

## Support St Clare Hospice

Signs Express (Harlow) was pleased to be involved in the inaugural meeting of the Clarity Business Club, launched by St Clare Hospice in October, promoting corporate relationships with the charity.

Paul Heywood, managing director of Signs Express (Harlow) commented: **"This is a great opportunity for us to show our support for such a worthwhile local charity. Most of us, at some time in our lives, have loved ones suffering time limiting illnesses and organisations such as St Clare Hospice make these difficult times more bearable. It is for this reason that we are proud to be part of the Business Club."**

Local advertising, social media and fitting temporary graphics on to the

Signs Express (Harlow) company vehicles will hopefully help to broadcast the message throughout Harlow and surrounding areas to maximise the amount that can be raised for St Clare Hospice.

St Clare Hospice works hard in West Essex and the border of East Hertfordshire, providing specialist palliative care, free of charge, for patients and their families. With less than a quarter of their £2.8 million budget funded through the NHS, they rely heavily on fundraising activities, donations and volunteers.



Visit [www.stclarehospice.org.uk](http://www.stclarehospice.org.uk) for more information

## CASE STUDY

### FROM VAN TO MOBILE ADVERT

Take a plain silver Citroen Berlingo that merges into daily traffic, design an eye catching interpretation of the brand, appoint expert graphics company and watch the transformation!

Brand communication experts Brand-ing Design Consultancy commissioned Signs Express (Harlow) to bring their design to life for property management client IDM.

Working on site at Gainsborough Studios in North London, the Signs Express team worked to create the new look. Firstly the rear doors were changed from silver to a glossy black colour by wrapping a suitable gloss black vinyl carefully around the back doors.

It was teased into contours and around the door fixings utilising specialist 3M tools. Once complete the next step was to apply precision cut text and graphics along all sides, the bonnet and roof of the van ensuring all lined up. The result – a mobile advert, re-enforcing their brand that will ensure IDM will be noticed throughout London.



IDM completed drivers side graphics

## Cameo Kitchens

Wanting to upgrade the signage of its large showroom, Nazeing based Cameo Kitchens, contacted Signs Express (Harlow) to provide varying options.

As an existing customer, Cameo worked closely with the design team to arrive at this modern looking clear polycarbonate signage featuring full colour vinyl graphics in the house colours of the kitchen specialist, which was then fitted to the aluminium cladding showroom walls. Not only was the main fascia replaced but also goods inwards and car parking signs were refreshed together with new pavement signs.



## Pitney Bowes Ltd



As a regular supplier to Pitney Bowes Ltd in Harlow, we were asked to provide an inviting welcome to staff as they transferred to the relocated head office in Hatfield.

Working over the weekend to ensure the offices were ready for staff on Monday morning, the Signs Express installation team applied digitally printed vinyl panels onto glass partitions to create a 6 metre WELCOME TO YOUR NEW HOME sign. Free standing textile flag units re-enforced the message.

Although not a normal provision Signs Express also sourced helium balloon displays to provide the total requirement of the client in a hassle free manner.



## 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 01279 641300.**

More info on [www.signsexpress.co.uk/harlow](http://www.signsexpress.co.uk/harlow). 01279 641300. Unit 1 Maple River Industrial Estate, River Way, Templefields, Harlow CM20 2DP

### CASE STUDY

#### SIGNS FOR SCHOOLS AND COLLEGES

Whether it be a full rebrand following granting of Academy status or refreshing of existing signage, Signs Express Harlow is highly experienced in supplying and installing signs for schools, universities and colleges in Harlow and the surrounding areas.

Examples of the type of work we can complete include:

- Main entrance signs
- Wayfinding signs
- Banners
- Opening plaques
- Exhibition signage & display stands
- Noticeboards – internal & external
- Health & safety signs
- Graphics for school vehicles
- Window tinting
- Window graphics



Post mounted aluminium panel entrance sign for Harlow primary school Kingsmoor Academy



Reverse cut window graphics installed for the Harlow based international further education provider Westlink College