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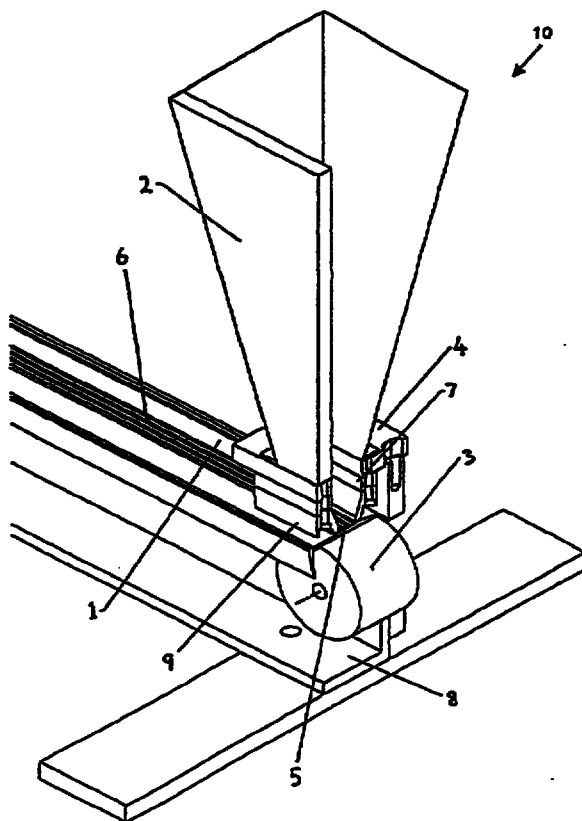
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(54) Title: PHOTO-LUMINESCENT PIGMENT APPLICATION



(57) Abstract: A method of applying photo-luminescent pigment to a substrate, such as an aluminium or metal strip containing channels or depressions, includes preparing a dry powder formulation comprising a photo-luminescent pigment and a carrier/fixer, depositing the dry powder formulation onto the substrate surface, and heating to fuse the dry powder formulation to the substrate surface. The photo-luminescent pigment can be applied using an apparatus which includes a hopper adapted to contain the dry powder formulation, one or more orifices adapted to allow transfer of the dry powder formulation from the hopper to a substrate surface and a guide rail system for locating the substrate surface in both a fixed horizontal plane and a fixed vertical plane below the hopper and orifice.

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