.com)



# Packaging and Delivery

How to do custom clearance process when my order arrives to my country?  
When you place order, be sure, that you have an EORI number to be able to import goods.  
This is free but it can take 1-3 days to get it, so please make it right after your order not to lose time at importing process. This is a one-time application.  
Once you have it, you do not need to redo it again.

**You do not pay any CUSTOMS TAX in EU Zone.**

VAT which is applied for sign products in your country and administrative fee to clear the goods from customs, which are not included into our price, will be paid to the shipment company or to the directed authorities.



Where is my order?

After shipment we send you tracking information.



**You do not pay any CUSTOMS TAX in EU Zone.**

The products are sent with air and road transport. Way of shipment is selected based on the best shipment costs we can offer you.  
If you are in urgency, please let us know to offer you the best express shipment option.  
Tracking details are sent by E-mail to you. For custom clearance and delivery details you can contact to the transport company.



## Reminder

Your order is packed carefully.

We take all precautions to prevent any damage during its trip to you.

In case the package is damaged, please check all sides of the package (top, bottom, sides)

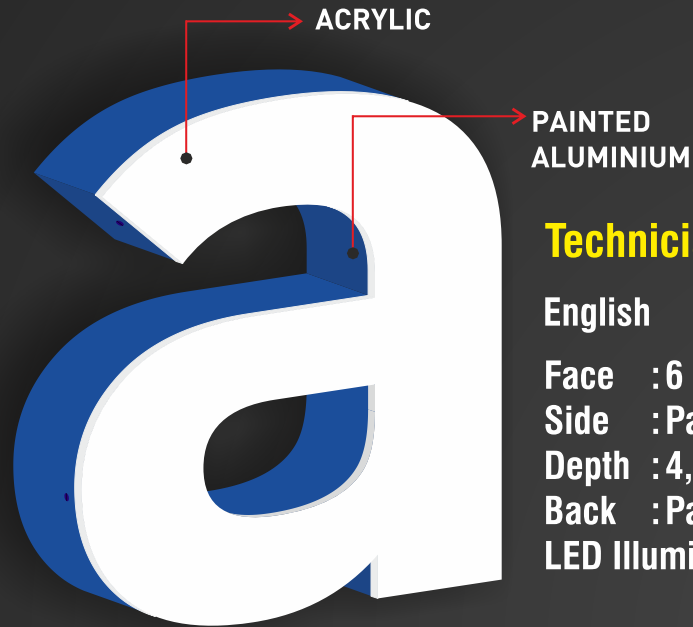
Please take note on the delivery paper. If it is not noted, we cannot begin with insurance process.

**The damages should be noted during delivery on the delivery paper.**

Please send all photos of the damaged products and inform us within 24 hours.

Frontlit  
Avant Eclairage  
Front Beleuchtet

PR7



### Technical Specifications / Technische Spezifikationen / Spécifications Techniques

#### English

Face : 6 mm Acrylic  
Side : Painted Aluminium  
Depth : 4,5cm - 9,5 cm  
Back : Painted Aluminium  
LED Illuminated (Samsung)

#### Deutsch

Spiegel : 6 mm Acrylglas  
Zargen : Lackiertes Aluminium  
Tiefe : 4,5cm - 9,5 cm  
Boden : Lackiertes Aluminium  
LED Beleuchtet (Samsung)

#### Français

Face : 6 mm Plexi  
Chant : Aluminium Peint  
Profondeur : 4,5cm - 9,5 cm  
Fond : Aluminium Peint  
LED Eclairage (Samsung)

