

YOUR GUIDE TO SELECTING SIGNAGE



THE POWER OF SIGNAGE

The
Halliwell Jones
Stadium



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DISABLED &
LATECOMERS
ENTRANCE

18



the
advice
shop

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Opening times

8.30am-5.00pm Monday to Friday

A signage company that knows how to make signs work for you.



THE POWER OF SIGNAGE

Signage is everywhere. It drives customers to your business and directs people around your workplace. It's on the front of a building, the side of a van and

above your door. It can bring your brand to life, generate response, re-energise your office or simply make people safe. School or building site, factory or shop floor,

articulated lorry or articulating your message: signage is potent, compelling, creative and versatile.

MAKING THE SIGNAGE DECISION





The best decisions are made when backed by relevant information and insightful understanding.

MAKING THE SIGNAGE DECISION

Making important signage decisions can be difficult, not least because of the technical issues of production and manufacture. Signage options will vary according to your individual need or budget level.

Design consistency may be an issue. Location might cause installation difficulties. 24 hour visibility might be vital or less able bodied staff might need specialist directional support.

We work with you to make the best decisions by supplying the information and insight you need.

WE START WITH YOU





Most important
of all, we shape
our business to
suit yours.



WE START WITH YOU

Though our skill and expertise are more than a match for other sign companies, it is not just our capabilities that count. We recognise that every customer is unique, so your signage solutions are created, not menu-driven.

We use our insight to determine what is better for your business, not for ours. Cost is driven by delivering you the best value. Our quotes are used to demonstrate our understanding, not blind you with science.

Most important of all, we shape our business to suit yours. Signage solutions, creative options, production processes and project management are tailored to match your requirements, not fixed to suit ours.

THE ART AND SCIENCE OF SIGNAGE



SIGNAGE TO BRAND YOUR BUSINESS

Signage is not just about identifying your brand. Large scale fascias can reflect its quality and creativity or portray its competitive standing.

External banners can be a compelling form of communication for creating awareness or generating response. Add together new ideas and technology

in signage offering greater flexibility, and you'll understand why 98%* of businesses believe stunning signage creates a powerful first and lasting impression.

*Independent survey of 1000 businesses



SIGNAGE TO SUPPORT YOUR BUSINESS

Take a look around any business and you'll see the importance of signage. Directional and way-finding signs improve access for both employees and visitors whilst health and safety signs

make the workplace comfortable and legal. Attractive displays and information boards can also aid communication in the workplace. Signage doesn't relate just to your front of house signs.

Office accessories such as labels and stickers are essential to everyday life and can still effectively promote your brand and your business.



SIGNAGE TO MARKET YOUR BUSINESS

Three out of four* businesses see signage as a vital part of their marketing activity, offering outstanding visibility and value. For example, internal banners can inform, inspire a reception area, or promote an event. Temporary signage can transform an area or advertise short-term promotions. Window graphics and internal point of sale can radically improve your customer's experience. Vehicles can brand your business or exploit tactical marketing opportunities.

*Independent survey of 1000 businesses

EXPERTISE IS EVERYWHERE

At Signs Express we understand expertise has to be proven not just claimed. That's why we ensure all our staff are fully trained to deliver the highest standards from the smallest sign to the largest project.

From taking your enquiry to conducting a site visit, creating a quotation to producing your material, we are committed to supplying the very best in quality, service and insight.

This is not only in our Signs Express centre. With centres spread across the UK and Ireland, each one aspiring to the same levels of expertise, we ensure that national and local clients are consistently supported.

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