

Welcome to our summer newsletter. We've been very busy over the past few months and wanted to share some of our stories with you. So while you're enjoying the lovely sunshine, have a read of our latest news.

## Hitting the right note!

We recently completed a range of signage for Access to Music at their Norwich centre. The project included providing exterior signage as well and some eye catching wall graphics for the interior of the centre.



Access to Music is the UK's leading popular music college and offers learning and employability for all ages of UK and international students. The college boasts such success stories as Ed Sheeran and Rita Ora!



## Brilliant boards

The Castle Mall is currently undergoing refurbishment and asked us to provide graphics to brighten up the hoardings surrounding the works. The hoardings help advertise the shops within the centre and also give details of the works taking place. I think you'll agree they look fab and we can wait to see the new spruced up areas of the Mall!



## DID YOU KNOW?

We're not just sign makers, we can help you come up with a full design as well!

## GoGo Dragons!



We're delighted to announce that we are sponsoring a GoGo Dragon!

2013 saw GoGo Gorillas take over the city, and next year will see dragons swoop down all across Norwich. The dragon trail is being organised by Break, a charity caring for vulnerable people and Wild In Art. The dragon sculpture has been specially created for GoGoDragons! by Chris Wilkinson, Creative Director of Wild in Art.

The GoGo Gorillas raised an incredible £270,000 for charity at auction so we're hugely excited for next year.

We're hoping that we don't get burnt whilst we're deciding how to decorate our dragon! More details coming soon.

## Our survey says...

Signs Express has recently undertaken a survey that has revealed over three quarters (86%) of small and medium sized enterprises in the East of England believe it is important to buy local when it comes to purchasing goods and services. This could be great news for the Norwich economy!

The top three reasons that given for choosing local suppliers were:

- "It is better for the local economy" (61%)
- "If I am unhappy, I can approach the supplier easily" (63%)
- "I like dealing with people that play a positive role in my local community" (42%)

The survey also revealed that the majority of those with purchasing power do not believe price is the most important factor when it comes to selecting a supplier.

This is great news for us as we aim to be competitive on price whilst offering fantastic quality. We're also delighted to hear that 95% of customers would recommend us, great testament to our strive for excellent customer service.

## Getting some sea air

We've recently completed some external signage for Seatrax (UK) Limited, based in Great Yarmouth.

The company manufactures and delivers cranes designed for numerous offshore applications all over the world. We loved their simple but eye catching design for their new sign.



## Getting advertising on the road

We've recently completed a number of vehicles for Holden as their summer offer on new cars rolls out. Six vehicles were completed in just one day for their motor show; the cars have been continuing to advertise their promotion out on the road!



## A brand new fleet

APR Telecoms has invested in new vehicles to add to their fleet with these new Ford Transit Connect vans. The bodywork area has increased over the previous model giving more space to advertise on, great for getting noticed when out and about.



## DID YOU KNOW?

You can follow us on facebook and twitter!  
Facebook: [facebook.com/signsexpressnorwich](https://www.facebook.com/signsexpressnorwich)  
Twitter: @sxnorwich