ESMER



**Please read carefully before sending your customer a quote!**

Frontlit  
Avant Eclairage  
Front Beleuchtet

**PR7**

### Warnings and Surcharges

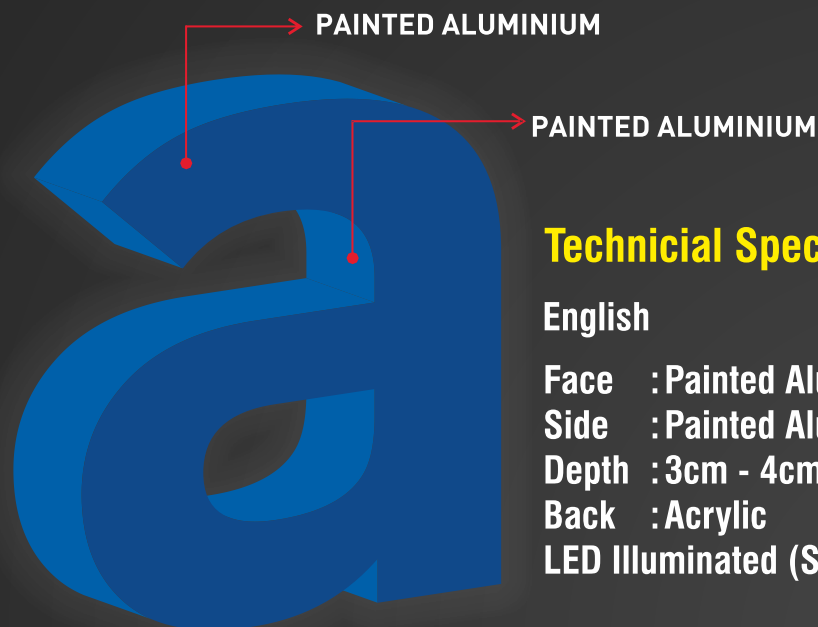
- \* The sizes are rounded up to upper integer value. ( 30,1cm=31cm)
- \* VAT and custom clearance are not included.
- \* Template for installation is included.
- \* Default painting has matt finish. For glossy painting there is 10% price surcharge.
- \* This price list is valid for sans serif fonts (Arial, Verdana, Helvetica, etc.)  
Serif fonts : +10% (Times New Roman etc.)  
Handwriting: +10% (Mystical Font etc.) (each letter is count as individual)
- \* Depth:  
10 - 40cm: 45mm, 55mm, 65mm, 75mm.  
41 - 70cm: 55mm, 65mm, 75mm, 85mm, 95mm.
- \* For different depths please ask for price.
- \* Minimum leg thickness: 22mm
- \* If width is larger than height, calculation is made based on width.
- \* Vinyl application: +8% price surcharge (Oracal 8500 or Avery 4500TF).
- \* 70% of the Pantone (solid coated) colors are achieved near to 100%. Please ask how near picked Pantone color code can be provided.
- \* For narrow letters to which regular modules do not fit there is 15% price surcharge of slim led module.
- \* For RGB lighting there is 25% price surcharge. For narrow letters, RGB leds cannot be applied.
- \* If stripe led is required for production, warranty conditions for leds do not apply.
- \* Default LED used is Samsung 3-led 10000K.
- \* Power supply is included to the prices. Minimum required number of power supplies will be sent. If you need more, please ask for extra costs.
- \* Delivery time: 16-17 days for orders upto 2500EUR. If delivery in 10-12 days required, surcharge of 10% will be applied.
- \* Delivery time: 18-19 days for orders between 2501-5000EUR.
- \* These prices include shipment for orders above 400EUR.
- \* For Profile-5: 10% price surcharge. (Face 10mm opal white acrylic).
- \* Profile-8: 20% price surcharge. (Face 18mm opal white acrylic).
- \* Black-white acrylic price surcharge: 20%, black-white printed vinyl surcharge: 8%
- \* For sides produced with AISI 304 silver stainless steel, there is 8% discount (Back of letter is non-painted aluminum)



**LEG THICKNESS  
MINIMUM 22 mm**

Backlit  
Retro Eclairage  
Rückleuchter

**PR14**



### Technical Specifications / Technische Spezifikationen / Spécifications Techniques

#### English

Face : Painted Aluminium  
Side : Painted Aluminium  
Depth : 3cm - 4cm - 5cm  
Back : Acrylic  
LED Illuminated (Samsung)

