

Sense, Touch, Tactile

Signs Express (Peterborough & King's Lynn) are proud owners of a new Braille and Tactile machine, making them the number one sign company to cater for both small and large jobs.

The new vision engraver 2448 machine has a unique automatic Braille inserter and is able to engrave all types of materials plastics and metals. This is a leading industry machine boasting a 2' x 4' engraving bed.

It is ideal for light to heavy-duty applications large and small including volume production work, industrial markings and multiple plate jobs.

Signs Express (Peterborough & King's Lynn) are an accredited supplier to RNIB.



The Green Britain Foundation Centre gets a make over

Signs Express (Peterborough and Kings Lynn) supplied new signage for The Green Britain Foundation Centres' Re-launch.

The Signs Express centre has played a critical role in producing and supplying signage solutions to match The Green Britain Foundation's new brand and image for their re-launch.

The Green Britain Foundation is an initiative of Ecotricity whose founding mission was, and is, to change the way energy is made and used in Britain.

The Green Britain Foundation is a place where Ecotricity bring together all of their work, the latest technology and thinking, and weave it into a vision of a more sustainable way to live a life in the near future. Its mission is to inform, educate and empower people to take the small and the big steps towards living in Green Britain.

Signs Express (Peterborough & King's Lynn) were able to work to tight deadlines and provide signage ranging from exterior sign trays, wall graphics to internal exhibition

graphics. Although Signs Express had been in discussions for some time with Ecotricity on the project, the final designs were very complex thus the time frame for manufacturing and installation took less than 2 weeks.

Jessica from The Green Britain Foundation commented; "Signs Express Peterborough helped turn our vision of The Green Britain Centre into a reality. They were efficient, knowledgeable and accommodating and I have no hesitancy in recommending them to others."



MEET THE TEAM

Name:

Dave Thomas

Position:

Sales

Time in position:

5 years

Where Do You Live:

Peterborough

Hobbies:

Brass band & Golf

Football Team:

Chelsea

Favourite Movie:

The Great Escape

Favourite Band: Killers

Favourite Web Site: 4barsrest.com

Favourite Alcoholic Drink: Rioja

Last Book You Read:

Sugar Ray Leonard Autobiography

Interesting Fact About You:

Recorded over 10 cd's for the BBC band programme

Favourite Restaurant:

Alambra Palace in Spain

Dream Car: Mini Cooper S

Deam Holiday: America



Supporting the local community

Dave Thomas and Anne Hitch of Signs Express (Peterborough & King's Lynn) are organising a fundraising concert to help raise money for a £670,000 project to save the local Methodist Church and develop a new Community Hall in Bourne.

The concert is to be held on the 20th April at Burne Abbey Church, with The Central London Fellowship Band playing. Dave Thomas will also be performing a solo piece!

For more information on attending the event please call 01733 340008.

Are vehicle graphics still an important part of the marketing mix?

We should all be aware by now, that marketing is a key tool for any successful business. In order to sell your products or services, you have to first make people aware of them.

But what's the most effective way to do this in order to try and achieve the best ROI for your budget?

With so many different media platforms available, there is one form of advertising that often gets overlooked: vehicle graphics. And we can't help but wonder why. Admittedly they can be expensive initially, depending on which of the many options you choose to go for, but we would urge people to focus more on the impact and longevity they can have if applied correctly rather than any dents in the bank balance.

Here are 5 reasons why we think vehicle graphics should be an essential part of your marketing mix:

- 1) The facts! According to a 3M study, there is an audience reach of up to 3,000 people every hour if your vehicle is out and about on busy roads. With a reach that great, can you risk not having your vehicle branded to communicate who you are and what you do?
- 2) Make media work for you for a change! Even when your car is parked on the street, and you're tucked up in bed after a busy day, it's still out there, getting noticed. It's a 24/7 marketing tool that quite literally can help drive your business forward.
- 3) Variety is the spice of life... The product range for vehicle graphics is so vast, from just a simple branding operation through to full vehicle wraps, that we are sure there's a solution for every type of business – from the one-man-band to a whole fleet of haulage lorries!
- 4) Look at the bigger picture! Applying graphics to your company vehicle should be seen as a long-term investment and not a quick fix. If you compare the price of vehicle wrapping to bill-board advertising you'll soon see it won't take you long to get better value for your money.
- 5) Imagination has no limits... The only limitation to your options when considering vehicle graphics wrap is your imagination (and, well, possibly budget!). There's no doubt that striking graphics attract attention and generate discussions. Make people stop and stare at your company details, not your competitors!

So, to sum up, we all know you have to spend money to make money, (it's a sad but true fact of life!) but we think it's about time people wised up and started investing in marketing campaigns that actually make a difference to your brand awareness and we are confident that vehicle graphics are up there with the best of them!

When considering vehicle graphics application, make sure you speak to a specialist who can not only fit the graphics professionally (there's a real art to it) but who can also advise on the design and key messaging. The graphics can last a long time, it's important that you like what you've paid for!

For our advice call 01733 340008.

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 buildings, the side of a van and above your door. It can bring your brand to life, generate a response, re-energise your office or simply make people safe.

As part of the UK and Ireland's leading signs and graphics company, Signs Express (Peterborough & Kings Lynn) provides a complete service for all forms of signage.



CONTACT US

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