

Happy New Year! Welcome to our January newsletter. From everyone at Signs Express (Leeds), we hope that you have all had a great Christmas, and are geared up ready to start the New Year. If you're thinking of updating your signage ready for 2015, then give us a call and we will be happy to discuss your requirements.

## A space age award!

We were announced as a finalist in the Outer Space category at this year's Signs Express Awards Ceremony held on Friday 28th November at the Nottingham Belfry hotel. This year, Signs Express was celebrating their 25th birthday and so the convention was very much a celebration as well as a conference.

A special category created especially for this year's celebrations, as we had a futuristic themed evening event, the Outer Space award called for entries which were that little bit different from the norm. We were delighted that we impressed voters with the sign we provided for locally based company AQL.

We were already a trusted supplier, so AQL approached us to tell us about a new transmitter mast they were erecting and to see what they could do to brand it. This was a very technical build as we had to ensure that the letters would be strong enough to withstand the wind so high up as well as having different sized returns.



The letters are thicker at the top than the bottom so that the letter faces don't face towards the sky, but sit vertical despite the mast being angled backwards. We used a 58 metre cherry picker for fitting due to the difficult access to get to the mast.

The mast overlooks busy main roads leading into the centre of Leeds, and can be seen when travelling on the M621 so keep an eye out for it! The mast is also illuminated using colour changing LED flood lights. This allows AQL's customers to text a colour to a telephone number and the mast will instantly change colour.

We were so pleased with our finalist place and had a fantastic time at the convention!



## A winning customer



Becky from St Gemma's Hospice was the lucky winner of the Signs Express calendar competition in November.

The competition, which asked people to guess "Where Am I?" offered monthly prizes to one lucky entrant. Becky correctly guessed the answer was Southampton, winning herself a luxury hamper.

St Gemma's Hospice is a customer of ours and so we had great pleasure in presenting the prize.

St Gemma's hospice do fantastic work and we were delighted to hear that they'd won the calendar competition, very well deserved!

We have hundreds of entrants each month across the country so we were very happy to hear we had a winner in our area.

This year, our calendar has a picture quiz, keep an eye out on our Facebook and Twitter pages to win one of the great prizes on offer each month.

## MEET OUR NEWEST TEAM MEMBERS



At the end of last year, we took on 2 new sign makers to increase our team to 7. Both Adam and Rob have come from a sign making background, and are looking forward to developing further within the signage industry, expanding on the skills they already have.

We soon found out that Adam and Rob were actually in school together, so they already have a great rapport, and fit in well with our existing staff.

We are also still looking to take on a telemarketer to help with the sales team early in the New Year, please do get in touch if this is a position you would be interested in.

## Focus on: vehicle graphics

At Signs Express (Leeds) we are delighted to be able to call ourselves experts when it comes to vehicle graphics and wraps.

This versatile signage is a fantastic way for any business with a company vehicle to spread the word when they are on the road. Research conducted by 3M states that a busy vehicle is seen by over 3000 people every hour of the working day, so there's no denying that a lot of people will be seeing your graphics!

This smart and cost effective signage, when properly applied, is long lasting and will help your advertising no end. We also provide safety graphics such as reflective chevrons, just get in touch for more details.

We also make sure we practice what we preach and have recently added a new Citroen Berlingo to our fleet, which is of course fully Signs Express branded!



## DID YOU KNOW?

Not only do we manufacture and install signs, we can also help with your design and concept!