#### Deutsch

Spiegel : Lackiertes Aluminium  
Zargen : Lackiertes Aluminium  
Tiefe : 3cm - 4cm - 5cm  
Boden : Acrylglas  
LED Beleuchtet (Samsung)

#### Français

Face : Aluminium Peint  
Chant : Aluminium Peint  
Profondeur : 3cm - 4cm - 5cm  
Fond : Plexi  
LED Eclairage (Samsung)

**ESMER**

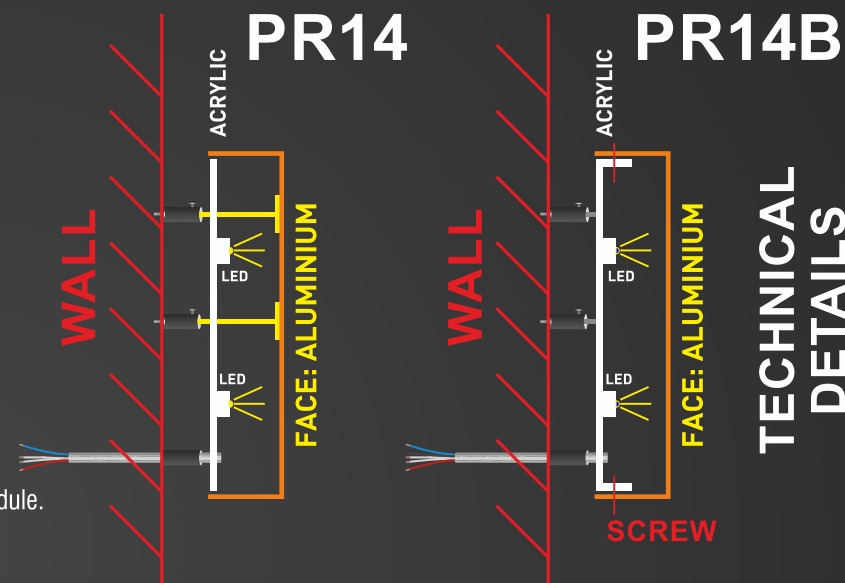
Please read carefully before sending your customer a quote!

Backlit  
Retro Eclairage  
Rückleuchter

# PR14

## Warnings and Surcharges

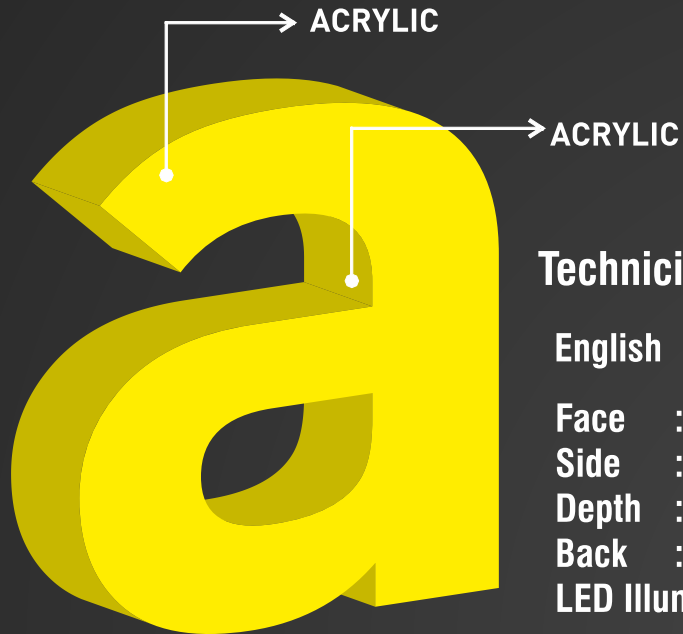
- \* The sizes are rounded up to upper integer value. (30,1cm=31cm)
- \* VAT and custom clearance are not included.
- \* Template for installation is included.
- \* Default painting has matt finish. For glossy painting there is 10% price surcharge.
- \* If front and sides are painted in different colors, there is 15% price surcharge.
- \* This price list is valid for sans serif fonts (Arial, Verdana, Helvetica, etc.)
  - Serif fonts : +10% (Times New Roman etc.)
  - Handwriting: +10% (Mystical Font etc.) (each letter is count as individual)
- \* Depth: 30mm, 40mm and 50mm.
- \* Distanceholders: 20mm, 25mm, 30mm (chrome plated brass)
- \* For different depths please ask for price.
- \* Minimum leg thickness: 22mm
- \* If width is larger than height, calculation is made based on width.
- \* 70% of the Pantone (solid coated) colors are achieved near to 100%.
  - Please ask how near picked Pantone color code can be provided.
- \* For narrow letters to which regular modules do not fit there is 15% price surcharge of slim led module.
- \* For RGB lighting there is 25% price surcharge. For narrow letters, RGB leds cannot be applied.
- \* If stripe led is required for production, warranty conditions for leds do not apply.
- \* Default LED used is Samsung 3-led 10000K.
- \* Power supply is included to the prices. Minimum required number of power supplies will be sent.
  - If you need more, please ask for extra costs.
- \* Delivery time: 16-17 days for orders upto 2500EUR. If delivery in 10-12 days required, surcharge of 10% will be applied.
- \* Delivery time: 18-19 days for orders between 2501-5000EUR.
- \* These prices include shipment for orders above 400EUR.
- \* For Profile-14B the price is same as Profile-7.



LEG THICKNESS  
MINIMUM 22 mm

Full-lit Channel Letter  
Avant et Chant Eclairage  
Vollacrylglasbuchstaben

**PR6**



## Technical Specifications / Technische Spezifikationen / Spécifications Techniques

### English

Face : Acrylic  
Side : Acrylic  
Depth : 6cm - 10cm  
Back : PVC  
LED Illuminated (Samsung)

### Deutsch

Spiegel : Acrylglas  
Zargen : Acrylglas  
Tiefe : 6cm - 10cm  
Boden : PVC  
LED Beleuchtet (Samsung)

### Français

Face : Plexi  
Chant : Plexi  
Profondeur : 6cm - 10cm  
Fond : PVC  
LED Eclairage (Samsung)

**ESMER**

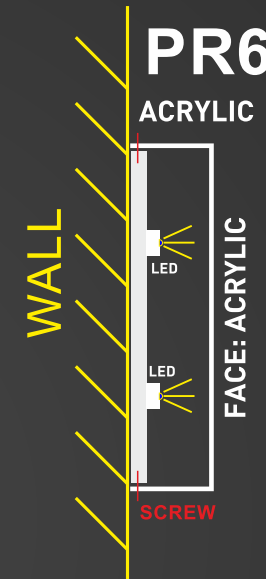
**Please read carefully before sending  
your customer a quote!**

### Warnings and Surcharges

- \* The sizes are rounded up to upper integer value. ( 30,1cm=31cm)
- \* VAT and custom clearance are not included.
- \* Template for installation is included.
- \* Non-diffusing white acrylic option is available.
- \* For painting of the sides, there is 15% price surcharge.  
70% of the Pantone (solid coated) colors are achieved near to 100%.  
Please ask how near picked Pantone color code can be provided.
- \* This price list is valid for sans serif fonts (Arial, Verdana, Helvetica, etc.)  
Serif fonts : +15% (Times New Roman etc.)  
Handwriting: +15% (Mystical Font etc.) (each letter is count as individual)
- \* Depth: 60mm - 100mm
- \* Vinyl application: +8% price surcharge (application only to face, not to sides - Oracal 8500 or Avery 4500TF).
- \* For not-painted aluminum back, price difference is 15%, for painted aluminum back, price surcharge is 25%.
- \* For different depths please ask for price.
- \* Minimum leg thickness: 30mm
- \* If width is larger than height, calculation is made based on width.
- \* For narrow letters to which regular modules do not fit there is 15% price surcharge of slim led module.
- \* For RGB lighting there is 25% price surcharge. For narrow letters, RGB leds cannot be applied.
- \* If stripe led is required for production, warranty conditions for leds do not apply.
- \* Default LED used is Samsung 3-led 10000K.
- \* Power supply is included to the prices.  
Minimum required number of power supplies will be sent. If you need more, please ask for extra costs.
- \* Delivery time: 17-18 days for orders upto 2500EUR. If delivery in 10-12 days required, surcharge of 10% will be applied.
- \* Delivery time: 21-22 days for orders between 2501-5000EUR.
- \* These prices include shipment for orders above 400EUR.
- \* For Profile-6B there is 10% price surcharge.

Full-lit Channel Letter  
Avant et Chant Eclairage  
Vollacrylglasbuchstaben

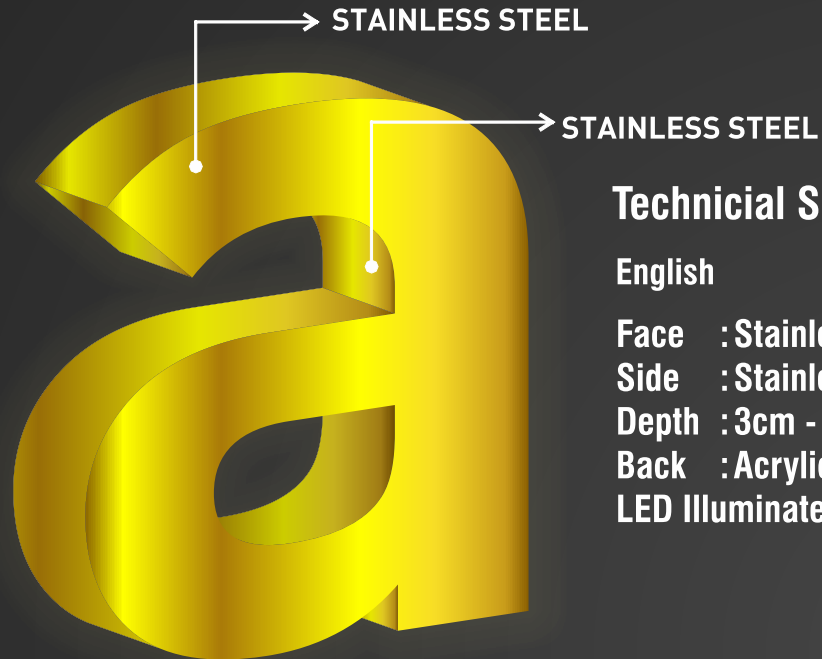
# PR6



### TECHNICAL DETAILS



**LEG THICKNESS  
MINIMUM 30 mm**



## Technical Specifications / Technische Spezifikationen / Spécifications Techniques

### English

Face : Stainless Steel  
Side : Stainless Steel  
Depth : 3cm - 4cm - 5cm  
Back : Acrylic  
LED Illuminated (Samsung)

### Deutsch

Face : Stainless Steel  
Seite : Stainless Steel  
Tiefe : 3cm - 4cm - 5cm  
Boden : Acrylic  
LED Beleuchtet (Samsung)

### Français

Face : Stainless Steel  
Chant : Stainless Steel  
Profondeur : 3cm - 4cm - 5cm  
Fond : Acrylic  
LED Eclairage (Samsung)

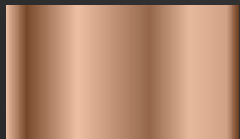
### Stainless Steel Colors



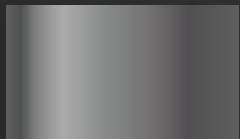
SS1



SS2



SS3



SS4

ESMER

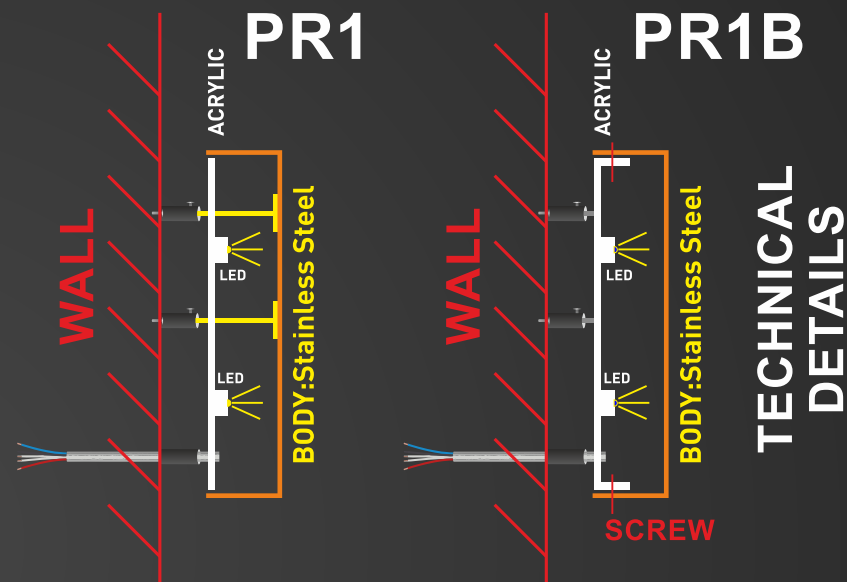
Please read carefully before sending your customer a quote!

Backlit  
Retro Eclairage  
Rückleuchter

PR1

## Warnings and Surcharges

- \* The sizes are rounded up to upper integer value. ( 30,1cm=31cm)
- \* VAT and custom clearance are not included.
- \* Template for installation is included.
- \* **We use AISI 304 (1.4301) stainless steel as default. No soldering and laser welding.**
- \* Prices are valid for brushed, matt and glossy finish.  
For mirror finish there is 10% price difference.
- \* For gold mirror and brushed, anthracite mirror and brushed, bronze mirror and brushed there is 12% price difference.
- \* AISI 316 (1.4401) brushed, matt and mirror finish stainless steel options are possible.  
Please ask for price.
- \* This price list is valid for sans serif fonts (Arial, Verdana, Helvetica, etc.)  
Serif fonts : +10% (Times New Roman etc.)  
Handwriting: +10% (Mystical Font etc.) (each letter is count as individual)
- \* Depth: 30mm, 40mm and 50mm.
- \* Distanceholders: 20mm, 25mm, 30mm (chrome plated brass)
- \* For different depths please ask for price.
- \* Minimum leg thickness: 22mm
- \* If width is larger than height, calculation is made based on width.
- \* For narrow letters for which regular modules do not fit there is 15% price surcharge of slim led module.
- \* For RGB lighting there is 25% price surcharge. For narrow letters, RGB leds cannot be applied.
- \* If stripe led is required for production, warranty conditions for leds do not apply.
- \* Default LED used is Samsung 3-led 10000K.
- \* Power supply is included to the prices. Minimum required number of power supplies will be sent.  
If you need more, please ask for extra costs.
- \* Delivery time: 16-17 days for orders upto 2500EUR.  
If delivery in 10-12 days required, surcharge of 10% will be applied.
- \* Delivery time: 18-19 days for orders between 2501-5000EUR.
- \* These prices include shipment for orders above 400EUR.



LEG THICKNESS  
MINIMUM 22 mm





www.esmerreklam.com

## CONTACT

### Factory / Fabrik / Fabrique

Marmara Sanayi Sitesi E Blok No:2 Ikitelli / ISTANBUL

Phone : +902124720033 pbx


### E-mails

sales@esmerreklam.com

verkauf@esmerreklam.com

ventes@esmerreklam.com

Quick Contact - Schneller Kontakt - Contact Rapide

 +49 151 474 75 035

We regularly export to 27 countries

